We identified, targeted and tracked 786 keywords

15.6°

15.6% of the 786 keywords became Top 3 organic keywords

39%

39% of the keywords resulted in first page rankings on Google

A/B testing



Through A/B testing we were able to generate a **40% improvement** within the ecommerce conversion funnel and checkout process between May to July 2013.

## Results

129.51\*

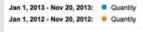
Individual Product Performance







Individual products also improved significantly with some products reaching 129.51% improvement within one year.





Google Analytics - Product A Performance