

# SEO Success Story: Home Decor Seller

A Case Study by Incrementors Web Solutions

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Transforming Online Presence Through Strategic SEO

# Project Overview & Challenge

## Client Information

### Business

Online store selling artisan-made home decor including linens, bedsheets, pillow covers, and wall decorations

### Location

Toronto, Canada

### Team Size

1-10 Employees



## ! The Challenge

- ↘ Low organic traffic
- ⟳ Heavy reliance on Facebook ads
- 🔍 Need for SEO expertise
- ❓ Lack of technical SEO knowledge

# The Solution: Strategic SEO Implementation

## 💼 Scope of Work

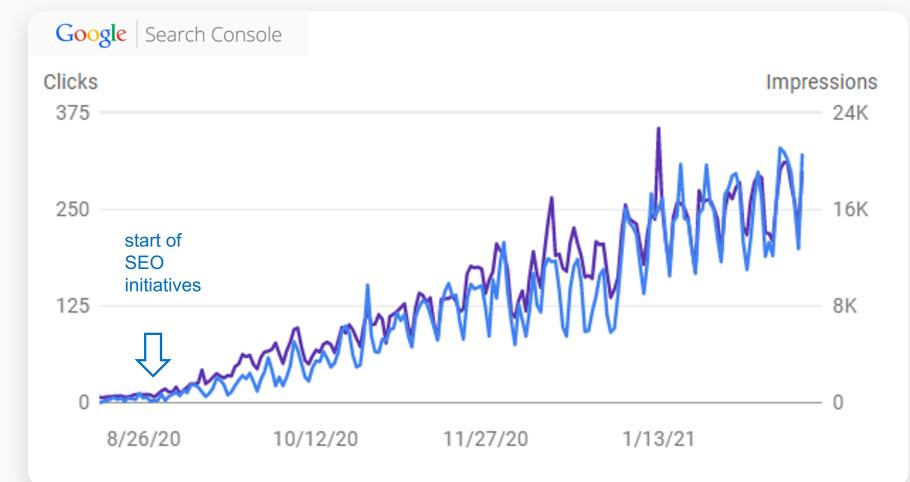
- 🔍 Keyword research to identify high-value search terms
- 🔗 Link building to improve domain authority
- 🔧 Website improvements for better user experience

## 👥 Team Composition

- 👤 Project Manager: Shaan
- 👤 Supporting team behind the scenes

## ⌚ Investment

- \$ \$140 per week
- 📅 Started March 2021, ongoing



# Results & Impact

## 🏆 Key Achievements

- ↗ Increased organic traffic
- 📊 Improved Google rankings
- ★ Appearing on Google's first page
- 🛒 Converting traffic into sales

## 📈 Growth Metrics



Budget Efficiency

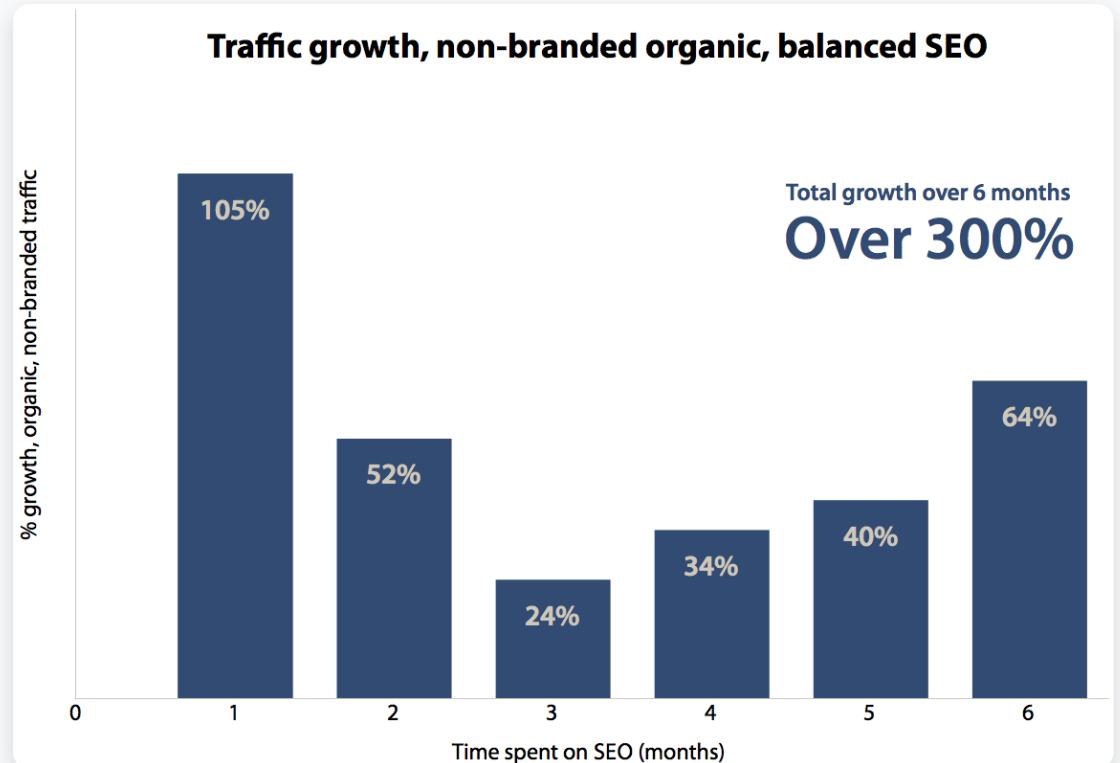
**Significant ROI with minimal investment**



Sustainable Growth

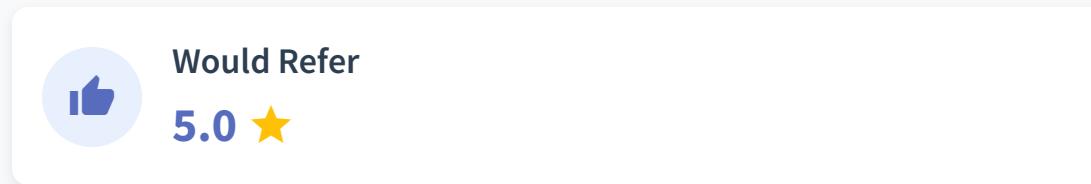
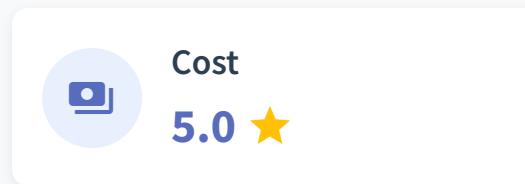
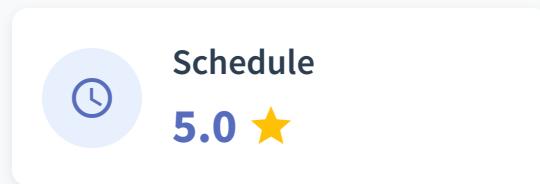
**Continuous improvement in organic visibility**

**Traffic growth, non-branded organic, balanced SEO**



# Client Feedback & Testimonials

## ★ Client Rating

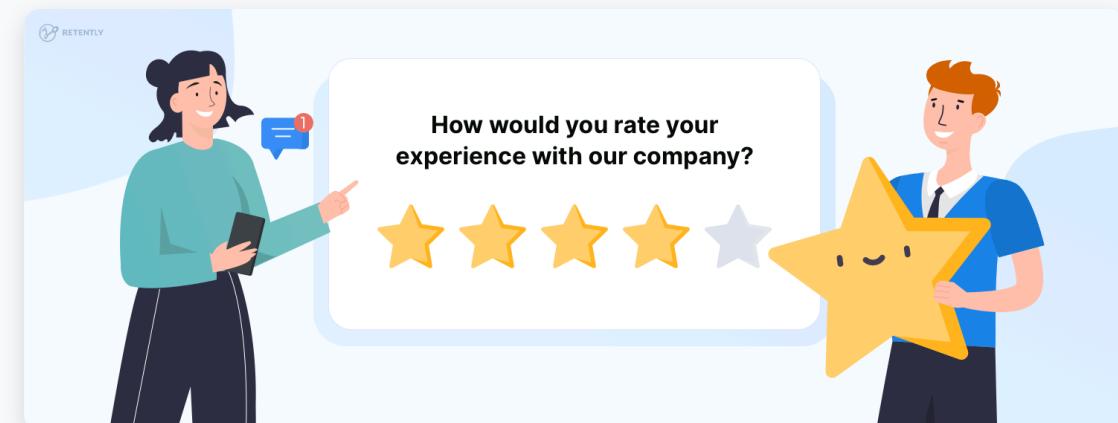


## ” Key Testimonials

"They're always available to chat and answer our questions."

"Incrementors not only does their job, but they also guide and educate us about how technicalities work."

"We're impressed with the ease of communication that Incrementors facilitates."



# Key Takeaways & Lessons Learned

## 💡 Success Factors



### Strategic Implementation

Effective SEO with **limited budget**



### Communication

**Regular updates** and client education



### Holistic Approach

Technical improvements + **client understanding**

## 💡 Client Advice

"Communicate well with Incrementors' team and have an open mind to understand the work they're doing."

"Be more involved in the process to maximize results."

