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Increasing revenue by 65% with Search Engine Optimization for Collegiate Retail Brand

Case Study - SEO for Collegiate E-Commerce Retail Brand
SEO

Increasing website sessions by 150% and revenue by 66% with Search Engine Optimization for College Retail Brand

The Goal

A bulk-order apparel business wanted to expand its efforts into the digital space by launching a single-product e-commerce website to expand its targetable audiences.

The Strategy

Our approach was focused on expanding their initial e-commerce website to ensure that target keywords for their desired audience are targeted by explicit products and content. In addition, we assisted their team in the implementation of a brand-new information architecture to support the new content as well as a new global navigation.

The Results

After implementing improvements to the site architecture, content, and product targeting across the new e-commerce website, the client experienced a 150% increase in sessions during the following year (2022 vs. 2021).

In addition, revenue increased by 66% in 2022 because the optimizations generated more qualified traffic within the SEO channel.

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Increasing revenue by 65% with Search Engine Optimization for Collegiate Retail Brand

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