SilenceKillsDesign Case Study

A case study on the implementation of white-hat Search Engine Optimization and E-Commerce best practices.

Introduction

This study focuses on the immediate benefit of the redesign of silencekillsdesign.com using best practices in web development and SEO. We will look at the first three month's performance — September - November 2019, against the previous site's performance in September - November 2018.

Project Goals

We shifted our website stack from a WordPress site to a static site created with Vue.js, Nuxt.js Vuetify, HTML and scss with a deployment through Netlify. The goal was to greatly improve page load speeds and eliminate unnecessary fluff from the site, making it more navigable, thus introducing a better user experience.

Project Focus

This case study was designed to measure the immediate impact of a website redesign. We prioritized SEO every step of the way. Deep image tagging, thorough meta, Schema markup, and strong headlines played major roles in the quality traffic increase. We reworked areas of the website that had high drop-off rates to increase click-through rates and complete the leads funnel, thus reducing the bounce rate on the site to under 25%. Cross-service links greatly boosted quality link-building without the introduction of the blog feature, which will be added next. We also campaigned brand-consistent posts for social media that encouraged developer feedback and to engage leads, which led to a great increase in social-to-site traffic. Please see the metrics below.

Key Metrics

179% ⌃
Increase in Unique Site Visitors

204 vs 73

254% ⌃
Increase in Pages per Session

5.00 vs 1.41

225% ⌃
Increase in Total Sessions

244 vs 75

1051% ⌃
Increase in Total Pageviews

1,220 vs 106

300% ⌃
Increase in Session Duration

00:01:54 vs 00:00:29

-85% ⌄
Decrease in Bounce Rate

11.89% vs 77.33%