

# SEO 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 year-over-year metrics of Mudpaint.com, an online seller of antique furniture paint. The brief metric comparisons are from the holiday season, October 1 - December 31 of 2016 to the same time-frame in 2017.

## Project Goals

MudPaint was acquired in September of 2016. In the transition of ownership, key SEO metrics dwindled due to the previous use of black-hat SEO practices and forfeiture of paid ad networks. Our goal was to increase organic traffic to boost wholesaler accounts and individual sales.

## Project Focus

The redesign of the site greatly prioritized SEO every step of the way. Deep image tagging, thorough meta descriptions, 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-thru rates and complete the sales funnel, thus reducing the bounce rate on the site to under 4%. The integration of wholesaler information and maps greatly boosted quality link-building. We also built several brand-consistent posts for social media that encouraged wholesalers to share and engage with, which led to a great increase in social-to-site traffic. Please see the quarterly-average metrics below.

## Key Metrics

**210%**

Increase in Unique  
Site Visitors

13,306 vs 4,290

**308%**

Increase in Pages  
per Session

7.28 vs 1.78

**192%**

Increase in Unique  
Visitor Sessions

15,395 vs 5,271

**1094%**

Increase in Pages  
per Session

112,075 vs 9,384

**32%**

Increase in  
Session Duration

00:01:56 vs 00:01:27

**95%**

Decrease in  
Bounce Rate

3.33% vs 68.79%