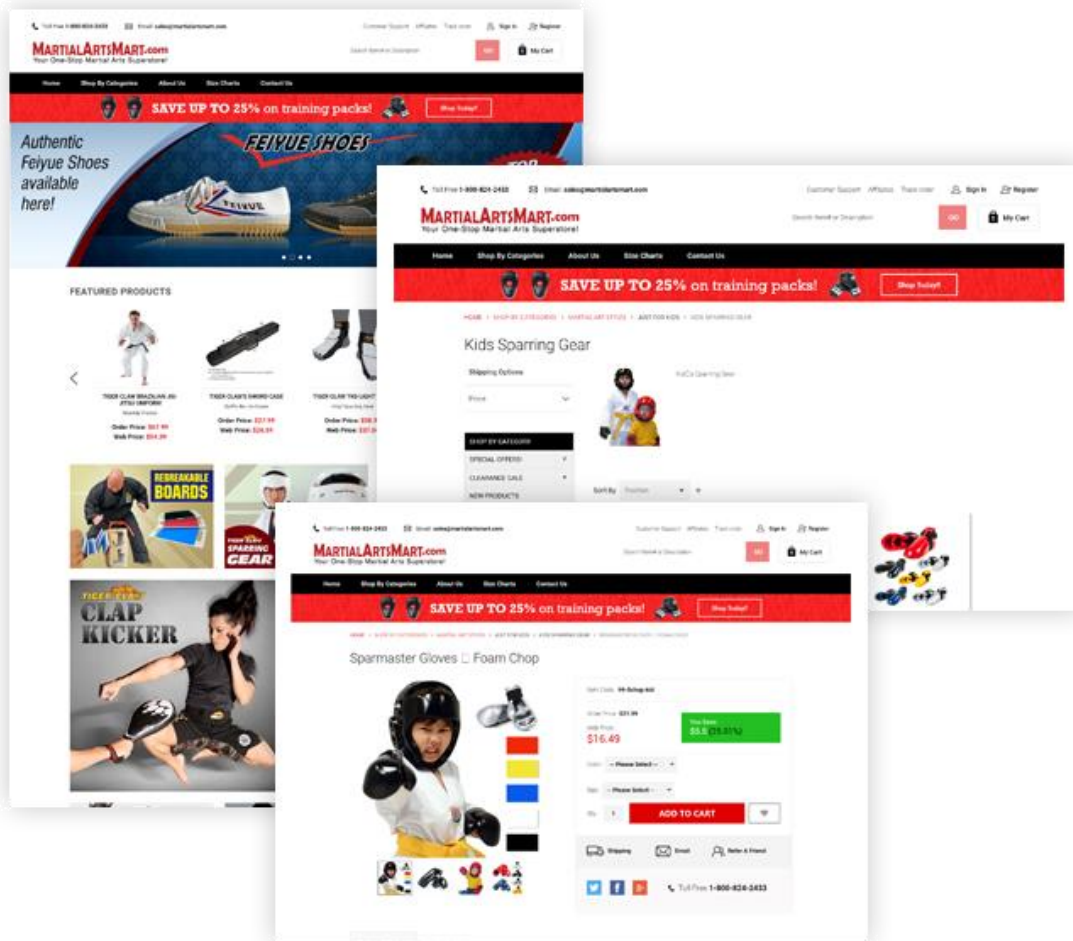











Martial Arts Mart Digi Marketing Campaign



MartialArtsMart.com

is a one-stop Internet shop for martial arts products. With over 20 years of experience and more than 3,000 items, it is one of the largest online suppliers for all martial art needs. The company approached us for increasing the website traffic and improving the conversion rate of its Ecommerce store.

Our Role

-  Ecommerce Consulting
-  SEO (Search Engine Optimization)
-  PPC (Pay Per Click)
-  Google Shopping Ads
-  Content Writing Services
-  Affiliates Program
-  Advance Reporting

Challenge

being in a highly competitive industry – the sports products, the client was not able to get the desired number of clicks for the targeted keywords in both organic as well as paid search results. Despite spending quite a bit amount of money on a monthly basis, the bounce rate was quite high and they needed HELP. They hired us to increase the website traffic and improve the conversion rate.

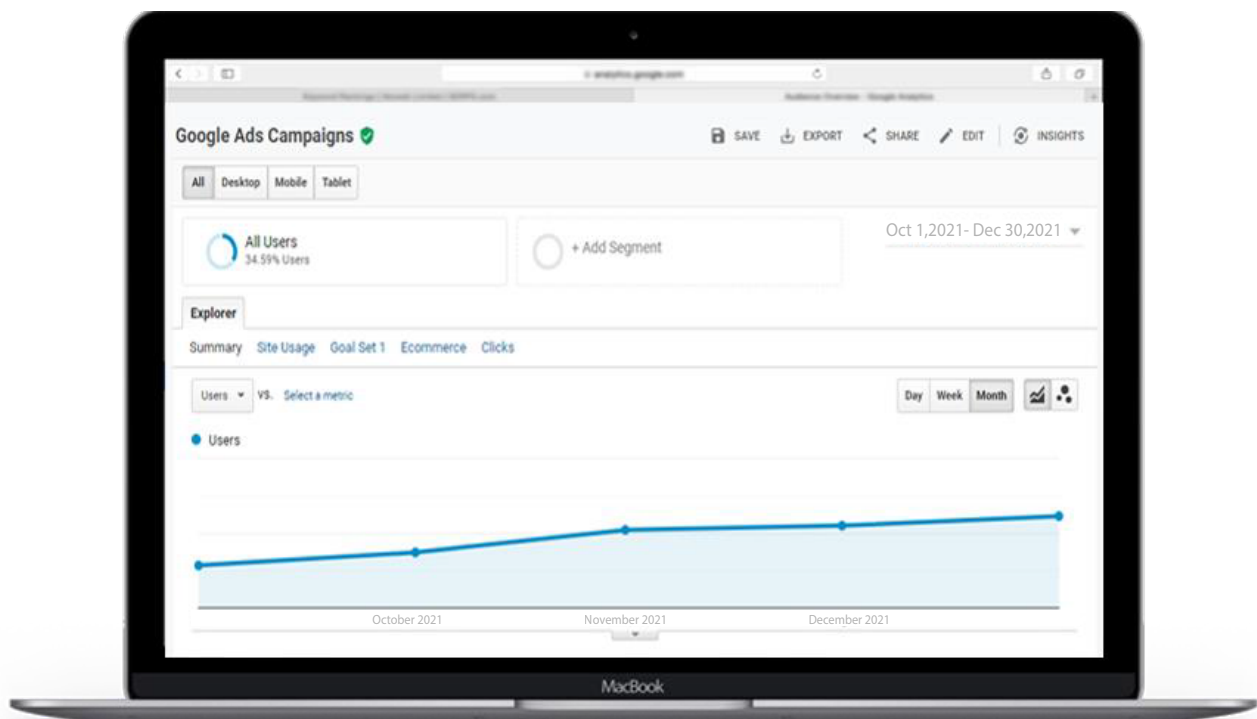
Solution

The first thing we did was monitoring all the activities on the client's website, where the users were extracting or bouncing back through an automated tool.

Optimized the site fully for better search engine rankings, tracked the results with Google Analytics and updated the changes accordingly. We revamped the content of the website, created new pages, on-site blogs to help generate more traffic and sales.

We set a paid marketing strategy through Google Shopping Ads, Google Product Listings, and Pay per Click campaigns.

In less than 2 months were able to decrease their bounce rate and increase the conversion.



Achievement

