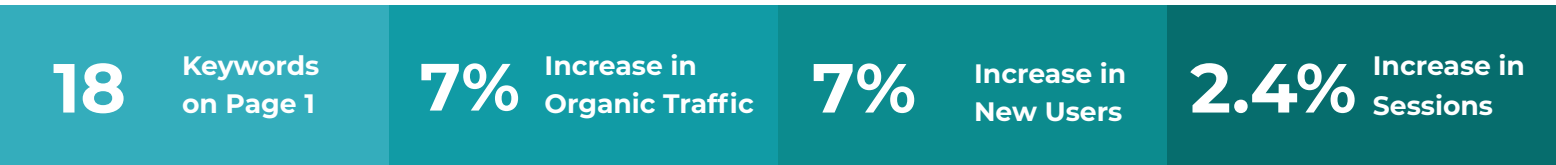


SEO Case Study

Luxury Goods eCommerce Site

National Campaign • Spend: \$2400/month



SEO Strategy

This client has only been with us since March of 2019. Their goal was to grow the organic rankings and get them visible for big name brand bags (Chanel & Hermes) on a national level. Initially we were going to target more specific models/styles to see the best ranking results we could as these keywords are very competitive on a national scale, but our link building efforts have seen great success early on in the campaign.

After seeing a pretty quick ranking result we were able to move towards much more competitive terms only 2 months into the campaign. Since the site was in such good health and needed no changes aside from updated keyword relevant on-site content we have been able to spend our time and effort on link building almost exclusively. We have written copy for them to help them be better optimized and to grow the rankings for these much more competitive keyword phrases through off site link building work in tandem with the newly optimized copy.

Keyword	Start Rank	Start Page	Current Rank	Current Page
hermes 25cm kelly bag	1	1	1	1
hermes 20cm kelly bag	1	1	1	1
hermes 28cm kelly bag	2	1	↑ 1	1
hermes 35cm kelly bag	6	1	↑ 1	1
hermes 25cm birkin bag	2	1	↑ 1	1