



Elevating Organic Visibility for Outdoor Gear Retailer

About the Client

An outdoor gear retailer specializing in high-quality equipment for adventurers at heart, equip enthusiasts with everything they need to explore the great outdoors, from rugged hiking boots to lightweight camping gear.

Solution Impact & Ongoing Optimization

By optimizing website content with relevant keywords, the retailer saw a marked increase in organic search rankings. This uplift in rankings led to higher click-through rates, increased engagement, and ultimately, a boost in conversion rates as more visitors found exactly what they were looking for.

Ongoing optimization efforts focus on analyzing search trends, refining keyword strategies, and improving site speed and mobile responsiveness to keep pace with evolving search engine algorithms and user expectations.

This continuous cycle of evaluation and adjustment ensures that the retailer remains at the forefront of potential customers' searches, driving sustained growth and competitive advantage in the outdoor gear market.

CHALLENGE



Based in a competitive market, faced challenges in attracting organic traffic to their website

SOLUTION

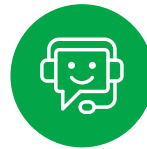


They invested in a comprehensive SEO strategy and content marketing plan.



Keyword Research

Focus on high-volume keywords not yet captured by competitors, enhancing the website's content and metadata.



Content Plan

Monthly blog covering outdoor activities, gear reviews, and product-related how-to guides, targeting the outdoor enthusiast community.



Technical SEO

Improve website crawlability and user experience, including speed, mobile responsiveness, and structured data.



Local SEO

Ensuring accurate business listings on online directories and maps, alongside local keyword optimization.

BENEFITS



Over the course of 12 months, they had a significant uplift in their SEO performance and website metrics:

1

Organic Traffic Growth

75% increase in organic website traffic, with sustained growth month over month.

2

Keyword Ranking Improvement

Ranking in the top 10 search results for 50+ targeted keywords, with key products appearing on the first page of Google results.

3

Enhanced User Engagement

Informative blog content led to a 45% increase in average session duration and a 30% lower bounce rate.

4

Increased Sales

Online sales increased by 40% and a significant uptick in in-store inquiries about products featured online.