

PREMIUM FOOD PRODUCTS E-COMMERCE WEBSITE CASE STUDY

ENHANCING TRAFFIC AND BOOSTING CONVERSIONS: A CASE STUDY OF OVERHAULING LINK BUILDING STRATEGY AND CONDUCTING ON-SITE SEO AUDIT FOR A PREMIUM FOOD PRODUCTS E-COMMERCE WEBSITE

Business Type: B2C, Website Type: Premium food products – eCommerce



FEATURED PRODUCTS

					
WEAVER NUT RAW WHITE CANADIAN HONEY QUART Pack Size: 12 CT Item # 00891	WEAVER NUT RAW WHITE CANADIAN HONEY PINT JARS Pack Size: 12 CT Item # 00890	WEAVER NUT RED NONPAREILS Pack Size: 25 LB Item # B8205	WEAVER CHOCOLATES DARK MICRO MINI PRETZEL Pack Size: 18 LB Item # 09790	ZACHARY DARK CHOCOLATE THIN MINTS 5.5 OZ Pack Size: 16 CT Item # 03217	RICHARDSON CHOCOLATE CENTER GOURMET MINT Pack Size: 2/15 LB Item # 04178
\$131.89 ADD TO CART	\$92.29 ADD TO CART	\$49.50 ADD TO CART	\$46.53 SELECT OPTIONS	\$51.08 SELECT OPTIONS	\$128.59 \$116.90 SELECT OPTIONS

CLIENT BACKGROUND

We were approached by the client to optimize their website and enhance traffic metrics through a comprehensive on-site SEO audit, developing a robust link-building strategy, and improving conversion rates. During the two-year engagement, we successfully achieved these objectives and delivered tangible results for the client.

ISSUES HOLDING THE WEBSITE BACK

Inefficient crawl and index management, the presence of numerous 404 pages and broken links, poor page speed optimization and lack of a comprehensive content strategy were the key issues plaguing the website.

OUR STRATEGY

Upon conducting an SEO audit of the e-commerce client's website, we found typical issues that commonly plague such sites. Our analysis of Google Search Console and Ahrefs data led us to prioritize addressing poor crawl and index management, broken links, slow website speed, and the lack of a content strategy.

In particular, broken links are a common problem for e-commerce sites that clear out discontinued or sold-out products without addressing the corresponding links leading to those pages. We manually crawled the client's website to locate and remove broken links, replacing them with new links that led to relevant working pages. Additionally, we applied directives to prevent Google's crawlers from recognizing unhelpful URLs, resolving the crawl and index management issues.

To optimize website speed, we moved the site to Cloudflare's content distribution network, reducing connection time for users further away from the client. We also utilized Cloudflare's optimization tools to reduce on-site content loading times.

We revamped the client's content strategy by creating original content that could attract users to the product pages. Rather than solely focusing on product-specific content, we developed shareable, informational content targeting high-volume keywords relevant to the client's niche, adding internal links to direct users to the money-making pages.

Finally, we helped the client build authority through creating a Google My Business account, sourcing positive reviews from customers, and expanding outreach efforts to topically relevant, high-ranking blogs, improving the existing link building strategy.

THE RESULT

After implementing the changes described above, organic traffic during the client's seasonal peaks increased by 50.47% in sessions compared to the previous year, resulting in an additional 72.31% increase in revenue.

Aside from the seasonal peaks, overall transactions on the client's website increased by 93.20%, and their revenue has increased by 39.45%