

WOMEN'S CLOTHING E-COMMERCE WEBSITE CASE STUDY

HOW A COMPREHENSIVE KEYWORD SEARCH INTENT SEO STRATEGY INCREASED ORGANIC TRAFFIC AND REVENUE FOR A WOMEN'S CLOTHING E-COMMERCE PLATFORM

Business Type: B2C, Website Type: Women's Clothing – eCommerce



SHOP MEL'S MUST HAVES

SHOP SIGNATURE STYLES

SHOP PERFECT FIT LINE

SHOP FEATURED STYLES

CLIENT BACKGROUND

Our esteemed client, a women's clothing e-commerce platform based in the United States, had established a formidable online presence, boasting a vast array of products. However, despite their ten-year presence in the market, they encountered difficulty in securing high rankings for competitive keywords within their niche. Consequently, their principal objective was to augment their organic traffic and sales through the implementation of a more efficient and sophisticated SEO strategy.

ISSUES HOLDING THE WEBSITE BACK

After conducting a thorough SEO audit, we identified multiple issues plaguing our client's website. These included inadequate keyword optimization, an inefficient URL structure, and subpar domain authority. To remedy these issues, we devised a two-pronged approach that incorporated both on-page and off-page optimization techniques. Our aim was to elevate the client's online presence and drive organic traffic and sales to their website.

OUR STRATEGY

1. The optimization of long-tail keywords.

We found that long-tail keywords have higher conversion rates and lower competition than short-tail keywords. So, we conducted a detailed keyword research process to identify high-intent, long-tail keywords that aligned with the client's target audience's search behaviour. Then, we optimized the product pages by incorporating these keywords into the meta tags, headers, and content.

2. The URL Restructuring

We suggested to the client to improve the structure of their website URLs by using a category/subcategory/product structure. This approach would make their URLs more user-friendly and keyword-rich. As an example, we recommended them to use URLs like "www.example.com/dresses/maxi-dresses/floral-maxi-dress" instead of generic URLs like "www.example.com/products/123456".

3. Interactive Content Creation

We suggested adding interactive content, like quizzes, surveys, and product configurators, product comparison page, a product review page, and a product description page for each high-value keyword to improve user experience and engagement on the client's website. Interactive content boosts user engagement and dwell time, which are important ranking factors. We made sure the interactive content was optimized for relevant target keywords. We also created a product comparison page, product review page, and product description page for each high-value keyword.

THE RESULT

Our SEO approach delivered substantial gains in organic traffic and revenue for the client. In the first year of our collaboration, the client's website experienced a 100% surge in organic traffic and a 45% rise in revenue. Our long-tail keyword optimization boosted organic traffic by 60%, while our URL restructuring efforts improved crawlability and indexability. We also implemented an interactive content strategy that resulted in a 25% increase in engagement and a 30% increase in time on site. These strategies, combined with our overall approach, helped the client achieve their desired rankings and generate more revenue.