



SEO CASE STUDY  
Apparel Company



# CASE STUDY: Apparel Company

## THE CLIENT:

A leading sun protective apparel company based in Los Angeles, CA.

## THE CHALLENGE:

Increase website traffic and revenue from the organic search channel by improving organic search share of voice.

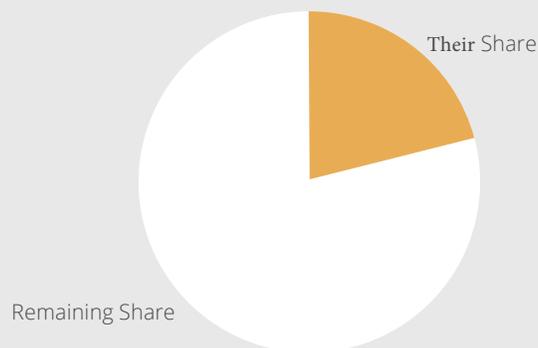
## THE SOLUTION:

### PHASE 1: Share Of Voice & Opportunity Assessment

We began by determining:

- What is their share of voice vs. competitors?
- How much is the remaining share of voice worth?
- Where do the greatest opportunities for improvement exist?

#### SHARE OF VOICE





Once we understood how much incremental revenue they could gain by increasing their share of voice, we began our proprietary Performance Audit process to identify the best ways to optimize their site.

## PHASE 2: Performance Audit & Gap Assessment

Next we rated the website against an exhaustive set of performance factors in the following areas:

- Content Strategy
- Digital Assets
- Code Structure
- Information Architecture
- Social Factors

### DELIVERABLE:

A playbook with prioritized recommendations ranked by level of effort and their potential impact on organic search performance. This playbook of quantified, data-driven initiatives set the foundation for an ongoing SEO strategy in 2018-19.



## PHASE 3: It's Go Time! Agile Execution & Measurement

Now that we had our data-driven playbook, we leveraged sprint-based agile methodology to achieve early wins, build momentum and learn quickly. We rapidly tested hypotheses on small sets of recommendations, measured their impact, and scaled what worked for broad channel impact. If we didn't see impact we tabled that recommendation and moved on.

"Digital Papercuts was great to work with. They are knowledgeable, experienced and able to communicate well and work effectively with business managers. And they have a great passion for search engine optimization."

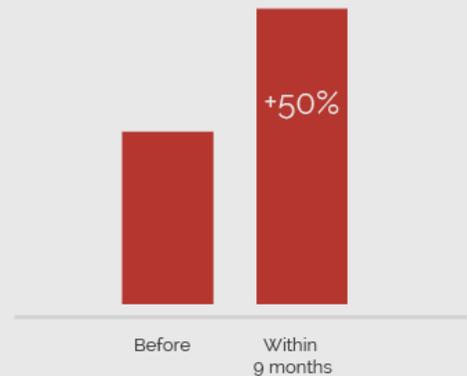
-John Burrow, Founder, President,

By utilizing our sprint methodology we were able to roll out multiple new tests and measure impact every 1-2 weeks, gaining rapid feedback and impact as we moved into Coolibar's busiest season and began to scale.

## RESULTS: Measurable & Dramatic.

Within 9 months we grew ecommerce revenue from organic search by over 50% and increased conversion rate by 35% within 3 months. All of this growth was directly attributed to our work. The return on investment was 40:1, nearly 4,000% as of September 2015.

### eCommerce Revenue Growth



### Increase In Share of Keyword Search and Position

