

Delivering Results through “Out of the Box” Thinking

CASE STUDY: RETAIL

After a major Web site redesign, one of the world’s leading merchants of outdoor recreational products came to IMPAQT with the hopes of streamlining their SEO initiatives while working with their in-house content management system to implement innovative organic optimization tactics.

With over 200 pages of site content analyzed, IMPAQT realized that the company’s linking strategy was lagging behind those of their competitors. As a result, pages with valuable content were not being utilized effectively and it showed in the company’s organic rankings.

QUESTION:

What novel Search strategies and tactics could IMPAQT recommend to increase the competitiveness of the outdoor recreational brand?

REVELATION:

We began our optimizations efforts from the group up, first focusing on the top level pages of the site (homepage, department, and sub-department level pages) and recommended best practices to increase the search-friendliness of their site, including URL restructuring, converting JavaScript to text, change terminology to reflect searcher behavior, page title formatting, etc.

Along with these recommendations, we did some ‘out of the box’ thinking as to how our client could better compete with their competitor’s linking strategies. With the rapid growth of the social media channel, we brainstormed how we could utilize this medium to our client’s benefit. A decision was made that we could capitalize on the increased use of social media to reach target audiences through the use of blogs. Who doesn’t like free products, and who better to send them to than your target audience? With that thought in mind, we identified the top industry-related blogs and recommended that the retailer entice them with free products that the bloggers would be able to test and write about. Additionally, this tactic worked as a link builder as the bloggers reviews could be linked back to our client’s site, resulting in a positive affect on their organic rankings. In addition to this strategy, we recommended adding links to the social bookmarking sites del.icio.us and digg to all major pages, specifically library pages that hold valuable educational content.

The IMPAQT:

Our innovative approaches to achieving higher organic rankings worked extremely well for our client. Despite only incorporating 60% of our recommendations, they have seen the following returns from their SEO campaign:

- In just five months after taking on the account, we increased their online organic visibility by over 30% for four of their product lines
- Average visibility increase of over 100% for target keywords under 7 product lines
- The outdoor recreational retailer attributed their 48% increase in online sales from 2007 to 2008 to IMPAQT’s recommendations.