



## Website Optimization for an e-Commerce Store

How does an e-commerce store rank on Google's first page and increase online sales by 1333% in 90 days?

### The Client

The Client runs an e-commerce company that manufactures and sells handmade candles and candle-making accessories, specializing in corporate-themed and custom-made candle gifts. The Client launched its online store with the misconception that the keyword “handmade candles” wouldn’t be very competitive. It applied some surface-level SEO strategies to the e-commerce website and expected to rank high on search engine results pages (SERPs).

However, the website remained below the top 50 results on SERPs for months. Almost no traffic was generated via online channels, and the Client struggled to find prospects and make sales. The Client brought Startup-n-Marketing (SnM) in to oversee a transformative turnaround and as always, we delivered.

### The Goal

Startup-n-Marketing was tasked with improving the online store’s SERP ranking. We were also mandated to put together a framework to increase traffic and create a reliable source of sales opportunities for the Client. Through innovative online marketing and SEO strategies, SnM reached and exceeded the Client’s goals.

Nearly 90 days after taking on the project, SnM had the Client’s online store ranking on the first page of Google and other major search engines. We also brought about an exponential increase in traffic and generated over 500 new leads.



## The Strategy

In the process of conducting an in-depth analysis of the Client's website and existing SEO strategy, the specialists at Startup-n-Marketing compared the Client's current practices against the 100 most important ranking factors for Google and the major search engines. The insight from the analysis and comparison was subsequently used to craft a strategy to optimize the website's visibility to search engine algorithms and as a result, improve its ranking.

This includes:

- Resolving on-page errors
- Implementing best practices for website content
- Optimizing URL and meta tags
- Creating a consistent link-building strategy and so on.

Please note that the overall strategy was crafted and administered by SEO professionals. The steps outlined above only represent a small part of the optimization process. How effective the process was and the results Startup-n-Marketing delivered for the Client are highlighted below.

## The Result

Within 90 days of adopting our optimization strategy for the Client's website, we had the online store ranking on the first page of search engines for its primary keywords. We also had it ranking high for closely-associated keywords.

This improved the influx of traffic to the e-commerce store exponentially, with the Client's website receiving almost 80-times more traffic. Leads generated via website visits also increased by 1333%, kickstarting a boost in total sales and profits earned.



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