

# Case Study: How An E-Commerce Site Increased Search Traffic

## Client:

This particular eCommerce client of ours is one of the online stores for Decor Products. Their main focus is on Home Decor, Office Decor and some services like interior design, Architecture etc.

## Problems:

The customer had the accompanying desires:

- To enhance the sale.
- To enhance the SEO of the site so that it can be on the top of the search results.

The problem was that the client has no Web presence in the search results. Also, there was no reach of the client's products among the customers. Clients did not have such a successful business.

## The Actions:

In order to increase traffic and sales, clients needed to gain exposure.

Initially, a huge amount of resources was placed on getting the website up to speed. This involved fixing elements on the website that were hindering the customer experience and harming the brand.

Also, keyword analysis was undertaken to help pinpoint keyword focuses and searches that real people make when they are purchasing shoes online. This keyword research was then used to help improve the **SEO** of the most important pages of the website.

A strategy for ongoing months was then generated based on this keyword research to help assist us in communicating the right promotions and products at the right point in the seasonal trend cycle for shoe products.

This strategy has boosted sales and traffic to the website.

## The Result:

Noteworthy increments in sales can be seen in a little time frame, giving extremely clear and quantifiable outcomes to the work done.

Vast increments in online deals in a couple of months were accomplished by:

- Expanding the organic flow of traffic to the site.
- Expanding the number of visitors viewing product pages.
- Expanding the amount of time these visitors were spending on the page.
- Expanding the eCommerce conversion rate – the percentage of visits that result in a sale.

## LET'S TALK!

If you want to take your business to the next level,

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