

SEO: BUILDING TO LAST

The first-year fixes we made to a new client's website to increase technical health and organic traffic

CLIENT

- ◇ Landscaping materials company looking to increase organic traffic and offsite sales

CHALLENGE

- ◇ Improving SEO to boost traffic while directing site users to and through conversion paths

SOLUTION

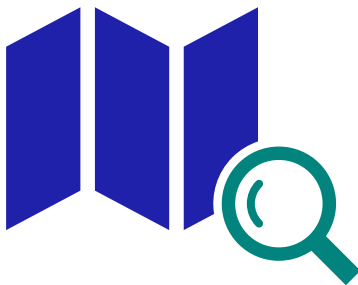
- ◇ Seemingly simple fixes that had a significant impact on search-engine-friendliness, visibility, and traffic

ONE-YEAR OUTCOMES

PAGE LOAD
TIME
↓ 46%

SPEED UP LOAD TIMES

We recommended technical and back-end changes that reduced page load time from 6.7 seconds to 3.6 seconds. On average, a 1-second delay in page load time can yield up to 6% fewer page views. By improving the client's load time by more than 3 seconds, we increased their site's average session duration by more than 31% in the first year.



SHOW SEARCH ENGINES WHAT TO DO

We updated the site's robots.txt file to show search engines how to crawl the site. We also fixed a major issue with the sitemap: new pages had been created but the sitemap.xml file hadn't been updated to reflect this new content. While a new sitemap doesn't directly cause search engines to index these pages, it's a positive signal to search engines that the pages are of sufficient quality to be indexed.

ORGANIC
TRAFFIC
↑ 18%

IMPACT ON ORGANIC TRAFFIC

The cumulative effect of these changes, among others, we were able to increase organic traffic to the site by 18.2% in our first year. More importantly, conversion rates (visits to the Where to Buy page, an indicator of an offline sale) rose by 20.4% in that time, meaning that the additional traffic was higher-quality than previous traffic.