

E-COMMERCE SEARCH ENGINE MARKETING CASE STUDY

Integrated SEO and conversion rate optimisation campaign for Evolution Organics

- Founded in 2009 Evolution Organics provides an authentic source of high-quality organic health food supplements for people who care about their health.
- The business only supplies products from manufacturers who take the greatest care to buy from natural or certified organic sources.
- Ethically and environmentally aware, Evolution Organics works to support optimal health and fitness now and in the future.

Our brief

- Our brief was straightforward: to optimise the Evolution Organics website for search engines and human visitors, thereby increasing sales through the online shop for this newly established business.
- We were to do this by:
 - driving increasing amounts of traffic to the site, and
 - making it easier for visitors to the website to find products and to make purchases.

Our strategy

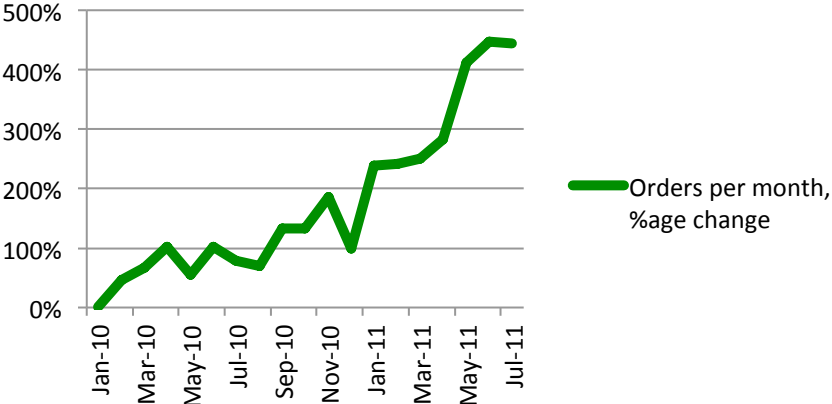
- We followed our structured SEO improvement process:
 - Auditing the website and researching key competitors
 - Defining website metrics and business priorities
 - Creating a costed project plan, prioritised by business impact and urgency
 - Implementing a structured programme of work to drive traffic to the site and increase conversions

Our programme included:

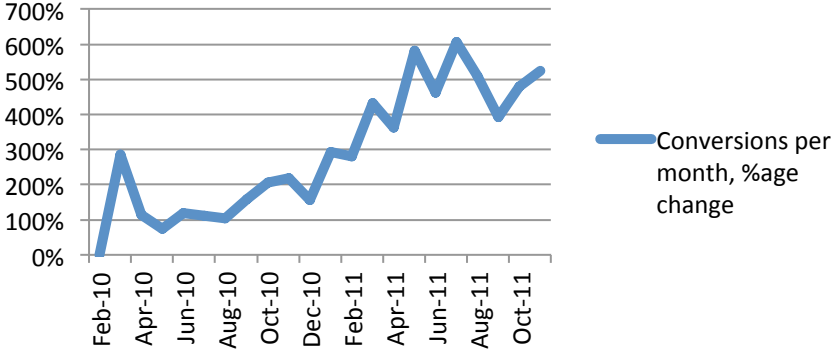
- **Website conversion optimisation**
 - improved customer journeys
 - enclosed checkout process
 - enclosed product page layout
 - revised home-page layout
 - improved site search
 - more intuitive navigation
- **Search engine optimisation**
 - Link building, following rigorous competitor back-link analysis
 - Optimisation of targeted landing pages
 - Google merchant centre
- **Social media development**
 - Introduced blogging, Facebook, Twitter campaigns
 - On-page product videos and reviews

Campaign results, 2010 - 2011

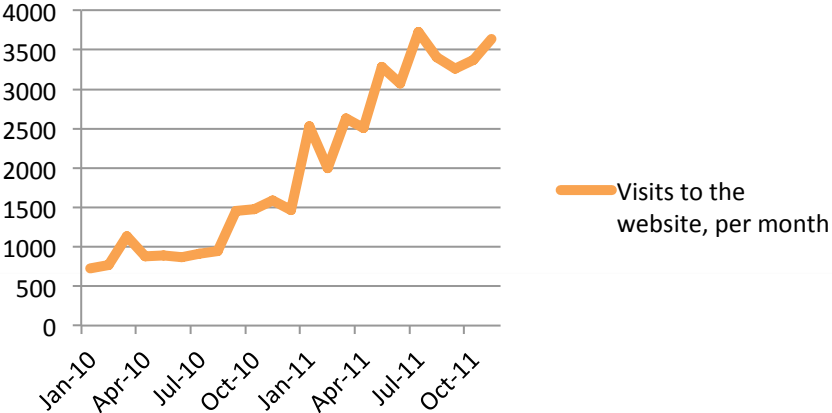
Orders per month, %age change



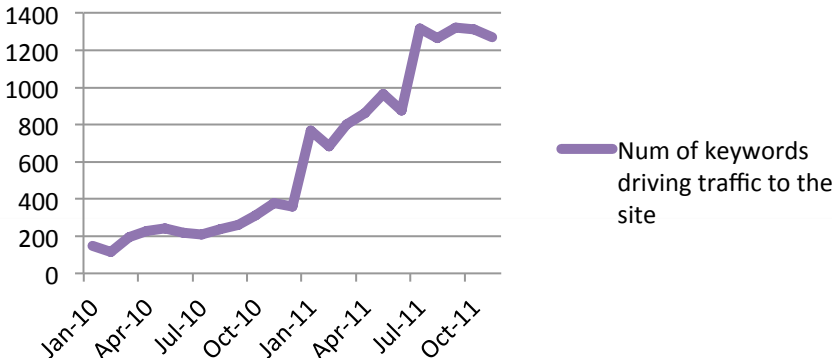
Conversions per month, %age change



Visits to the website, per month



Num of keywords driving traffic to the site



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