

CASE STUDY:

Content Collaboration Improves Organic Traffic

Client

Mary's Tack & Feed
www.marystack.com
with EXCLUSIVE since July 2012



Summary

After a site crawl and subsequent analysis identified more than 400 pages on MarysTack.com with duplicate or insufficient content, a strategy was needed to rectify the issues.

To effectively convey the equestrian expertise Mary's Tack offers its customers, it was decided that the content would be created collaboratively.

By working in lockstep with Mary's Tack, it became possible to not only lean on the client's industry knowledge, but the development of the content was also sped up through the collaborate content creation.



Problem

Mid-October 2015 saw the launch of Mary's Tack new Magento-based website. The new site boasted a clean template and an improved customer experience. However, despite the best practices that were followed throughout the site relaunch, organic traffic stagnated. After further analysis, it was revealed that there were over 400 pages in severe need of content – some of which were very prominent category pages with high potential to rank better for keywords within striking distance.

Not only was there lost potential for high-profile category pages, the number of pages with low-quality, light, or no content was likely harming site-wide performance.

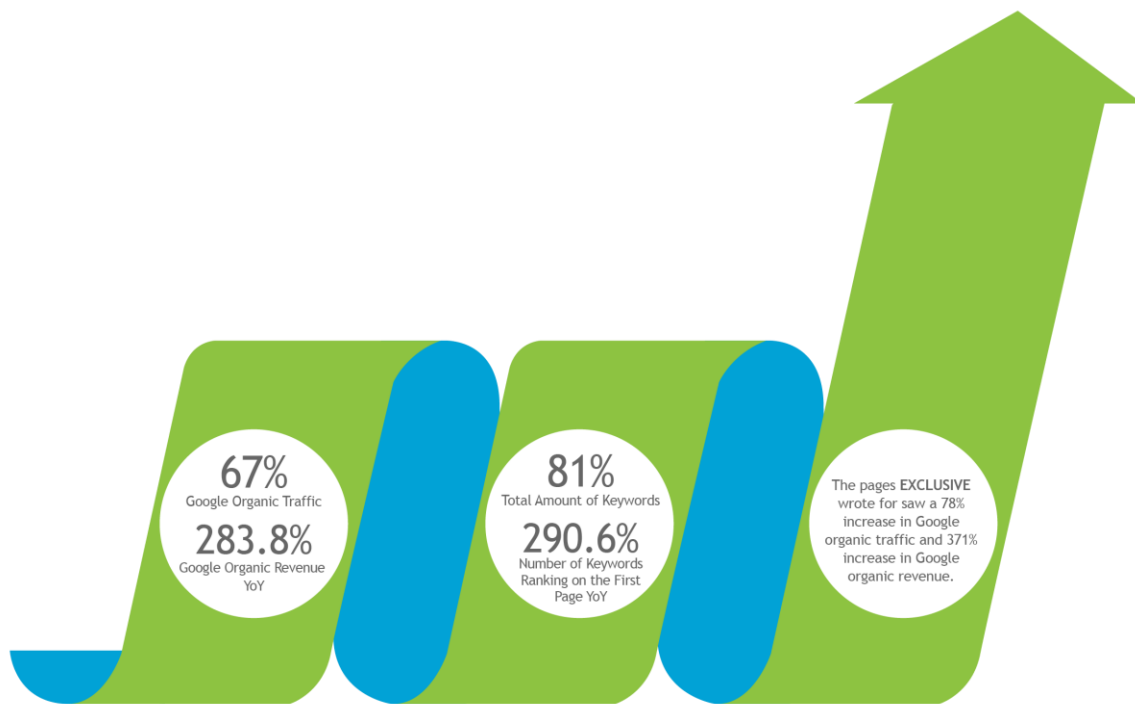
Recommendation

A content-based course of action was chosen because of its ability to overcome the negative impacts of content-specific algorithm updates. EXCLUSIVE then organized the list of pages by priority. Mary's Tack already had a dedicated and talented writer on its team – one with the necessary expertise to write about equestrian supplies, but not the know-how of curating content for search engines.

So a deal was struck. EXCLUSIVE and Mary's Tack's content writer would work as a team to tackle this herculean task of writing content for hundreds of pages. EXCLUSIVE would aid the writer in writing content suitable for SEO purposes – including optimizing meta tags – and Mary's Tack would review content EXCLUSIVE writes to ensure the accuracy of the subject matter. The work was divvied up, with EXCLUSIVE responsible primarily for the general category pages, while Mary's Tack handled hyper specific product pages.

Strategy

EXCLUSIVE provided Mary's Tack with our "Writing Content for SEO" guide which included tips for incorporating keywords, the importance of utilizing related supplemental keywords as well as the proper meta description and title tag structure. After closely reviewing and critiquing the first few rounds of content, Mary's Tack was fully prepared to produce content for their designated pages on their own.



Results

As the content was being developed and implemented on the site over the course of six months, organic performance improved over time, gaining momentum. Since March, the site has seen a 40% increase in Google organic traffic. Year-over-year statistics reveal even greater results. While MarysTack.com found themselves with stagnant organic traffic in October 2015, by October 2016 the site was seeing a year-over-year increase of 67% Google organic traffic growth, creating a 283.8% uptick in revenue.

The pages EXCLUSIVE specifically developed content for from March through August saw a 78% increase in Google organic traffic with a 371% increase in revenue. Analyzing BrightEdge's Datacube statistics revealed that the total number of keywords the site was ranking for during this period increased from just 3,209 in October 2015 to 5,819 in October 2016. Furthermore, the number of keywords ranking on the first page increased from just 106 to 414.

"I'm grateful to the EXCLUSIVE team for my crash course in SEO. With zero prior experience, I had a lot to learn. I truly appreciate everyone there for their patience with my countless questions. EXCLUSIVE provided information that was easy to understand and implement and they are always happy to help."

— **NANCY KRAL**, Mary's Tack

