

CASE STUDY:

EXCLUSIVE Uses Two-Pronged SEO Plan to Find Major Organic Success

Client

Resp Shop

www.respshop.com

with EXCLUSIVE since July 2016



Summary

Resp Shop came to EXCLUSIVE for a unique strategy to improve its organic search presence in the CPAP (continuous positive airway pressure) therapy market.

Early in the engagement, EXCLUSIVE completed a penalty audit that identified a significant adverse impact on Resp Shop due to several Google Panda and Penguin Algorithm updates. Following this analysis, EXCLUSIVE identified the most effective method to allow Resp Shop to recover from these negative factors, and regain its previous performance in time for Google's soon-to-be-launched real-time Penguin Algorithm update in September 2016.

By completing a significant backlink pruning project, coupled with vital content resource creation, EXCLUSIVE was able to help Resp Shop reach its desired outcomes.



Problem

Prior to its engagement with EXCLUSIVE, Resp Shop was experiencing organic search revenue losses of up to 27% with mixed organic traffic performance, and it could not figure out why its growth was stunted. At the start of the organic search project, EXCLUSIVE completed a penalty audit that unveiled that Resp Shop had been significantly penalized by several Google Panda and Penguin algorithm updates that were limiting the site's growth. EXCLUSIVE then devised a custom strategy to propel Resp Shop forward by not only removing low-quality backlinks, but also growing the site's authoritative content to become one of the top CPAP supply retailers online.

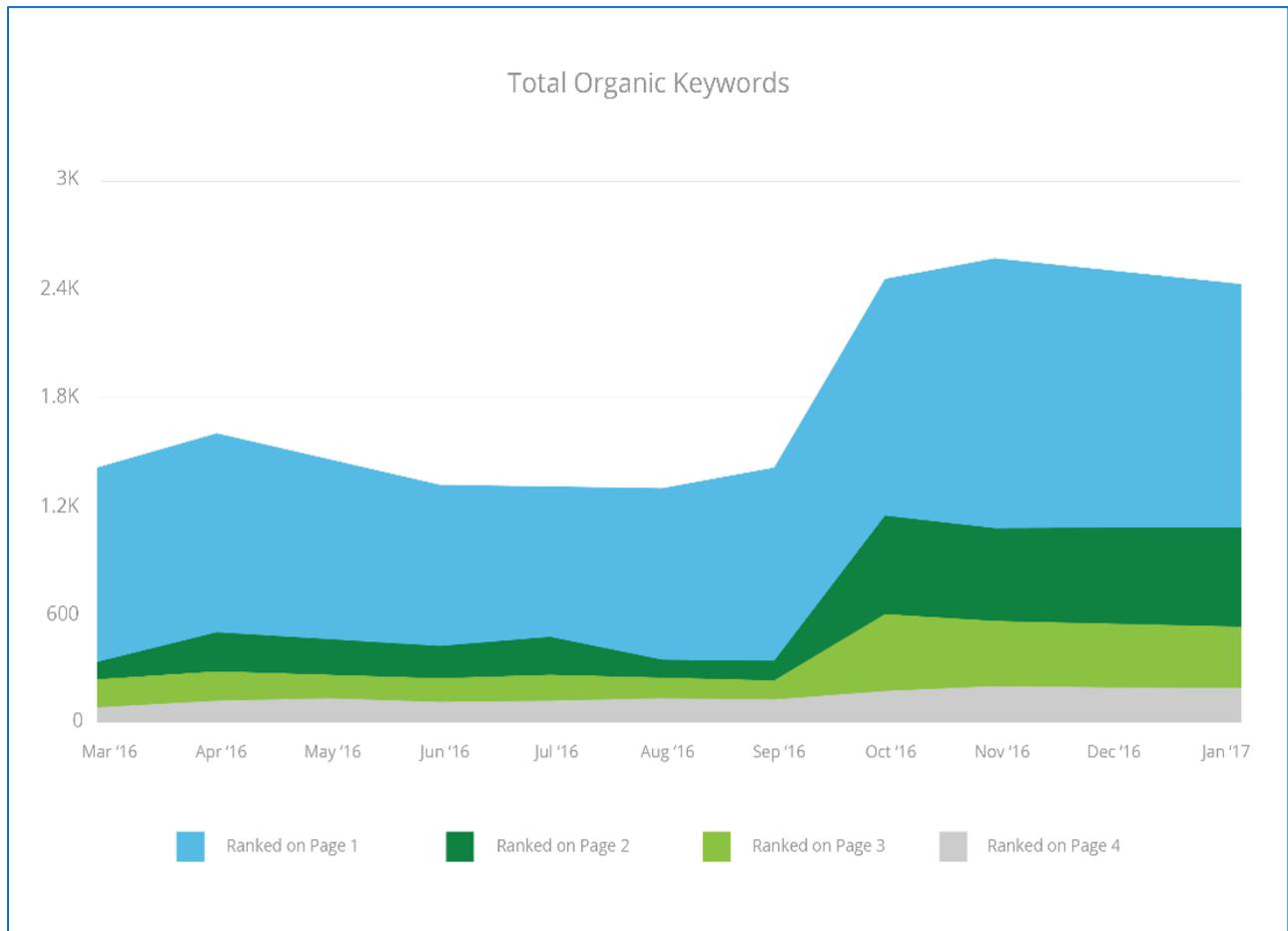
Recommendation

Once it was determined that Resp Shop had link-quality and unique content problems, EXCLUSIVE knew that there were two core organic search strategies that needed to come together in order to generate the performance that Resp Shop was capable of. To appease the Panda algorithm, EXCLUSIVE proposed a two-part content strategy: first, it would optimize current pages on the live site that were seeing poor year-over-year performance starting on the category-level for the most impact, and second, establish a strong authoritative voice with its visitor base by growing Resp Shop's blog strategy and creating a resource center. To comply with the negative impact from Penguin, EXCLUSIVE recommended taking a deep dive into Resp Shop's existing backlink portfolio and updating the site's disavow file to block low-quality links from bringing down Resp Shop's potential domain authority.

Strategy

After hearing about EXCLUSIVE's proposed two-pronged strategy, Resp Shop was eager to launch its custom organic search rehab program. The first month of the engagement began with EXCLUSIVE designing a resource landing page and forming a blog strategy that would be the foundation for all future content projects. Each month, the EXCLUSIVE content team wrote five to ten blog posts and resource articles. Publishing fresh content on a continuous basis was one of the main goals that EXCLUSIVE had in order to establish Resp Shop as the go-to resource with its visitor base for all things CPAP-related including information on CPAP for beginners and how-to's. As the project continued, EXCLUSIVE began to address category-level pages that were experiencing year-over-year revenue losses with the goal of breathing new life into these integral pages for Resp Shop.

Accompanying the content strategy was the technical strategy targeted at preparing Resp Shop's backlink portfolio for the pending Penguin 4.0 update that was set to take place in September 2016 and would allow Google's Penguin algorithm to update in real-time. The main portion of this strategy was focused on a full exploration of the existing backlink profile for Resp Shop. EXCLUSIVE noticed that there were a significant number of low-quality links that if disavowed, would provide Resp Shop with a much higher linking authority. As a result, EXCLUSIVE and Resp Shop partnered up to execute the following backlink strategy by the end of September 2016:



Above: A visual breakdown of the backlink-remediation strategy employed for Resp Shop

Results

This two-pronged strategy has worked extremely well for Resp Shop, which has experienced significant gains across nearly all of its core metrics, organically and overall. Prior to EXCLUSIVE's engagement with Resp Shop, the site was experiencing organic traffic losses of up to 10% and revenue decreases of around 5% each month compared to the prior year. Since the kickoff of the organic search campaign, organic visits to the site are up nearly 50% each month and revenue

is up approximately 16% each month compared to the previous year. This was not simply a one-time fix; the improvements made to the site are perpetually helping Resp Shop, which has seen a 62% YoY increase in organic traffic in February 2017 alone.

Looking at the specific areas of the site that EXCLUSIVE sought to improve, the successes are numerous. To start, since the update to Google's Penguin Algorithm update (Penguin 2.0) at the end of September 2016, Resp Shop has seen an organic traffic increase of around 36% and organic revenue improvements of approximately 26% from the previous year. These metrics are certainly indicative of a better-quality backlink portfolio for Resp Shop, which allowed the high-quality links pointing to the site to grant the site a stronger domain authority and thus augment organic performance.

Secondly, Resp Shop's resource offerings are continuing to grow in size, helping the site not only organically, but across all marketing channels. Over the last quarter, organic views to the site's blog increased by 12% from the previous year, with overall blog views up approximately 20%. Resp Shop has also seen improvements to its keyword universe; prior to EXCLUSIVE taking over the blog, the resource was ranking for about 280 keywords, and now the blog is ranking for more than 530 keywords (nearly an 89% improvement).

Overall, Resp Shop's keyword universe increased by 73%, with an increase of 48% on Page 1. Additionally, the resource center that EXCLUSIVE created tallied nearly 600 organic page views in the previous quarter; a much welcomed enhancement for Resp Shop. Together, these two new offerings have contributed to Resp Shop's success not only by generating new landing page opportunities for search rankings, but also as useful tools to aid in the user-experience and brand loyalty to the site.

