

# GREW ORGANIC REVENUE 171% & NON-BRAND CLICKS BY 41% FOR ECOMMERCE WEBSITE

## Business Challenges

- Lack of previous SEO knowledge and poor website structure
- A decrease in revenue
- Maintaining site traffic post holiday season

## (un)Common Approach to SEO

- Created a strategic content strategy to target relevant keywords
- Collaborated to make holistic site improvements
- Implemented structured data

## (un)Common Results



## Organic Conversion Metrics - YoY Comparison

	2022	2023	% Change
Product Revenue	\$9,820	\$22,777	+132%
Class Revenue	\$3,230	\$12,635	+291%
Product + Class Revenue	\$13,050	\$35,412	+171%
Organic as % of Total Revenue	19%	42%	+121%