

INTERNAL LINKING STRATEGY RESULTS IN 100% INCREASE IN PAGEVIEWS FOR PRODUCT PAGES & \$88K IN ADDITIONAL REVENUE

Business Challenges

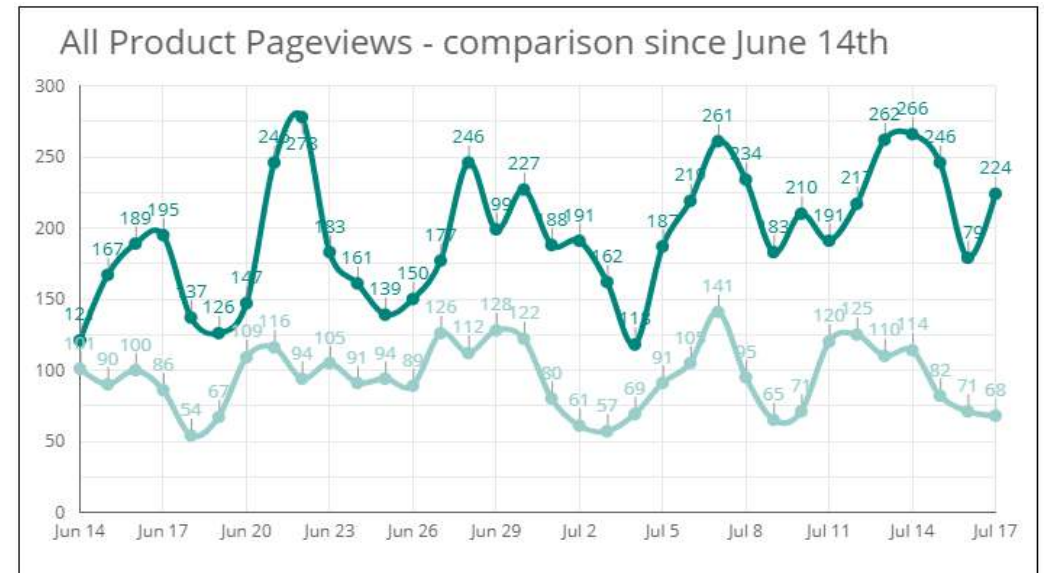
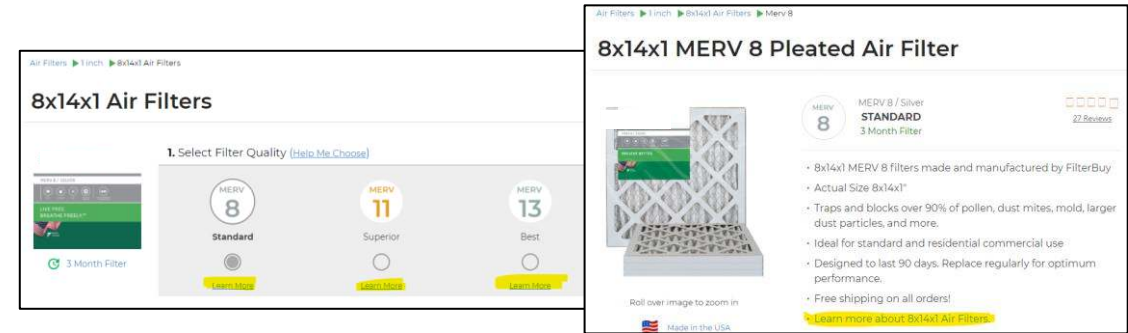
- Business wanted to increase traffic to product pages
- Search engine crawler experience between category pages and product pages wasn't optimized

(un)Common Approach to SEO

- Evaluated potential improvements and resources to determine most effective strategy
- Added a dynamically generated internal linking strategy to improve user and crawler experience

(un)Common Results

- ↑ 105% product pageviews (approx. 800k)
- ↑ 3% increase in rev (approx. \$88k)
- ↑ 6% increase in overall transactions (1.8k)



- According to PPC team, average cost per click is \$2.97 for specific product pages