



C A S E S T U D Y

E N T E R P R I S E

S E O

DEFINING THE SEO STRATEGY

What is Enterprise SEO?

If your website has 1,000 or more products, it is most likely an “enterprise” level site, or one that would require enterprise SEO.

T-Mobile is a perfect example. Their site has several thousand pages. Bing indexes 34.4k pages and Google indexes 41.7k pages. T-Mobile has specific product pages for every device the company supports. It’s this large number of pages that makes T-Mobile’s website an “enterprise” level property, not the size of their overall business.

Why is it important?

In the case of an e-commerce website, organic search results are a long term money maker. Having a vast web of carefully optimized pages that daily trickle in sales is where a vast majority of large e-com sites like Amazon and Walmart make their money online.

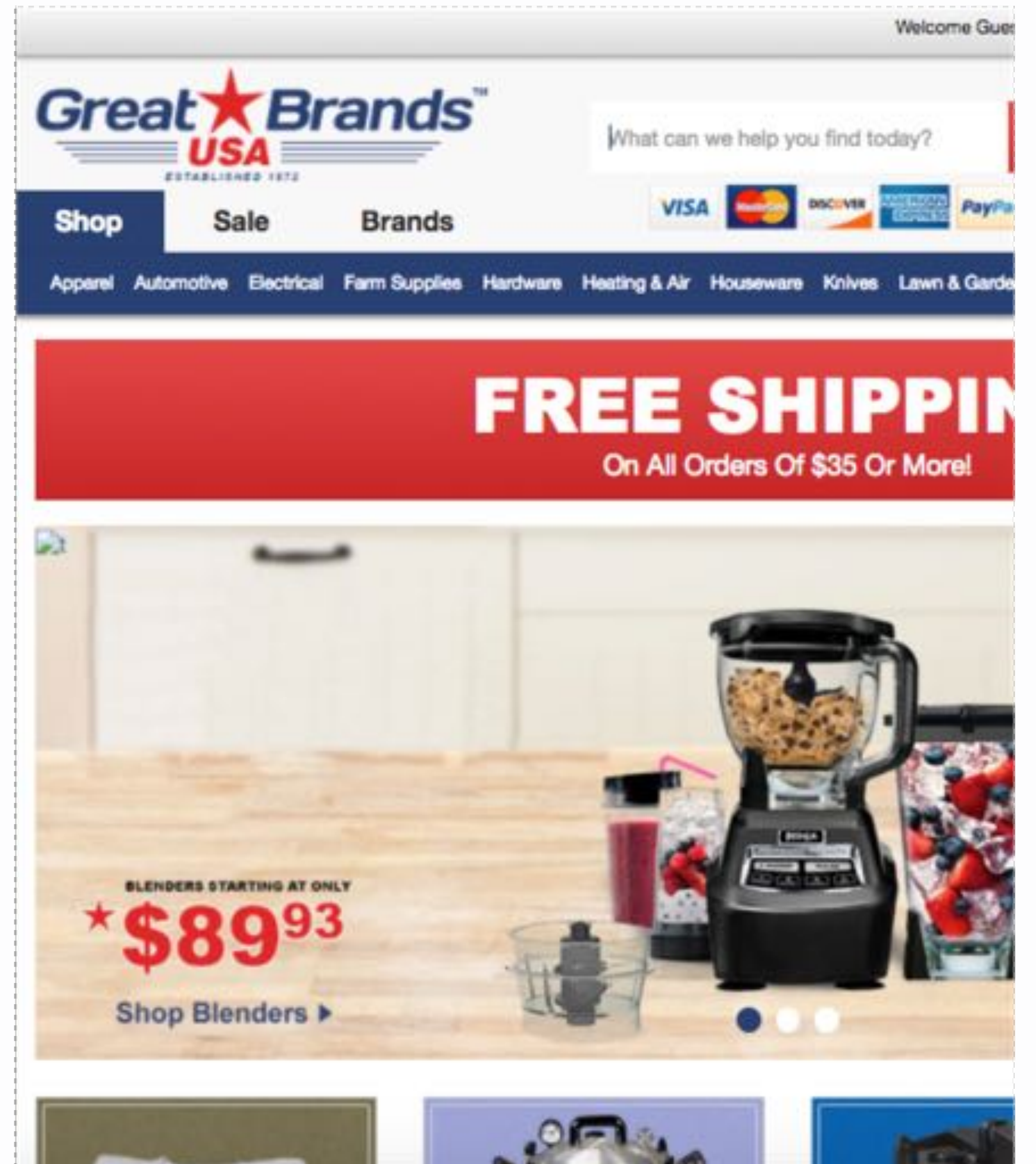
M E E T

T H E

C L I E N T

Great Brands USA

Great Brands USA is an e-commerce site based in the greater Nashville, TN area. The site is an extension of a physical, brick & mortar hardware store. The owner was smart enough to know there was a huge amount of money to be made online and extended his inventory into that realm. They came on board with us in June of 2015 and have been our client ever since. This case study is intended to show some of the more immediate results of the enterprise SEO work we have done for them.



Visible Results...

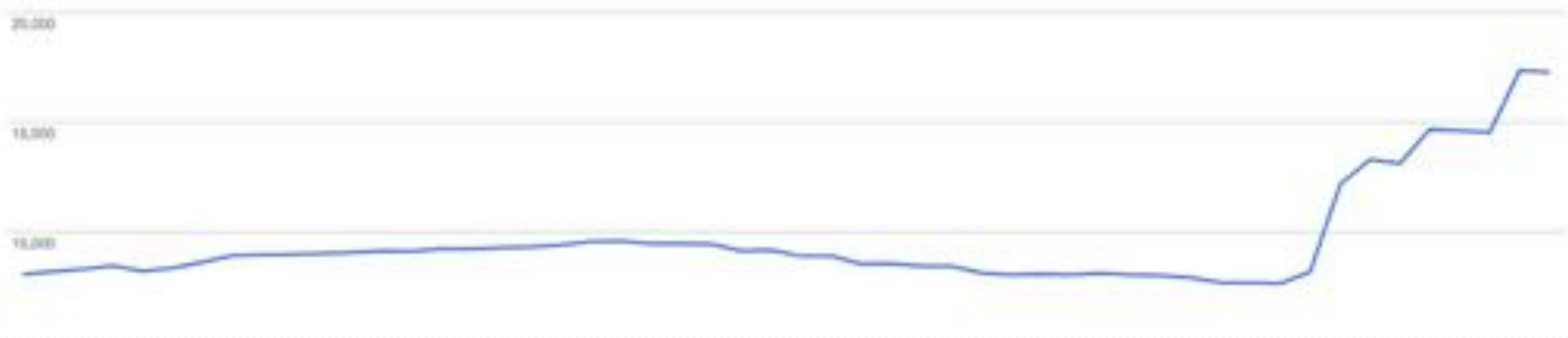
Google Analytics Tells a Story

From a birds eye view you can easily see the results of our SEO work in the clients Google Analytics. They contracted us and we began working for them in the beginning of June, optimizing product pages throughout the website. Later in the year they had some issues due to another vendor breaking their website. Once the issues with the website were resolved you can see that their traffic spiked to even higher levels. This of course is just a high level overview of their websites traffic during this time period.



Basic Advanced

Total indexed 17,255



More Pages Indexed = More Search Traffic

The graph above shows the number of pages indexed on the greatbrandsusa.com website. Over time we will continue to build on this until the brand has hundreds of thousands of pages properly optimized and ranking in online search. Google is the benchmark but it's also not the only existing search engine. Having your pages properly optimized will help you ascend the rankings in all engines.

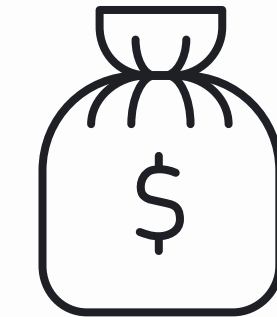


Acquisition			
	Sessions ↓	% New Sessions ↑	New Users
	22,041	80.01%	17,636
1 ■ Organic Search	8,664	<div style="width: 39.31%;"></div>	
2 ■ Display	5,870	<div style="width: 26.63%;"></div>	
3 ■ Direct	4,193	<div style="width: 19.02%;"></div>	
4 ■ Paid Search	2,535	<div style="width: 11.50%;"></div>	
5 ■ Referral	672	<div style="width: 3.05%;"></div>	



People Trust Organic Search

Organic search is the most trusted way to find something online according to recent studies. Paid search makes you visible but users know you are paying for those spots.



The Most Qualified Traffic

Search traffic has intent. If a user searches for the SKU of a given item, chances are high they are looking to purchase that item.

Default Channel Grouping		Sessions ? ↓	% New Sessions ?	New Users ?	Bo Rat
		22,041 % of Total: 100.00% (22,041)	80.07% Avg for View: 80.01% (0.07%)	17,648 % of Total: 100.07% (17,636)	0.
<input type="checkbox"/>	1. Organic Search	8,664 (39.31%)	88.13%	7,636 (43.27%)	
<input type="checkbox"/>	2. Display	5,870 (26.63%)	69.22%	4,063 (23.02%)	
<input type="checkbox"/>	3. Direct	4,193 (19.02%)	78.70%	3,300 (18.70%)	
<input type="checkbox"/>	4. Paid Search	2,535 (11.50%)	82.80%	2,099 (11.89%)	
<input type="checkbox"/>	5. Referral	672 (3.05%)	74.85%	503 (2.85%)	

Organic search is the most valuable source of traffic for the client. While we can't take credit for all of this success, we can point to the analytics that prove a large part of it is due to the work we've done. As the site continues to grow we will continue to help ensure the products they want to be the most visible in organic search results are showing up there.

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