


SP/N

SEO Case Study

 brand visage



Table of Content

- 
1. About
 2. Strategy
 3. Results (Keywords)
 4. Results (Website Traffic)



About Made with Spin

Spin Rooted in contemporary culture, our motivation lies in disrupting the humdrum of life around us. Each object thus crafted is a conversation starter, a space-transformer. Result being elevated, experiential living for you.

SPIN



Strategy

When it came to SEO, Made with Spin was looking to excel in online as well as in offline market. In the initial phase they were focusing towards the goal of creating a customer base who are aware about the brand . But, in order to expand their reach, they needed to boost their SEO efforts. Made with Spin had two goals:

- 1. Increase Branded and Non-Branded Search Traffic:** Made with Spin wanted to be the top Priority for customers looking for Generic keywords like “modern office table” “furniture shops” and other similar key search terms.
- 2. Improve Website Health:** Made with Spin’s website needed to be able to support more visitors as its traffic increased. Made with Spin also wanted to take advantage of their existing blog and product content, which was performing not upto the mark and bringing down the site’s overall authority.

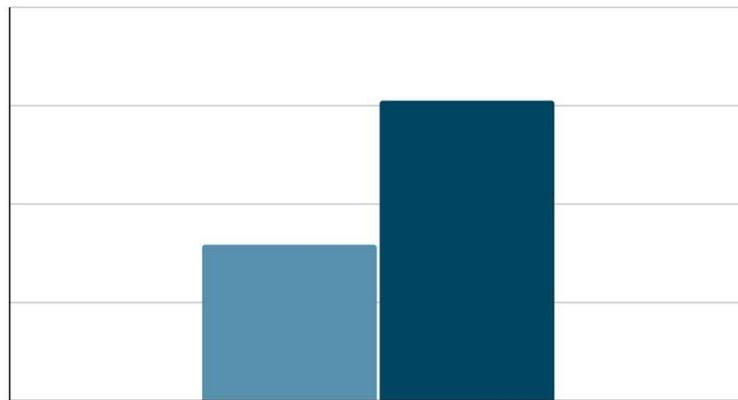
We started with a thorough website & content audit to take inventory of the website: what we could improve, what we could leave as-is, and what needed to go. Then, we got to work.

Results (Keywords)

Keywords	Before Brand Visage	After Brand Visage
Childrens Bedroom Furniture	Not in Top 100	14
Furniture Shop Near Me	Not in Top 100	22
Modern Office Table	Not in Top 100	24
Home Study Table	Not in Top 100	25
Furniture Stores Online	Not in Top 100	27
Furniture Shops	Not in Top 100	30
Furniture Stores Near Me	Not in Top 100	25
Home Office Furniture	Not in Top 100	40

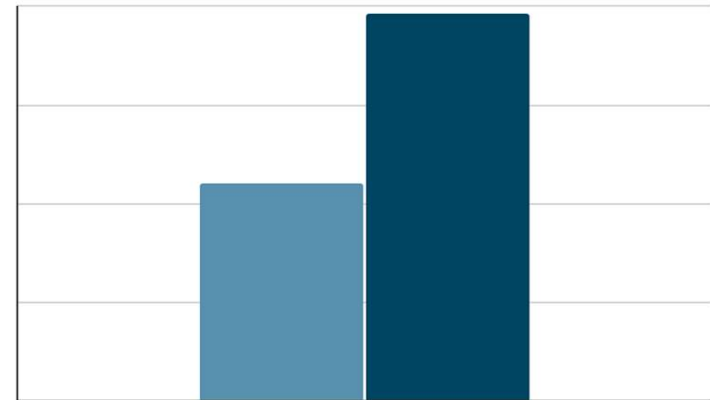
Results (Website Traffic)

■ November 2020 ■ July 2021



91% Increase in Website's Traffic

■ November 2020 ■ July 2021



70% growth in revenue

After putting the strategies to work, Made with Spin experienced a whopping 91% of Increase in the website's organic traffic and over 70% increase in Revenue.



SPIN

THANK YOU!

 brand visage

