

We started work with Family Allergy in March of 2018. With the below described processes, we have **grown their monthly impressions organically on Google over substantially month after month.**



GUARDIAN OWL DIGITAL

THE DATA BEHIND SEO

Numbers don't lie. Take a look at these SEO stats and see the data for yourself. At Guardian Owl Digital, we expect a 20% increase in New Visitor Growth in 90 days from SEO.

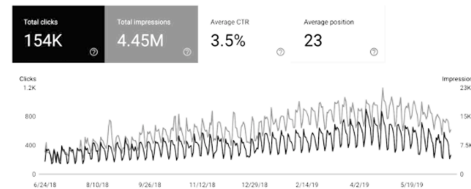
+79% OF ALL WEB SEARCHES WERE ON GOOGLE

+50% OF SEARCH TERMS WERE FOUR WORDS OR LONGER

+11% TRAFFIC INCREASE FROM UPDATING CONTENT AND IMAGES

On an average month they are seeing **400,000 impressions on Google.**

Growth over the last 12 months.



OVERVIEW

We have found that an increase in content being produced, (or blogging), has helped Google find value in the site and in turn send more traffic to the site.

The content creation is done in tandem with making sure that technical SEO errors are taken care of and optimize pages in keeping with SEO best practices.

SEO Business Wicked Sheets Results

Wicked Sheets (wickedsheets.com) is a linen company founded by a former collegiate athlete. She created the company to combat night sweats, a condition from which she suffered and that affects 3% of the worldwide population (or 120 Million people!). The moisture wicking and cooling bed sheets are made from a material similar to popular athletic apparel brands such as Under Armor. The bed sheets and pillowcases are made of poly-nylon fibers specifically engineered to remain 2-3 degrees cooler to the touch, and wick away moisture.

The Problem..

Wicked Sheets came to Guardian Owl Digital with a well-designed and aesthetically pleasing e-commerce website in need of optimization to achieve the buzz it deserved. The site had hit a roadblock on organic traffic growth and was having trouble ranking for keywords related to actual products. A large portion of traffic came from searches related to causes of night sweats which landed users on one of the sites' many well-written blog posts. While this traffic was certainly a positive, it was not necessarily the quality visitors that drive sales growth and keep investors happy.

The SEO Results: First 6 Month SEO Growth



The Solution..

Wicked Sheet's business goals include increasing total sales by an average of \$4,000 in revenue a month.

After our initial seo website audit and keyword research we determined the best course of action to help Wicked Sheets achieve its objectives utilizing digital marketing would be to focus our initial efforts on on-site SEO with the main goal of increasing quality organic traffic.

We added content to many pages which lacked copy and included keywords related to each individual page, making them more recognizable to Google. Altering titles and meta descriptions served the same function. Quality keywords made them more reputable and more likely to appear higher on Google rankings. We also optimized existing blog posts to ensure that the quality traffic they were bringing to the site only improved.

With these advancements, among other minor changes such as image compression and removing harmful backlinks, we expected to see an increase in organic traffic to the site as well as an upgrade to user experience. As these things increase so should sales numbers... so let's see what happened!