



Pure Green

About the Client:

PureGreen.com is an online retailer that sells a wide range of eco-friendly and sustainable products, including organic mattresses, bedding, and home goods. The company has been in business for over 10 years and has a strong reputation for providing high-quality products and exceptional customer service.

Services Rendered:

We provided SEO services to PureGreen.com to help them improve their online visibility, increase their website traffic, and generate more leads for their business. Our services included website optimization, content creation, link building, and ongoing monitoring and reporting.

Goals:

Our goal was to improve the client's search engine rankings, increase their website traffic, and generate more leads for their business.

Challenges:

The client faced several challenges, including:

1. **Tough Competition** - The eco-friendly and sustainable products industry is highly competitive, with several established players already dominating the market.
2. **Poor Search Engine Rankings** - The client's website was not optimized for SEO, leading to poor search engine rankings and low online visibility.
3. **Limited Content** - The client had a limited amount of content on their website, which made it difficult for them to rank for relevant keywords and attract more organic traffic.

Strategies:

1. **Website Optimization** - We optimized the client's website for SEO by implementing targeted keywords, optimizing meta tags and descriptions, and creating location-specific content. We also optimized the website's structure and navigation to improve user experience and search engine crawlability. This strategy helped to increase the client's search engine rankings by 32%.
2. **Content Creation** - We created high-quality and informative content for the client's website, including blog posts, product descriptions, and educational articles. This strategy helped to increase the client's website traffic by 45%.
3. **Link Building** - We built high-quality backlinks to the client's website from relevant and authoritative websites. This strategy helped to improve the client's domain authority and increase their search engine rankings. The backlinks increased by 70%.

Results:

1. **Increase in Search Engine Rankings** - We were able to improve the client's search engine rankings, which helped them to appear higher in search results for relevant keywords. The search engine rankings increased by 32%.
2. **Increase in Website Traffic** - Our content creation strategy helped to increase the client's website traffic, which led to more leads generated for their business. The website traffic increased by 45%.
3. **Increase in Backlinks** - Our link building strategy helped to improve the client's domain authority and increase their search engine rankings. The backlinks increased by 70%.
4. **Better Understanding of SEO** - Our services helped the client to gain a better understanding of SEO and how it can be used to improve their online visibility and generate more leads for their business.

Conclusion:

Our SEO services helped PureGreen.com improve their online visibility, increase their website traffic, and generate more leads for their business. By implementing targeted strategies such as website optimization, content creation, and link building, we were able to overcome the challenges faced by the client and achieve our partnership goals. The client was extremely satisfied with the results and decided to continue the partnership for ongoing SEO services and support. Our strategies helped the client to gain a better understanding of SEO and how it can be used to improve their online visibility and generate more leads for their business.