

CASE STUDY

Technical Analysis & Implementation for B2B Retail Ecommerce Site

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Executive Summary:

A client in the gym facility service and OEM part retail space came to us looking to not only grow their organic visibility, but stop their trend downward in Organic sessions (blue bar). Notice that in Q2 2018 it appears there is no data, but in fact they were flat that quarter and down year over year the next quarter. Their previous marketing strategies were focused on print mail through brochures and an annual catalogue with no paid digital media.

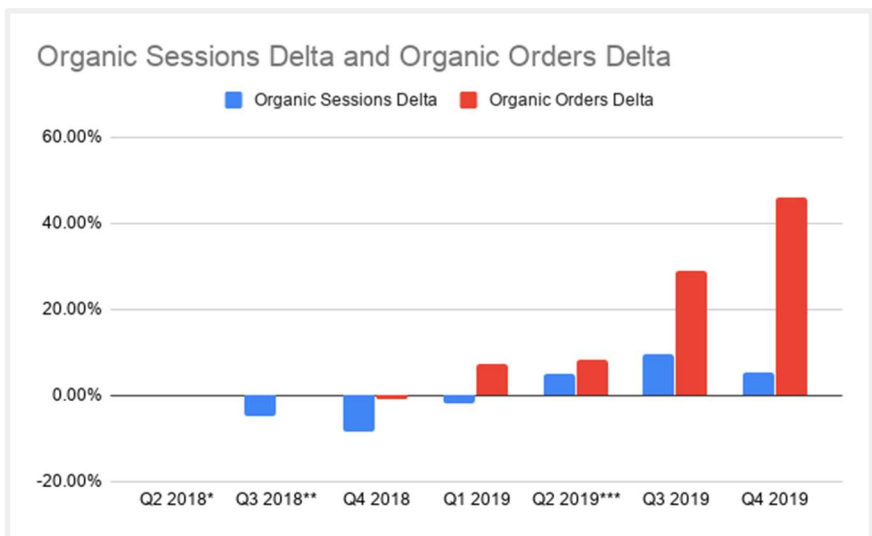
After performing an extensive technical analysis and content audit in the second quarter of 2018, we created a prioritized checklist of areas that needed improvement. We tackled the technical changes identified in the audit throughout the third quarter of 2018 and completed the first week of October.

While it took a few months for Google to recognize and process the changes, which is typical, the client saw the benefits of these changes in the first quarter of 2019. January - March is a peak season for gym facilities and those who support them as they are very popular due to the New Year resolutions and cold weather. Gym equipment servicing and OEM parts are in high demand this time of year.

No other technical or content work was performed on the site until the end of Q2 2019. At that time content was added to a handful of pages for a specific brand. Further content optimizations stalled until this year due to limitations within the client’s homegrown site.

Additionally, no other online optimizations or campaigns were performed that might have impacted the conversion rate on this site or it’s organic visibility.

The Results (Note - Organic Order data began tracking Nov 2, 2017):



* Audit Performed
 ** Technical Work Implemented
 *** Content Added to handful of pages

Time Period	Q2* (2018/17)	Q3** (2018/17)	Q4 (2018/17)	Q1 (2019/18)	Q2** (2019/18)	Q3 (2019/18)	Q4 (2019/18)
Organic Sessions	0.06%	-4.68%	-8.33%	-1.83%	5.15%	9.59%	5.35%
Organic Orders	N/A	N/A	-0.72%	7.46%	8.18%	28.82%	46.02%