

CASE STUDY

OnlineShoes.com SEO

Established in 1996, OnlineShoes.com is the nation's first online shoe retailer.

ONLINESHOES

With a history that began decades ago in a family-owned, corner shoe store, the company is committed to delivering exceptional value and service. OnlineShoes.com offers the latest high-quality footwear for men, women and kids, with more than 24,000 shoe and apparel choices from more than 200 name brands, as well as a wide selection of bags and accessories.

Objective

OnlineShoes.com had enjoyed success in the online retailing industry. In fact, they were ranked #134 on the Top 500 Internet Retailers list in 2009. But they wanted to do better.

Prior to working with Vizion Interactive, the company had not implemented a holistic approach to search engine optimization (SEO). OnlineShoes.com made organic SEO a priority, and set aggressive goals and metrics to measure the outcomes.

Solution

Vizion Interactive provided consultation and guidance in several areas of SEO, including: keyword research; content revision and creation; information architecture; competitive analysis; social media efforts; URL rewriting/redirecting; meta data recommendations; and other tactics to help OnlineShoes.com earn growth in organic search engine traffic and online sales.



Results

After our recommendations were implemented, OnlineShoes.com saw its highest number of pages indexed in Google since November 2008. The percentage of sales resulting from organic search reached the highest level seen since the company began tracking this metric.

In August 2009, organic traffic from the top search engines was the highest it had been since December 2008, and included some fantastic month over month trends:

As time has progressed, so has their success!



In August 2009, gross demand from **organic search was the highest EVER in their history.**

Gross demand from organic search experienced a positive year over year growth while other site revenue was trending down, which means organic search was growing in spite of all other channels combined being down.



Gross demand from Google, Bing, Yahoo, and AOL were all up in September 2010, with overall **organic search gross demand up 20% over August 2010 and up 11% over 2009.**

While helping new brands and websites to improve their rankings is always gratifying, seeing these kinds of results for a longstanding brand is especially rewarding, and is an indication that, implemented correctly, SEO can bring benefit to nearly any website.