

THE CASE

Ramp Up of Traffic for a Shoe Store



Up to 300+ keywords
in top of Google



20+ online orders
each day



From 40 to 800+
visitors per day

Client

Online store of brand shoes in Kiev with a network of retail stores in Odessa and Dnepropetrovsk. The assortment of the online store is represented by products of more than 30 world-class brands of men's and women's shoes.

Our task

The main goal of the project was to increase sales through the online shop and bring them to the level of offline shop, which accounted for 26 sales per day at the beginning of the period.

Initial data

Region: **Ukraine, Kiev**

Priority search engine: **Google**

Start of works: **May 14, 2015**

Domain Age: **8 years**

Traffic: **an average of 40 visitors a day**

Link profile: **natural links without anchors from 12 domains**

Semantic core of the site and seasonal factor

At the initial stage, the optimizer compiled a semantic core, including 671 queries, divided the footwear into 34 groups (for example, sandals, shoes, boots, etc.).

Demand for casual shoes varies depending on the season, so for each group of queries we determined the periods of peak seasons. The results of the seasonal distribution for each group are shown below.

	Январь	Февраль	Март	Апрель	Май	Июнь	Июль	Август	Сентябрь	Октябрь	Ноябрь	Декабрь
Семантическая группа	Высокий сезон	Высокий сезон	Высокий сезон	Высокий сезон	Высокий сезон	Высокий сезон	Высокий сезон	Высокий сезон	Высокий сезон	Высокий сезон	Высокий сезон	Высокий сезон
обувь												
брендовая обувь												
кожаная обувь												
мужская обувь												
женские сумки												
Сезонные группы запросов												
босоножки												
кожаные босоножки												
мюли												
мужские мюли												
женские мюли												
сандалы												
мужские сандалы												
женские сандалы												
туфли												
мужские туфли												
женские туфли												
полуботинки												
женские полуботинки												
ботинки												
мужские ботинки												
женские ботинки												
ботфорты												
женские ботфорты												

Seasonal prevalence in query groups

We started active SEO work on each group two months prior to the relevant high season. Thus, the specifics of the project included a periodic change in priorities during a year.

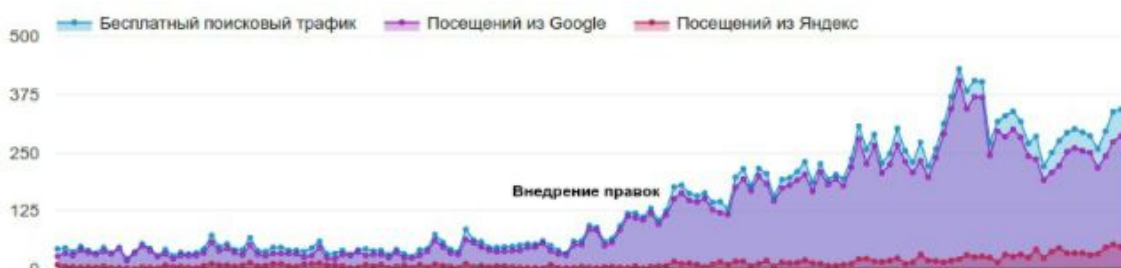
Work on internal optimization

First and foremost, after our technical audit, the optimizer compiled and implemented a list of revisions aimed primarily at eliminating internal optimization errors:

- friendly URLs introduced;
- duplication of pages eliminated;
- «useless» pages (search pages, product comparison pages, registration pages and recycle bin) shut for indexation by search engines;
- meta tags Title and Description optimized for all pages;
- unique texts for all product categories, written by the copywriters and published by the content manager;
- partial duplication of texts on the pages of goods in blocks «Delivery», «About the brand», «Characteristics» removed;
- texts optimized: we formed the alt attribute for the illustrations, placed H1 headings on the pages of categories and products.

The implementation of software edits for internal optimization was a key issue.

After we got rid of duplications and brought a friendly URL in, a traffic from search engines began to increase. The graph shows the dynamics of the organic search traffic after the implementation of the software edits.



Dynamics of free search traffic, May ... September 2015

Expansion of the site structure

While composing a semantic core, we collected queries for the characteristics of shoes: based on the season, material, color, heels. To create landing pages for all these query groups and to expand the structure on the site, we implemented the filtering functionality with a CNC. Each filter page offers a possibility to place own unique texts and meta tags.

To get additional traffic for Ukrainian queries, we created an Ukrainian-indexed search engine.

Linking on the site

In order to distribute the weight between the pages of the site in favor of those that will lead the traffic, we implemented a relinking script on the site. For this script, the optimizer compiled a list of over 1500 key queries.

Elimination of the affiliate site

At the stage of technical audit, the optimizer found a full duplicate of the site on a domain, which was used to test changes before implementation. This test site remained in the index of search engines, causing a risk of getting under affiliated filter. We closed the test domain from indexing and deactivated it.

Work on external optimization

We promote this project only with permanent links. For the period of work (June 2015-April 2016), the total number of received links amounted for about 150.

To increase the value of the resource, information about the site was placed on thematic forums (more than 60 of those).

Work with the company page in Google «My Business»

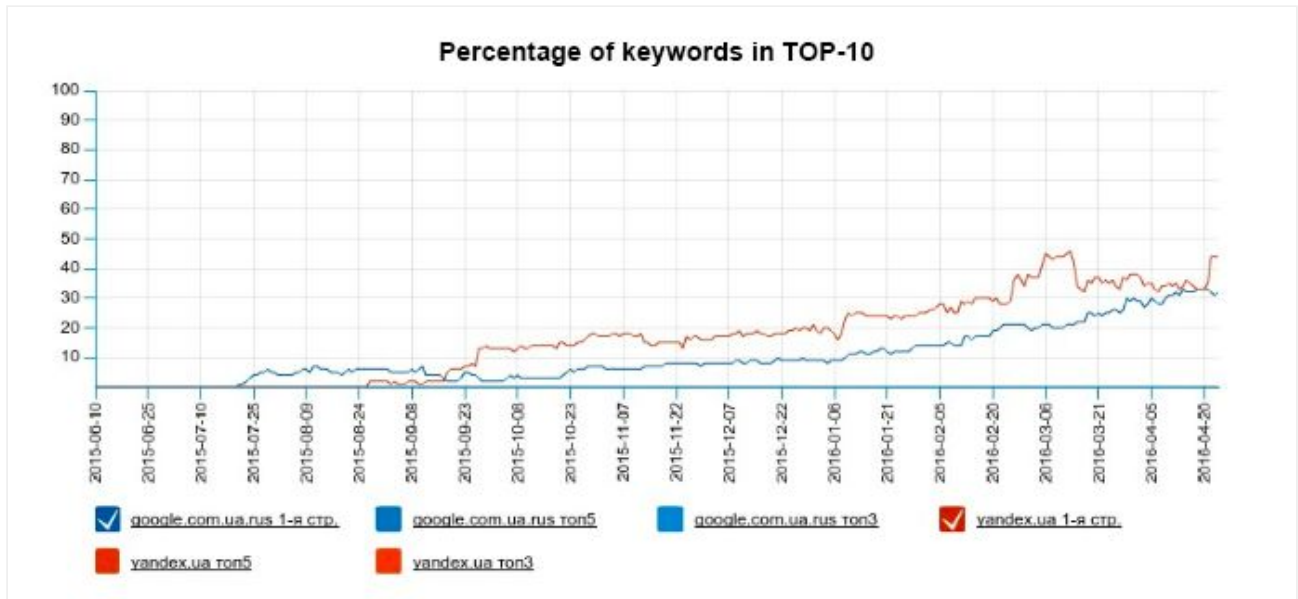
At the initial stage, we focused on a registered company card in Google's My Business service and carried out its optimization. As a result, high positioning in search was achieved for some queries. Below there is an example. In the picture, the first digit of the fraction indicates a position of the company's card in a search result, the second figure stands for a landing page ranking.

1/7	1/7	1/7	1/7	1/6	1/6	1/6	1/6	1/6	1/6	1/6	1/9	1/7	1/6	1/6	интернет-магазин обуви в киеве	↑
1/4	1/4	1/4	2/4	1/5	2/5	2/4	2/4	2/5	2/5	1/5	2/5	2/5	2/5	2/5	магазин обуви в киеве	↑
2/6	2/6	2/7	2/6	2/7	2/7	2/6	2/6	2/7	2/7	2/6	2/7	2/7	2/7	2/7	интернет-магазин обуви киев	↑
—/9	—/8	—/8	—/8	—/8	—/8	—/8	—/8	—/8	—/8	—/8	—/8	—/8	—/8	—/8	обувь в интернет-магазине	↑
2/8	2/8	2/8	2/8	2/7	2/8	2/7	2/7	2/7	2/7	2/7	2/7	2/7	2/8	2/7	киев интернет-магазин обуви	↑
2/2	2/2	2/2	2/2	2/2	2/2	2/2	2/2	2/2	2/2	2/3	2/3	2/3	2/3	2/2	интернет-магазин модной обуви	↑

Web-ranking examples

Results Achieved

During 11 months of work, we reached the Google top 10 for 32% of queries (217 of 671 queries), the Yandex top 10 — for 44% of queries (259 of 671 queries). The graph below demonstrates the dynamics for Google and Yandex since June 2015.



Percentage of queries in the top 10 for the period June 2015-April 2016

Below there are some examples of the dynamics by query groups, starting from the date of the project launching.

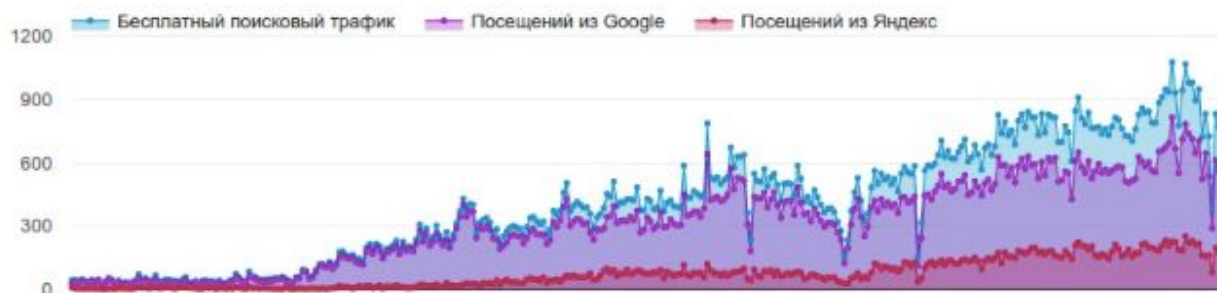
—	—	13	4	11	11	11	2/6	2/1	2	2	1	2	1	1	брендовая обувь
—	36	14	12	10	11	11	11	10	12	11	11	11	11	11	брендовая обувь киев
—	—	12	13	12	9	6	3	4	4	5	4	5	6	6	купить брендовую обувь
—	—	24	21	22	12	7	4	6	4	6	6	7	8	8	брендовая обувь украина
—	18	6	4/5	4/6	10	4/11	2/5	2/6	2/7	2/3	—/5	—/5	2/5	2/5	интернет-магазин брендовой обуви
—	—	20	21	17	13	7	2	5	3	5	4	4	4	4	интернет-магазин брендовой обуви украина
—	—	14	15	16	13	9	8	7	6	9	8	8	9	9	купить брендовую обувь киев
—	13	7	3	3	10	6	2/5	1/5	2/4	2/3	7	—/7	3/8	9	брендовая обувь интернет-магазин
—	—	18	15	18	10	9	8	9	6	11	11	11	11	11	брендовая обувь купить киев
—	—	16	12	15	9	6	3	4	4	4	4	4	6	6	брендовая обувь купить
—	—	9	11	12	18	6	4	4	3	3	3	3	5	5	купить брендовую обувь в украине
—	18	8	7	7	19	8	—/7	2/9	5	7	7	9	9	9	интернет-магазин брендовой обуви киев
—	—	10	7	10	11	5	3	2/6	2	1	2	—/5	2/4	2/4	купить брендовую обувь в интернет-магазине
—	—	16	14	15	16	9	8	7	6	8	8	8	7	7	купить брендовую обувь в киеве

An example of the dynamics of query rankings for «Brand shoes» category, starting from 06-11-2015

—	—	20	23	41	—	31	42	28	33	24	12	9	8	8	ботинки женские
—	—	—	25	—	—	33	38	27	27	19	13	9	9	7	женские ботинки
—	—	22	30	—	42	24	24	23	28	15	11	8	8	7	купить ботинки женские
—	—	—	22	—	45	28	23	21	26	13	9	6	7	6	купить женские ботинки
—	—	22	31	22	45	30	33	23	34	18	11	7	8	7	ботинки женские купить
—	—	—	38	42	—	27	33	21	25	17	12	6	6	7	ботинки женские купить киев
—	—	—	48	48	—	25	21	20	24	15	10	6	8	7	купить ботинки женские киев
—	—	—	—	—	—	24	27	18	25	15	9	8	8	8	купить женские ботинки киев
—	—	—	—	49	—	28	24	21	25	14	9	8	8	8	женские ботинки купить киев
—	—	—	32	—	—	36	28	22	26	13	11	6	6	6	женские ботинки купить
—	—	—	—	—	—	30	31	19	26	13	8	4	8	9	женские ботинки киев
—	—	—	—	—	—	—	27	22	30	16	8	6	9	7	купить ботинки женские украина
—	—	—	—	—	—	—	43	21	31	14	9	5	6	6	женские ботинки купить украина
—	—	—	46	34	—	31	29	20	25	19	29	5	8	9	ботинки женские киев
—	—	—	—	42	—	26	27	19	22	12	7	4	4	5	купить ботинки киев женские

An example of the dynamics of query rankings for «Women’s shoes» category, starting from 06-11-2015

During the project we reached a significant increase in the search traffic, from 40 visitors per day in May-July 2015 — up to 800 visitors in March-April 2016. Below there is a graph of traffic dynamics for the period May 2015-April 2016.



Free search traffic for the period May 2015-April 2016

The number of online sales grew steadily along with the traffic, reaching the goals which had been set.

Conclusion

Internal optimization is the basic factor for a resource ranking in the search engines. This means that conducting technical audit of the site and eliminating program errors are mandatory steps at the initial stages of each project. During our works, we eliminated main mistakes in internal optimization and still we continue working on expanding of the structure, improving content and developing the resource as a whole.

As a result, we have achieved positive results for the project and attracted a targeted traffic to the site.

Project participants

- Project Manager: **Alexander Golovchenko**
- Optimizer: **Tatyana Omelchenko**
- Linkbuilder: **Evgeny Panasyuk**
- Programmers: **Andrey Solovyenko, Anton Vyshivany**
- Content managers: **Miroslav Zinkovsky, Maxim Kirienko**