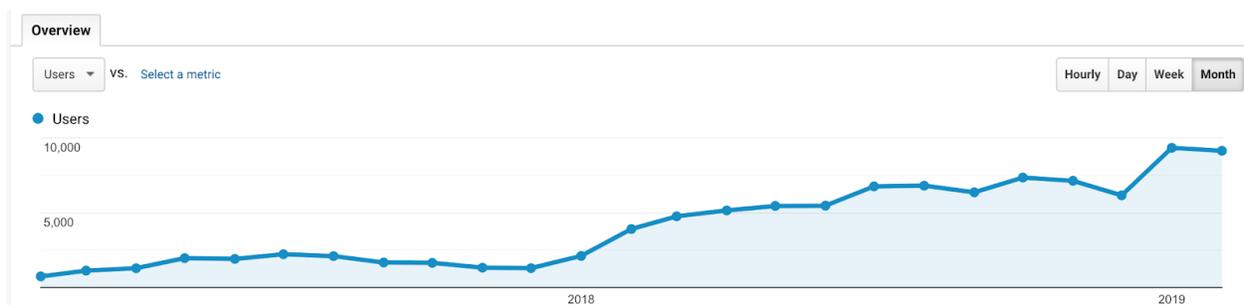


# FCP

## Highlights:

- Grew a site that saw little to no improvements in its first 4 years prior to engagement
- Increased traffic by 1250% in 2 years
- Increased revenue by 1800% in 2 years
- Conversion rate optimization (CRO) to increase conversions by 22% despite limited access
- Negative SEO attacks can definitely hurt a business, but can be successfully defended against
- Developed a strong content strategy to improve authority of site
- Interlinking goes a long way

FCP is an online print business that started in 2013. From 2013-2017 it had seen little online growth. We began talking to David in February of 2017 when the site received 743 visits for that month. Since then, we have taken the site over 9,300 site visits as of January 2019 which has multiplied their traffic by 1250% and has increased revenue by more than 1800% (I'll get to why this saw a bigger increase than traffic later).



# SEO

We identified keywords that were easy wins and worked on them immediately such as:

Keyword	Volume	KD	CPC	Traffic	Position	URL
window clings	6	8,900	3	3.00	201 9 ↑ 1	<a href="http://www.foamcoreprint.com/blog/what-are-window-clings/">www.foamcoreprint.com/blog/what-are-window-clings/</a>
dibond	4	5,100	4	0.70	128 8 ↓ 1	<a href="http://www.foamcoreprint.com/blog/what-are-dibond-signs/">www.foamcoreprint.com/blog/what-are-dibond-signs/</a>
window cling	5	2,700	5	4.00	70 5 ↑ 3	<a href="http://www.foamcoreprint.com/blog/what-are-window-clings/">www.foamcoreprint.com/blog/what-are-window-clings/</a>
cardstock printing	5	2,000	1	4.00	56 8 ↑ 1	<a href="http://www.foamcoreprint.com/blog/what-is-cardstock-printing/">www.foamcoreprint.com/blog/what-is-cardstock-printing/</a>
sintra pvc	5	1,700	1	0.40	46 9 ↑ 10	<a href="http://www.foamcoreprint.com/blog/what-is-sintra-board/">www.foamcoreprint.com/blog/what-is-sintra-board/</a>
truck window decals	3	1,500	18	1.00	42 9 ↑ 7	<a href="http://www.foamcoreprint.com/window-decals">www.foamcoreprint.com/window-decals</a>

These are keywords that are ranked, but because of their position (**look at the position column**) the client doesn't get clicks for these keywords. Not many people, if any even go to the 5th search result.

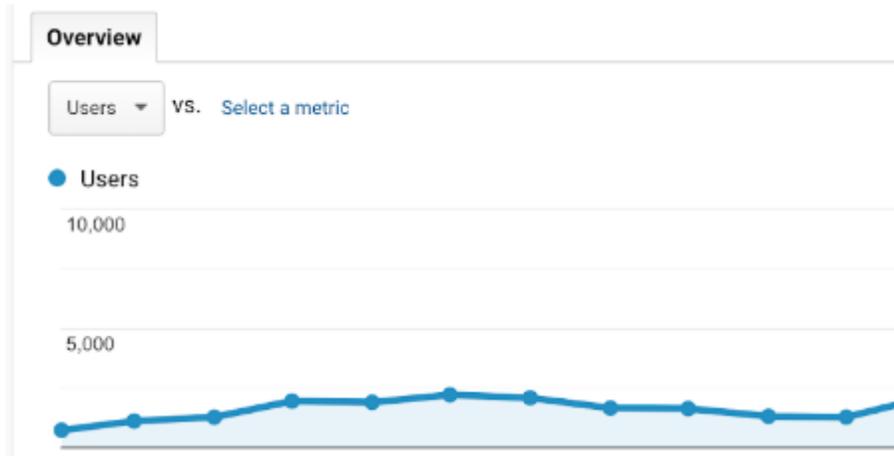
There are always opportunities to push on these low hanging fruit, because as you pick those there are more keywords that get into that nice sweet spot as you constantly iterate and improve the site such as these keywords that are likely to move up as we work on the other keywords in positions 5-10.

Keyword		Volume <sup>i</sup>	KD <sup>i</sup>	CPC <sup>i</sup>	Traffic <sup>i</sup>	Position <sup>i</sup>
perforated window vinyl	4	700	1	4.00	13	10 ↑6
retractable signs	7	700	8	11.00	10	10 ↓2
x banner	6	600	1	8.00	5	13 ↑6
window decals for trucks	4	600	10	0.80	10	12 ↑4
perforated window film	4	500	0	3.50	8	12 ↑2
standoffs screw	5	500	1	1.30	1.6	11
outdoor sandwich board signs	8	450	4	5.00	3.8	13 ↑13
vynal window stickers	9	400	11	4.00	6	12
print cardstock	6	350	1	—	6	11 ↑3
can you print on cardstock	5	350	2	4.00	3.6	10 ↑10

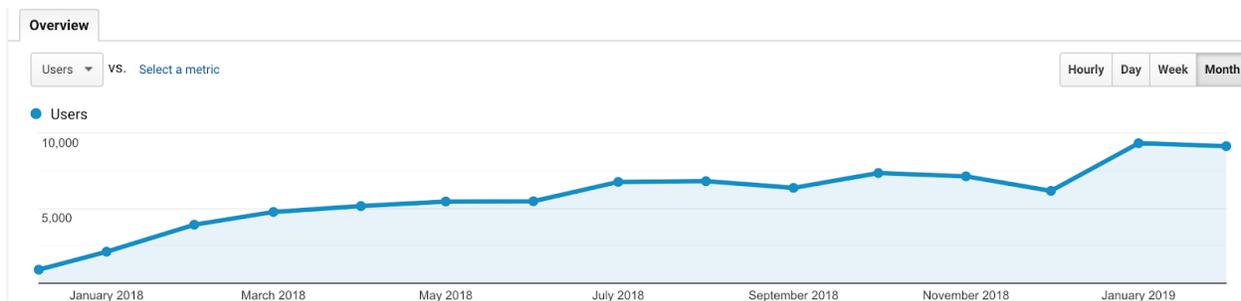
We improved the on page by **drastically improving content and internally linking related articles and products.**

Once on page was solid we built white hat (Google approved and safe) backlinks by doing outreach to immediately grow traffic - In less than 2 months WE doubled traffic - It took them 3 years to get the same amount on their own. In the SEO world getting results before month 4 is considered really good so not only were we happy we got results so fast, but also the fact that WE was able to have such drastic results showed me the potential of what WE could do for them.

## Short Lived Success

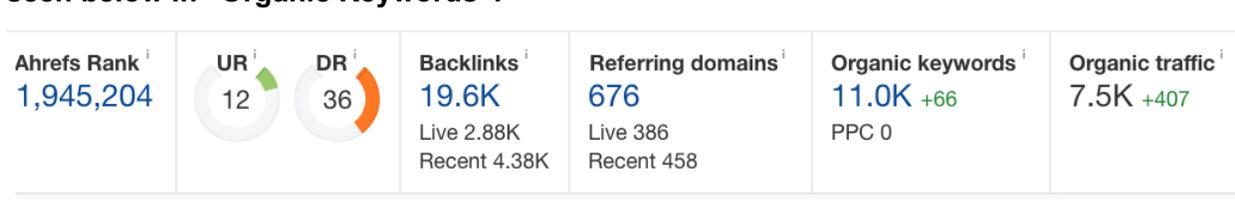


Unfortunately, there was a small dip in traffic for a few months – we were getting attacked by competitors using Negative SEO! Negative SEO is when someone (usually a competitor) sends bad backlinks to your site so that Google and other Search Engines devalue your site. We religiously gauged bad links and submitted disavow files to tell Google we don't approve of these links. Due to the length of the attack (3 months) and a long response time from Google it took a while before the trajectory improved. In fact, once we were able to directly communicate with Google and dismiss the Negative SEO attack we started growing **rapidly** like in this graph:



February 2019 (last point on the graph) actually had more traffic than January on a **per day basis**, but is a shorter month hence the “dip”.

In early 2018 you can see a huge traffic increase - this is because the bad links from the attack were discounted and the good links we were building in the meantime kicked in. Also, because we leveraged a heavy content strategy the site started **ranking for thousands of keywords as seen below in “Organic Keywords”**:



Note, this is an estimation tool and the organic traffic is higher. The above screenshot was taken at the time of the writing of this case study, not as progress was made.

## Utilizing a Comprehensive Strategy Beyond Just SEO

If you paid attention to the numbers, you'll see WE increased revenue significantly more than traffic. How were we able to increase revenue so much relatively to traffic?

We did this in 2 ways:

1. We chose the right keywords. Different keywords tell us different things about what the users want. WE made sure that WE chose keywords that bring in visitors that **want to buy** or expressed interest. We also made sure the keywords we were targeting were realistic goals. For example, if you're a dog site then yes, you can gain a lot of traffic for ranking for the keyword “dog”. However, it is extremely competitive and is not feasible for more than 99% of the pet sites.

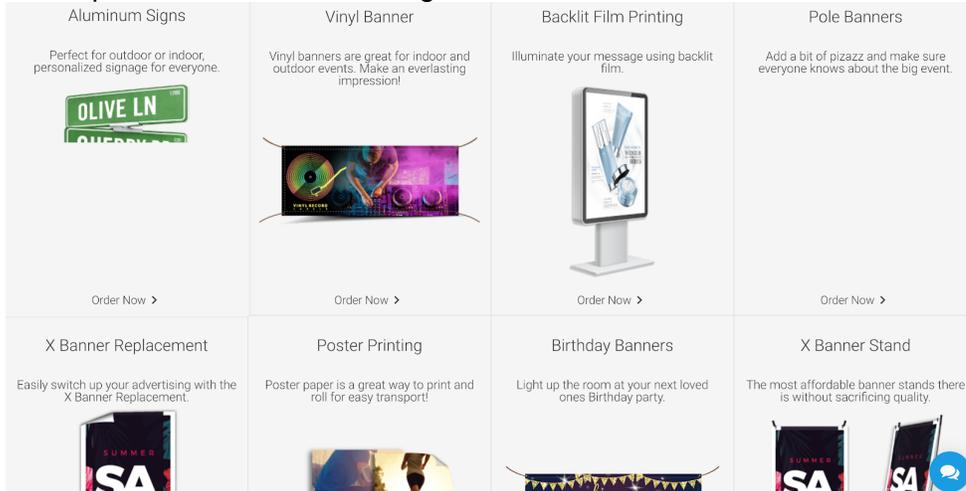
By doing a full keyword analysis we were able to cover entire topics comprehensively, showing Google that we are really experts in a subject, leveraging an SEO principal called topical relevance. Additionally, we created effective content to answer visitors' questions and build trust. Now, the site almost instantly ranks for content within the topic.

2. **Improving the flow of the website.** We made it easier for the customer to go through the buying process so potential customers were no longer leaving the site and interested parties were more likely to convert with simple changes. In fact, their banner page didn't even take them back to any sales page, but instead just took them to the **blog page**,

which made it really hard for blog readers to turn into buyers.

By improving the flow navigation customers came to us for information but stayed to buy the products they were looking at.

3. The site is currently undergoing a MAJOR redesign over the next 1-2 months (EDIT: it's still not done yet). We input some of our own recommendations into the redesign and expect a big traffic and conversion increase since we leveraged our technical SEO knowledge and applied some techniques into the new website's architecture. Here's a sneak peak at some of the changes to make the site look better and more modern:



Nothing groundbreaking but it's a big improvement, especially on the backend of managing the content and how we can test and actually edit the website. We are going through several phases of the redesign.

## Moving Forward

1. Continue to iteratively tackle low hanging fruit, publish content, iteratively optimize existing content, and go after target keywords for FCP so that it continues to grow organically. Already, we are expecting more than a 150% increase in traffic for 2019 compared to 2018.
2. We will be adding Social Media Ads Retargeting as a traffic strategy and a way to get more customers. We expect to start off with a budget of \$100-300/month, which, according to current projections should yield an ROI of 300%-600%.
3. With the new site redesign I'll be able to do further CRO to improve conversions. I've been fighting with one hand behind our back with this old, outdated platform that is extremely hard to manage. The owner would not let me make certain changes to the site since the new has been "just around the corner" for more than a year and half.