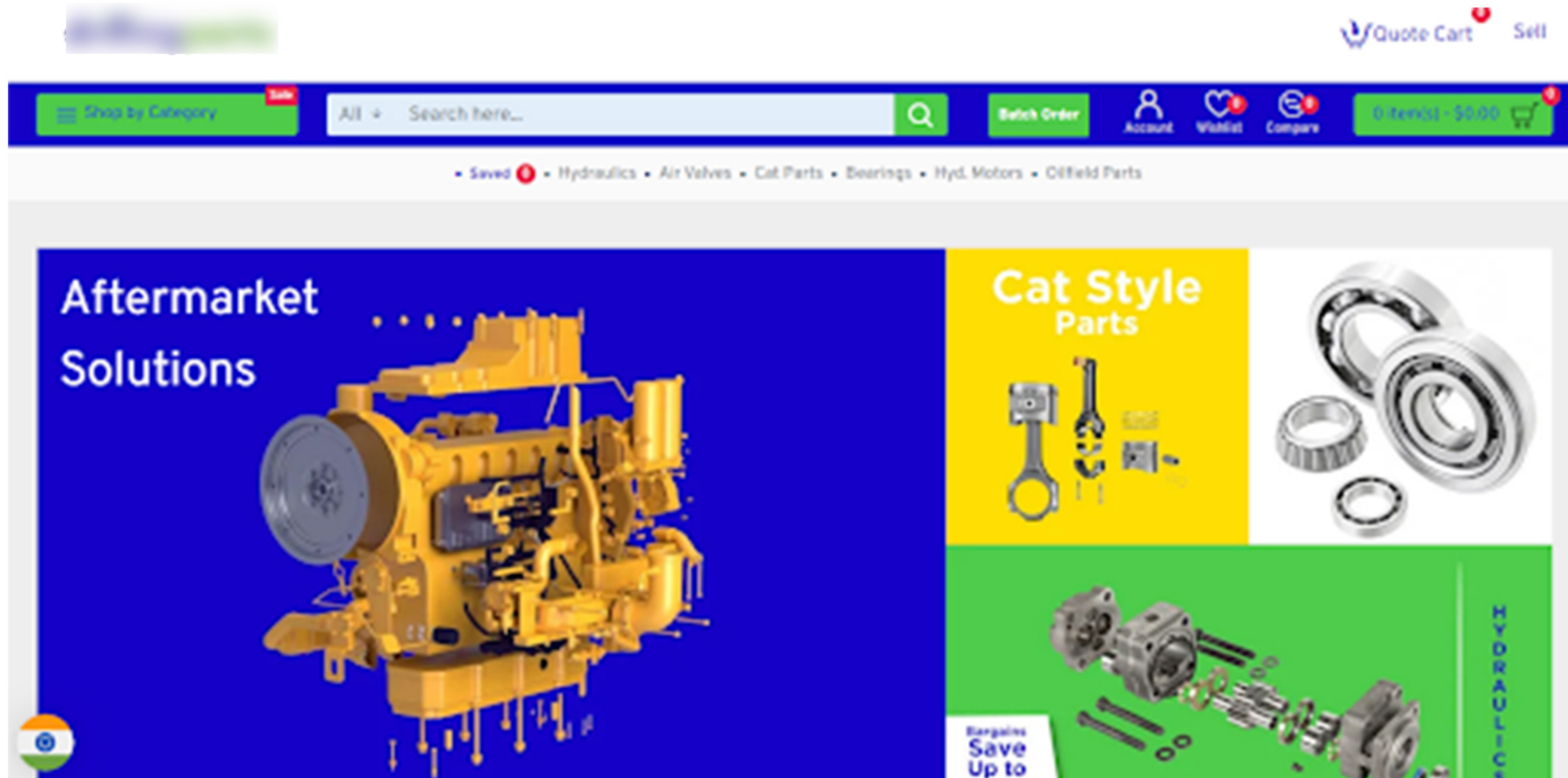


Organic Users Increased by  
**204.20%** in Just 3 Months  
for an Industrial Equipment  
eCommerce Store.

# BUSINESS OVERVIEW:

This is an eCommerce store that specializes in providing various industrial equipment & parts for various machines. The company offers a wide range of products, including drilling bits, hammers, casing, rods, and pumps, among others. Their target customers include drilling contractors, mining companies, geotechnical engineers, and water well drillers.





## OBJECTIVE:

The company had been in the market for a few years and had a good customer base, but they were struggling to attract organic users to its website.

They wanted to reduce their dependency on paid advertisements and increase organic traffic to their website.



## **CHALLENGES:**

The brand faced several challenges in attracting organic traffic to its website, including:

- ➡ High competition from other eCommerce stores selling similar products
- ➡ Poor website design and user experience
- ➡ Lack of proper search engine optimization strategies



## SOLUTIONS:

To address these challenges, the ROI Minds SEO team conducted a thorough analysis of the website and developed an SEO strategy that focused on improving the website's visibility on search engines. The strategy included the following:

### 1. Keyword Research:

We conducted extensive keyword research to identify relevant and high-traffic keywords that the business could target to improve its search engine rankings.





## 2. On-page Optimization:

Our team optimized the website's content, including titles, descriptions, headers, and images, to make them more search engine friendly.

They also made sure that the website's content was relevant to the targeted keywords.





### 3. Technical SEO:

The SEO team conducted a technical audit of the website and fixed any technical issues that were affecting its search engine rankings.

They optimized the website's loading speed, improved its mobile responsiveness, and made sure that it was secure.





## 4. Content Marketing:

The team developed a content marketing strategy that focused on creating high-quality and informative content that would attract organic users to the website.

They created blog posts, infographics, and videos that were relevant to the business's target audience.





## Results:

The SEO strategy implemented by us proved to be highly effective. In just **3 months**, we saw a **204.20%** increase in organic users to their website. As a result of the strategies that we implemented, we elevated the monthly search traffic from **4,381** to **13,327**. This was a significant improvement from their previous dependence on paid advertisements.

The website's search engine rankings improved, and it started to appear on the first page of search results for many of the targeted keywords. The website's overall performance and user experience also improved, resulting in increased engagement and longer session durations.



Analytics

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Loading

Home

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Saved Reports

Custom Alerts

REPORTS

Realtime

Audience

Acquisition

Behavior

Conversions

Attribution

Channels

All Users

+ Add Segment

Explore

Users

ROI Minds generated 204.20%+ traffic in 3 months

Day Week Month

Search

Advanced

Table

Filter

Export

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Fullscreen

Default Channel Grouping	Users	New Users
	204.20% 11,317 (+4,281)	199.19% 12,908 (+4,281)
	11,317 (100.00%)	12,908 (100.00%)
	4,281 (100.00%)	4,281 (100.00%)
% Change	204.20%	199.19%

Download

Filter

1 of 1

1 of 1

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## CONCLUSION:

In conclusion, the client's partnership with our agency helped him overcome their challenges and attract organic users to their website. By implementing an effective SEO strategy, they were able to improve their search engine rankings, attract more traffic, and improve their website's overall performance and user experience.

This case study demonstrates the importance of SEO in eCommerce and how it can help businesses achieve significant growth in a short period.

