

SCREENSHELF - CASE STUDY



THE CLIENT



Screenshelf is an online phone accessories store that offers high quality mobile phone accessories at the best prices. They also offer phone unlocking services for mobile phones.



The Goals

1. Increase organic traffic for competitive keywords
2. Increase the number of quality business leads
3. Reach a wider potential audience



The Challenge

This was a newly created e-commerce site at the time we started doing SEO for it. Therefore, we found it challenging to improve organic traffic and gain business leads. However, we were able to bring good results for the website within three months.



The Methodology

After evaluating the site, our first priority was to optimize the site for local SEO. We checked on proper on-page factors and off-page strategies (like building high-quality links). This helped increase organic traffic, which in turn, resulted in a significant increase in business leads. We decided to choose the right keywords were pertinent to our client's business.

Since on-page factors influence search engine rankings, we made sure that the site was well designed and that content was properly optimized for our targeted and related keywords. After optimizing on-page factors, we implemented various off-page SEO strategies to get ranked in search engine results.



The Results

We achieved top rankings for the high competitive keywords and the sales were doubled comparatively within three months.

The following results were noted:

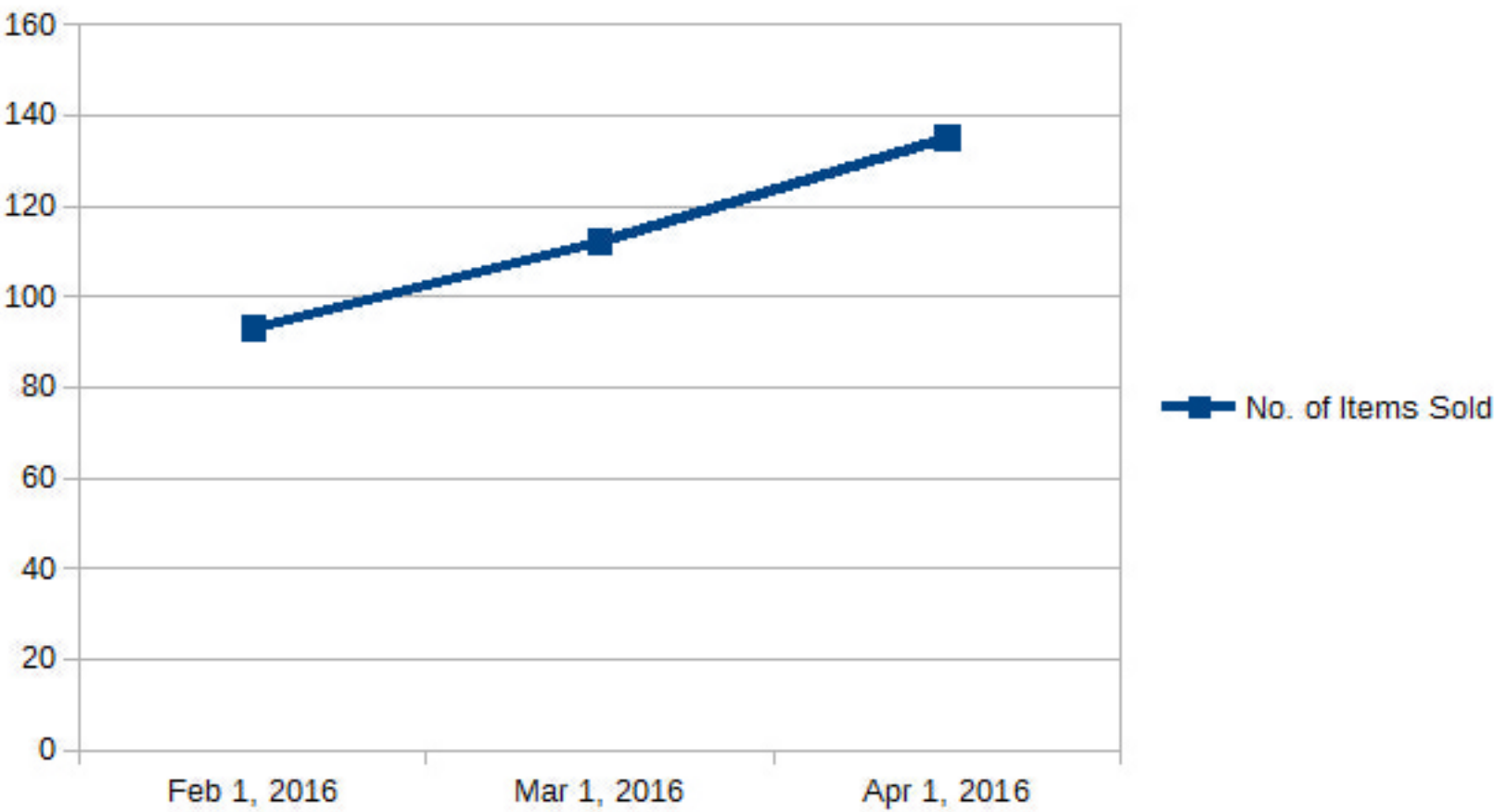
1. The overall traffic has been increased comparatively across all channels
2. The goal conversion rate jumped from 0.39% to 0.72%

Many competitive keywords ranked well in the SERPs. We have specified a few sample keywords that have ranked in top 10 in SERPs below :

S.No	Keywords	Previous Ranking	Current Ranking
1	Mobile Phone Parts	16	2
2	Apple Phone Parts	N/A	5
3	iPad Digitizer for Sale	N/A	2
4	iPhone Battery for Sale	N/A	5
5	Samsung Smartphone Parts	33	3
6	iPhone 6 Battery for Sale	N/A	9

The sales were increased when compared to the previous month, as detailed below:

S.No	Month	No. of Items Sold
1	February 2016	93
2	March 2016	112
3	April 2016	135



From the above graph, it is evident that the number.of items sold has increased over the months. The overall quality business leads has increased by 20.54%.