

Boston Shopify Wedding Card Company

Exceptional quality wedding invitation cards with elegant and exquisite designs.



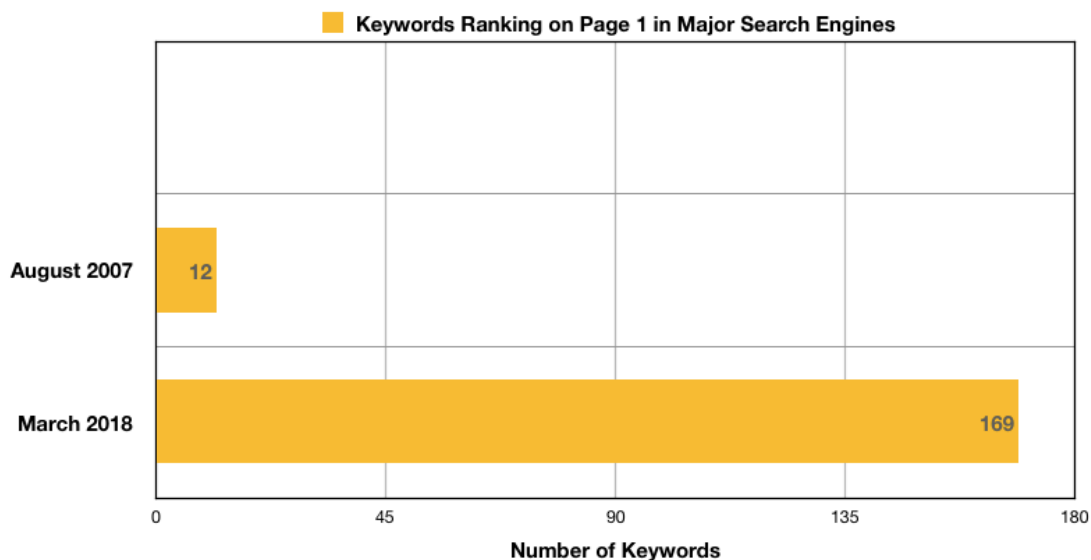
Prior to SEO

This wedding card company came to us in August of 2017, with minimal online presence. They knew they were in a very competitive niche and needed help after trying SEO and Internet marketing for themselves. SPYDER built a comprehensive strategy to improve sales.

Our Approach

- We identified how potential customers were searching for wedding cards through extensive **keyword research**.
- We designed & implemented a marketing campaign that included **on-page** and **off-page** optimization around their targeted keyword terms as well as email marketing and social media presence. We also added tracking analytics as well.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- Created engaging content on their social platforms.
- We **created** and **distributed videos** about the business.
- Created blog posts and a newsletter

Keywords Ranking on First Page in the Major Search Engines



In August 2007, website ranked on the first page of major search engines for just **12 keywords**.

Aug- 2017

The momentum of the campaign was in full throttle as they now ranked on the first page of major search engines for **169 keywords** - an increase of more than 1300%.

Mar - 2018

Google Analytics data

1,559

Increase in Overall Website Traffic compared to last year. **196,855** Overall visits received since March 2017.

1,603

Increase in Google Organic Visits compared to last year. **14,956** Organic visits received since March 2017.

63%

Increase in Website Pageviews compared to last year. **926,871** Pageviews received since March 2017.

*Major Search Engines defined as Google and Bing