



Sports Gear Store

Campaign Highlights

350%

Keyword Growth from
Start of Campaign

48.8%

Organic Traffic Growth

Summary

Industry: Sports & Sporting Goods Store
& E-commerce

Location: Hurricane, WV

Campaign Start Date:
5/24/2020-3/4/2021

Campaign Type: National & Local

Current Top 10 Keywords:

918 ▲

Starting Top 10 Keywords:

204

Average Keyword Ranking:

Top 10 ▲

Knowledge Panel Keywords

4 ▲

Keywords in Google Image Pack

212 ▲

SEO Strategy

This client is a local sports and sporting goods store with an e-commerce website looking to grow. They came to Manta recognizing the website needed a lot of work and they wanted help removing default meta tags and to help the website grow. We focused on optimizing the codes for the alt and meta tags and descriptions. And from there, inserting strategic keywords that would get the website noticed by Google and improve the rankings. These results happened quickly once optimizations were in place and within a few months **traffic had increased by 40% with keyword growth well over 350%**.

Keyword Performance

Cumulative Top 10 Keyword Rankings

