



CASE STUDY

Using **SEO** to improve
brand visibility and
increase website traffic



By deploying a comprehensive SEO strategy, CDP was able to **increase** the **website traffic** on UncagedErgonomics.com by **179%** and **website sessions** increased by **150%**



A little about Uncaged Ergonomics

Uncaged Ergonomics designs, manufactures, and sells a wide range of ergonomic products to improve the quality of work life. They're predominantly B2C, but also market products in bulk for B2B.

They have a couple of retail stores, but most of their business is done online. Before hiring Digital Footwork, Uncaged Ergonomics mostly sold product exclusively on Amazon. Through SEO, we were able to target and drive sales through organic search results.

Some of the products they sell include:

- ▶ Laptop Stands
- ▶ Standing Desks
- ▶ Keyboard Trays
- ▶ Anti-Fatigue Mats
- ▶ Balance Boards
- ▶ Active Chairs
- ▶ And more.



Major issues that needed to be fixed

Website traffic for Uncaged Ergonomics was low and the company wasn't getting enough leads due to poor organic search rankings. Organic leads are important because they cost significantly lower than paid traffic. What's more is that it has a very positive effect on branding.

Their website lacked relevant content, backlinks, and social media presence – all of which affected its online visibility. We recommended the deployment of a comprehensive inbound marketing approach to improve brand visibility and awareness that'll ultimately increase the amount of leads.

Increase online visibility and drive more traffic to website in order to increase brand presence, number of leads, and skyrocket sales.





Course of action

We ran a comprehensive website performance analysis to create **a short-term and long-term SEO strategy** that would bring in results on highly **relevant short-tail** and **long-tail keywords**.

A monthly content strategy was formulated that included creating and publishing:

Articles for industry leading article marketing directories

Blog posts to increase inbound traffic

Guests blog posts to improve domain ranking

Creating **business profiles, infographics, videos,** and **social media posts** to improve visibility

Monthly **Press Releases** to improve reach of content

We also began implementing **on-page and off-page SEO** activities to improve rankings.

Monthly goals were discussed and set for Uncaged Ergonomics. At the end of every week, we sent a quick status updated. And we sent monthly reports that provided a detailed summary of all the work done and the milestones achieved during that time.

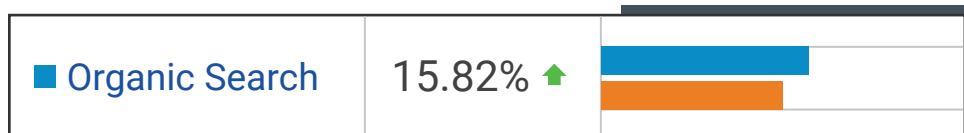
These reports include details about the content creation, distribution, web traffic, improvement in rankings, social media presence, and any other activities performed during that specific month.



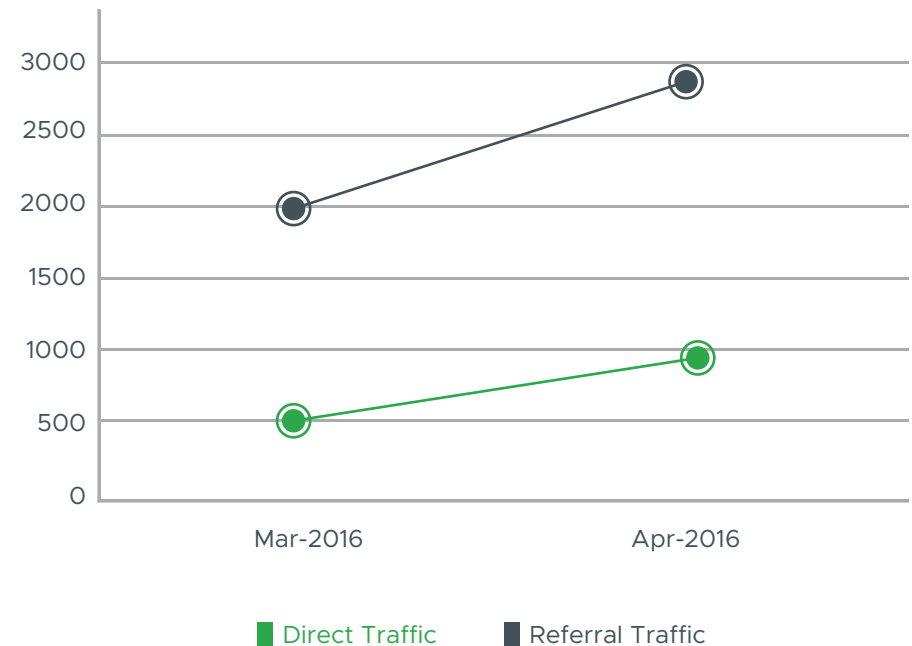
An overview of the results

Digital Footwork was able to and continues to deliver great results.

After just one month the number of organic visitors to the client's website increased from **3,141** to **3,639**.



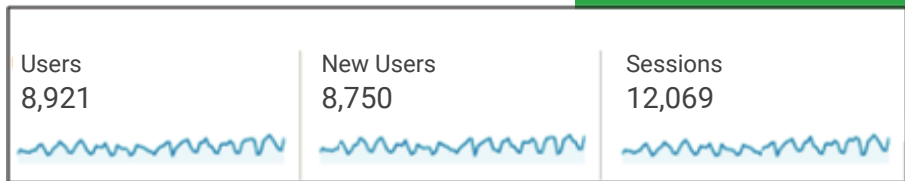
There was also increase in direct and referral traffic



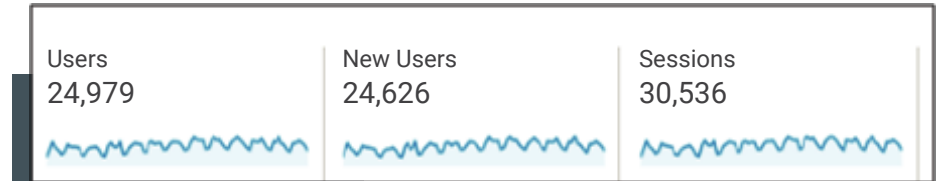


The number of users on clients' website increased from **8,921** in Q1 of 2014 to **24,979** in Q1 of 2018. That's a total growth of **179%**!

Before

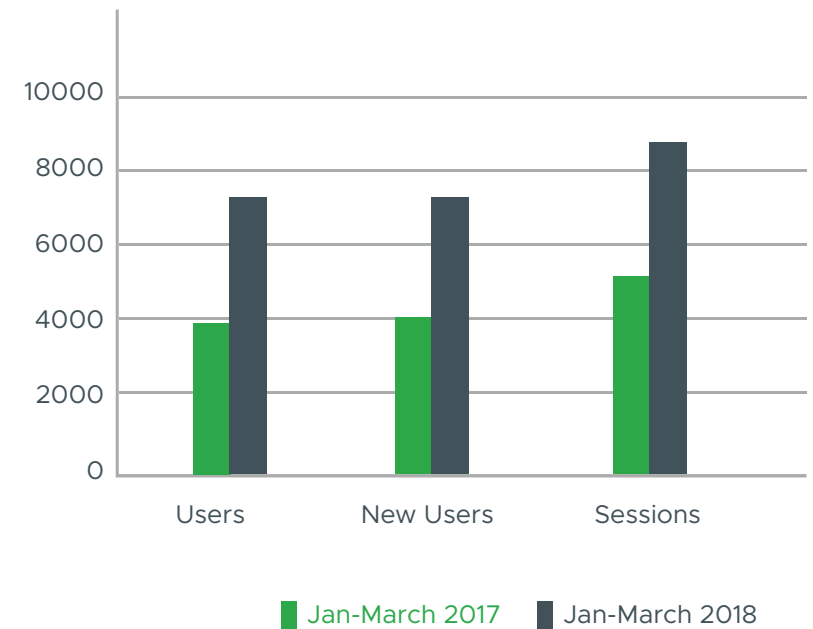


After



Uncaged Ergonomics got a **181.4%** increase in number of new users and **150%** increase in website sessions.

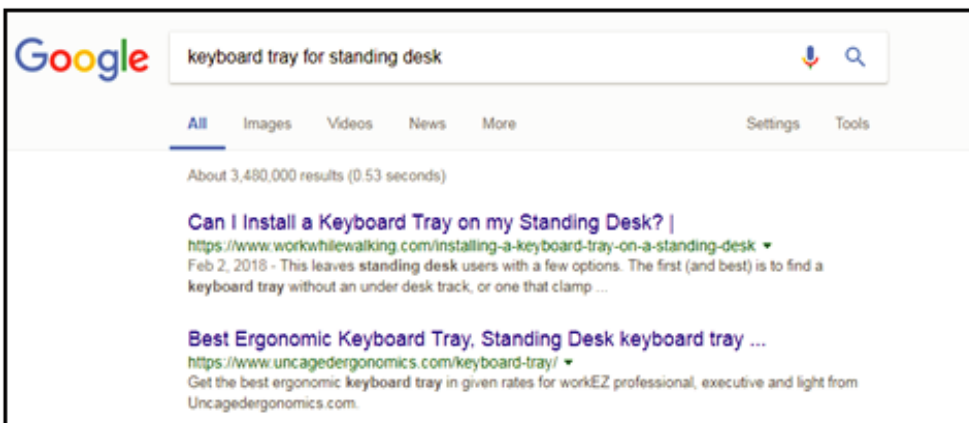
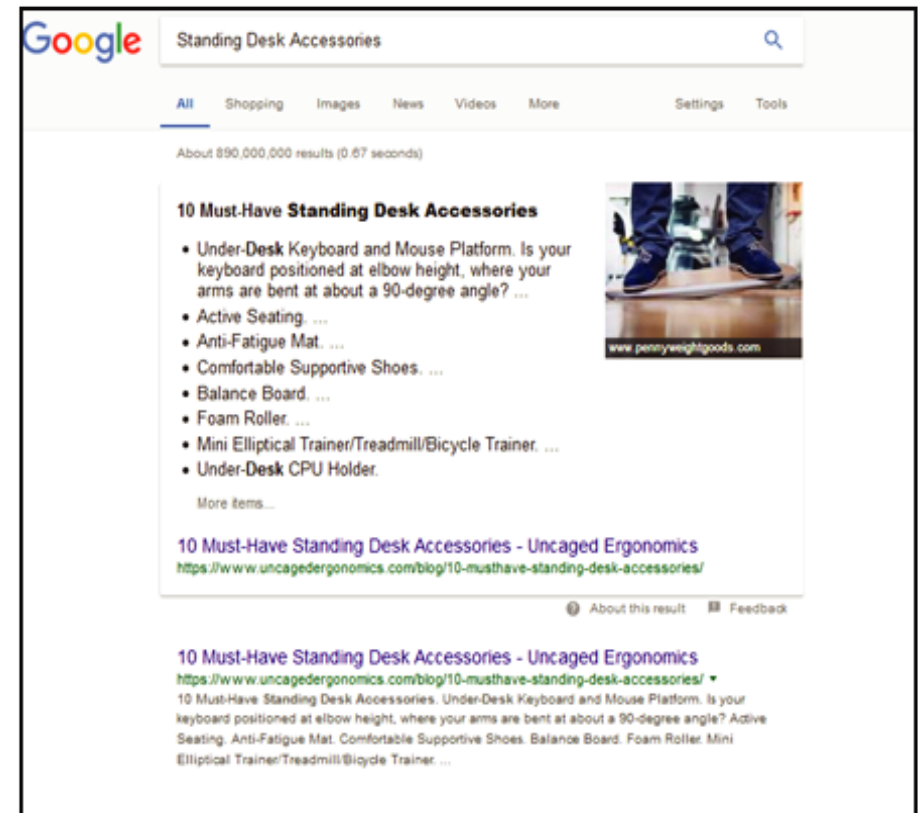
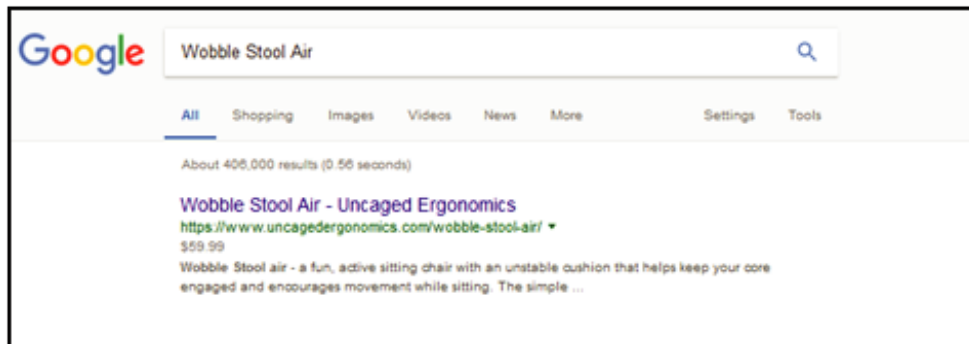
We've also been able to drive an increase in mobile traffic





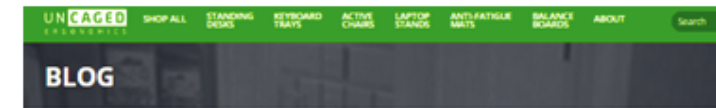
Search engine ranking has greatly improved – Uncaged Ergonomics' website now ranks on the first page of Google for 50 highly competitive keywords.

35 out of these rank in top 5 organic search results.





We created loads of relevant content that continues to help grab and retain the attention of their target audience by providing useful information.



Sit to Stand with Ease: Use a Powered Standing Desk - Infographic

Posted by Uncaged Ergonomics on September 11, 2018



Convert your desk to standing with an affordable electric standing desk riser. Visit us: Uncaged Ergonomics

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The Role of the Anti-Fatigue Mat in an Ergonomic Work Environment

Posted by Uncaged Ergonomics on September 10, 2018



There are more U.S. employers providing their employees with standing desks in an effort to create ergonomic work environments than ever before. According to a study done in 2017, more than 40 percent of employers now help their employees get their hands on standing desks so that they can enjoy the benefits. That's up from just [...]

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Adjustable Laptop Stands: How to Use Them and Why You Need One

Posted by Uncaged Ergonomics on September 04, 2018



Do you spend your workdays hunched over a laptop computer? Or do you have a laptop computer at home that you routinely work on while seated on your bed or couch? If so, you've probably experienced pain in your back, neck, and shoulders as a result of it. Leaning over a laptop can leave you feeling [...]

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Here are some of the keywords that now rank at number one.

Google		USA	
		Before SEO	After SEO
S.No	Keyword	3/11/2016	
1	Adjustable Standing Desk Keyboard Tray	N/A	1
2	Wobble Stool Air	N/A	1
3	Active Standing Balance Platform	N/A	1
4	Uncaged Ergonomics Keyboard Tray	N/A	1
5	Active Desk Mat	N/A	1
6	Best Quality Ergonomic Products	22	1
7	High Quality Ergonomic Products	N/A	1
8	Standing Desk Accessories	N/A	1
9	Buy Ergonomic Products Online	N/A	1



Digital Footwork for SEO

Digital Footwork is a leading content agency that has provided highly effective SEO solutions to small to mid-sized businesses for over a decade. We guarantee results and have helped hundreds of businesses improve their online marketing strategies.

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