

CASE STUDY

Using SEO to improve brand visibility and increase website traffic

Case Study: Uncaged Ergonomics



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.

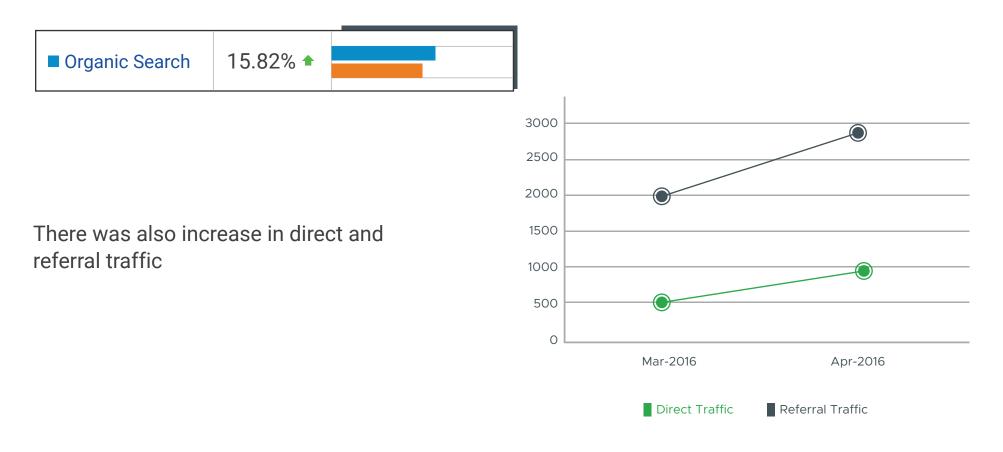
These reports include details about the content creation, distribution, web traffic, improvement in rankings, social media presence, and any other activities performed during that specific month.



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**.





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%!

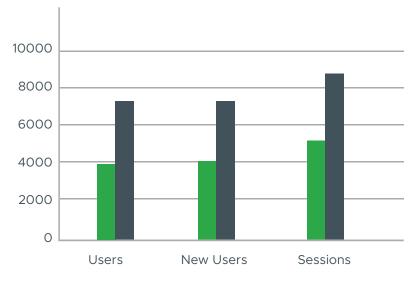
Before

After

Users New Users Sessions	Users	New Users	Sessions
8,921 8,750 12,069	24,979	24,626	30,536

Uncaged Ergnonomics 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



Jan-March 2017 Jan-March 2018



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.

G <mark>o</mark> ogle	Wobble Stool Air Q	G <mark>o</mark> ogle	Standing Desk Accessories Q
_	All Shopping Images Videos News More Settings Tools		All Shopping Images News Videos More Settings Tools
	About 405,000 results (0.56 seconds)		About 890,000,000 results (0.67 seconds)
	Wobble Stool Air - Uncaged Ergonomics https://www.uncagedergonomics.com/wobble-stool-air/ * 559 99 Wobble Stool air - a fun, active sitting chair with an unstable cushion that helps keep your core engaged and encourages movement while sitting. The simple		 10 Must-Have Standing Desk Accessories Under-Desk Keyboard and Mouse Platform. Is your keyboard positioned at elbow height, where your arms are bent at about a 90-degree angle? Active Seating Anti-Fatigue Mat Comfortable Supportive Shoes Balance Board
G <mark>o</mark> ogle	keyboard tray for standing desk 🌷 🔍		Foam Roller Mini Elliptical Trainer/Treadmill/Bicycle Trainer Under-Desk CPU Holder.
	All Images Videos News More Settings Tools		More &ems
About 3,480,000 results (0.53 seconds)			10 Must-Have Standing Desk Accessories - Uncaged Ergonomics https://www.uncagedergonomics.com/biog/10-musthave-standing-desk-accessories/
	Can I Install a Keyboard Tray on my Standing Desk? https://www.workwhilewalking.com/installing-a-keyboard-tray-on-a-standing-desk • Feb 2, 2018 - This leaves standing desk users with a few options. The first (and best) is to find a keyboard tray without an under desk track, or one that clamp Best Ergonomic Keyboard Tray, Standing Desk keyboard tray https://www.uncagedergonomics.com/keyboard-tray/ • Get the best ergonomic keyboard tray in given rates for workEZ professional, executive and light from Uncagedergonomics.com.		About this result Feedback About this result Peedback About this result Peedback About this result Peedback About this result Peedback Additional temperature Additit



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



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



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

Posted by Uncaged Ergonomics on September 10, 20



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



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	
S.No	Keyword	3/11/2016	SEO	
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 midsized businesses for over a decade. We guarantee results and have helped hundreds of businesses improve their online marketing strategies.

Ready to get started on SEO? Email us or call us on **877-897-1725** to speak with an SEO specialist today!