

SEO SUCCESS STORY

The SEO Trust Factor: How SEO Can “Maca” Difference

A CASE STUDY ON THE MACA TEAM

Some businesses are cautious about investing in SEO campaigns because they worry about the length of time it will take to see results or the difficulty of drawing a hard definition between the work put in and the return on investment. Others yet shy away from SEO projects because they have a hard time locating an agency or a specialist that places as much of a premium on communication and transparency as on results.

At 1Digital® Agency, we have always strived to provide clear results attributable to our efforts while at the same time remaining open and honest about the work we put into a project. Whether it is communicating with a client regarding proposed changes to site structure or collaborating with them on a keyword-rich blog post intended to generate traffic, our process is straightforward, transparent, and dependable.

There is a level of trust involved in any SEO campaign, as results take time to build, which is precisely the reason we so highly esteem transparency and communication. For The Maca Team, trust was a factor in the decision to pursue an SEO project with us.



The Maca Team is an online store that sells premium maca products, derived from the root of a unique root crop that grows only at high altitudes in South America. Maca has been used for thousands of years for a number of reputed health benefits, and so the market for it is well established. As is the case with any vendor online, however, high traffic and conversions are not well established.

Mark, CEO at The Maca Team, commented that “originally there was no need for SEO because SEO was easy. I knew what I was doing and it was easy to rank in my niche.” They experienced fair results in the past on their own without professional help before Google upped the ante with several updates that made it harder to rank without specific, technical expertise. After Google’s updates, The Maca Team worked with several other providers on SEO projects before landing with 1Digital® Agency.

To Mark, transparency and communication were key. He understood that it would take time to generate results as he had experienced firsthand how to perform basic SEO friendly operations in the past. That gave him some insight into what to look for in a provider.

As far as what he was looking for in a partner, Mark said he needed an “agency [that knows] what they’re doing in terms of Google’s proper SEO tactics for 2020. The barrier was finding an authentic company that had a transparent

process so that I could vet it. That was the biggest thing for me choosing a partner at this time.” After several meetings with members of 1Digital’s team, he knew that we were the agency for him and his business.

Previously, Mark had mixed results with communication from previous eCommerce SEO companies and specialists, the very reason that he was looking for transparency from 1Digital®. However, within only a few short weeks into the project, Mark reflected on the experience in a holistically, even effusive, positive light.

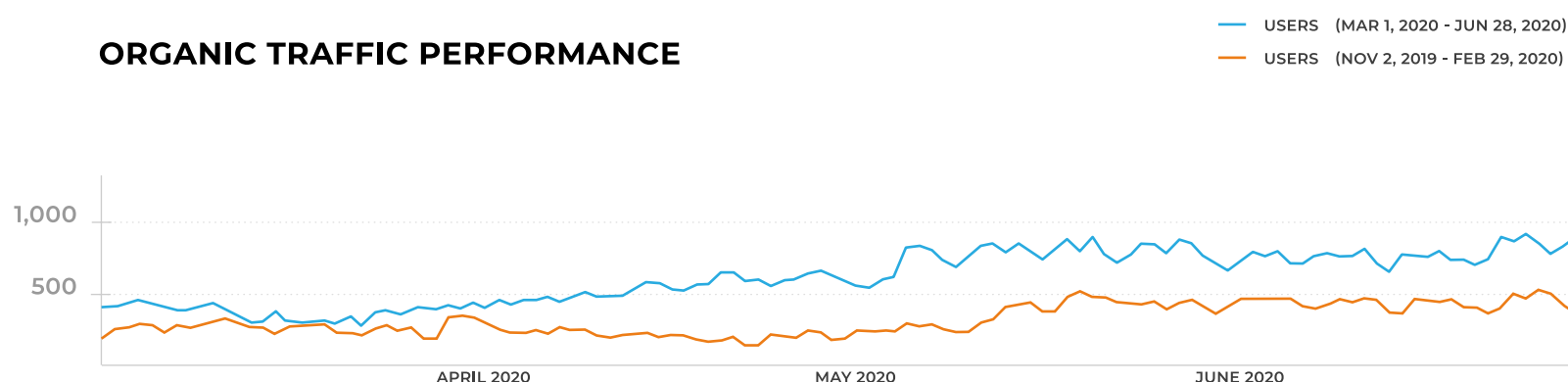
“First of all, transparency was really what sold me on starting and it’s been fantastic. The project base is great. There’s a weekly report that’s been good. What I love about 1Digital® is that I know what you guys are doing and what the team members are doing. It’s project-based so we can see the results. Our meetings are great because we can measure our efforts. Overall I’m super happy with 1Digital®’s efforts.”

And that was just the beginning.

Letting The Results Roll In

There are a number of ways to measure the success of an SEO campaign, with no shortage of metrics to look at. Therefore, there’s much more than one figure you can look at to determine the efficacy of a strategy. However, as most important figures deal with organic traffic, growth, sales, and conversions, we’ll take a look at a few of these.

ORGANIC TRAFFIC PERFORMANCE



Below you can see a chart tracking organic traffic to The Maca Team, covering a period from March 2020 to just about the end of June 2020 superimposed over the preceding period from November 2019 to February 2020. The orange line represents the earlier period and the blue line represents the most current period. Their campaign with 1Digital Agency began right at the beginning of April and you can clearly see a steady increase in growth over the duration of the campaign so far.

What is significant about this is not one explosive rise in growth, but rather a pronounced, sustained increase in visitors to TheMacaTeam.com over the course of the project. That is what makes trust such an important component of the campaign. There often isn't one single thing you can point to in order to indicate success in the short term, but the results convalesce out of the details over time. In The Maca Team's case, their organic traffic nearly doubled since they began their SEO campaign with us.

However, organic traffic is only one way to gauge the success of an SEO campaign. Let's take a look at the increase in new users to their website, which you can see represented in the image to the left.

INCREASE IN NEW USERS

Keyword	Acquisition		
	Users	New Users	Sessions
	90.80% 62,641 vs 32,830	93.55% 60,089 vs 31,045	92.08% 82,238 vs 42,814
Mar 1, 2020 - Jun 28, 2020	59,944 (95.11%)	57,345 (95.43%)	78,423 (95.36%)
Nov 2, 2019 - Feb 29, 2020	29,920 (90.46%)	28,194 (90.82%)	38,991 (91.07%)
% Change	100.35%	103.39%	101.13%

Not only did their total number of users increase significantly, but their number of new users skyrocketed as well. In both cases, the number of visitors nearly doubled from the previous period –

this time corresponds to the timeline represented by the graph above.

Of course, there's more to take into account than simply the visitors that come to any given website. You can also look at hard figures for conversions, transactions, and revenue. With The Maca Team, as it turns out, not only did traffic increase significantly but so did these three metrics: eCommerce Conversion Rate, Transactions, and Revenue.

CONVERSIONS, TRANSACTIONS & REVENUE

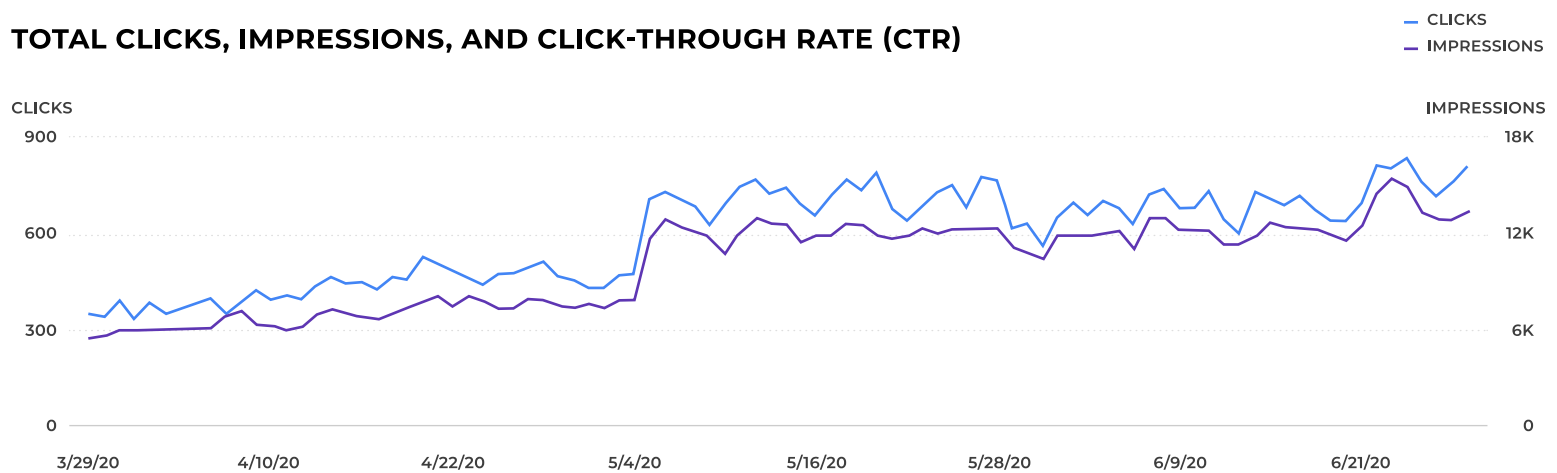
Conversions		
Ecommerce Conversion Rate	Transactions	Revenue
16.67% 2.79% vs 2.39%	124.10% 2,297 vs 1,025	104.77% \$108,297.07 vs \$52,887.87
2.79%	2,191 (95.39%)	\$102,475.15 (94.62%)
2.43%	984 (92.49%)	\$48,746.51 (92.17%)
14.91%	131.12%	110.22%

As you can see, during the same time period as their charts above, the eCommerce conversion rate for The Maca Team increased by nearly 17% during this period, but most significantly, the number of transactions and revenue both more than doubled. The Maca Team has not only seen more visitors and more sessions, but they have seen an increase in sales as well.

We've already shown how organic traffic grew tremendously and that this growth corresponded to significant growth in transaction and revenue, but how about their impressions and click-through rate? To give an impression – no pun intended – of the kind of reach The Maca Team achieved as a result of their campaign with us, take a look at the chart below.

This representation tracks total clicks, impressions, and click-through rate for the period from the beginning of April 2020, when their campaign began, through the end of June 2020. A steady upward trend is clear here, as it is in the

TOTAL CLICKS, IMPRESSIONS, AND CLICK-THROUGH RATE (CTR)



representations above. What is most telling about this increase, however, is neither in their total clicks or impressions – which, by the way, are both respectable. The most telling figure here is the average click-through rate.

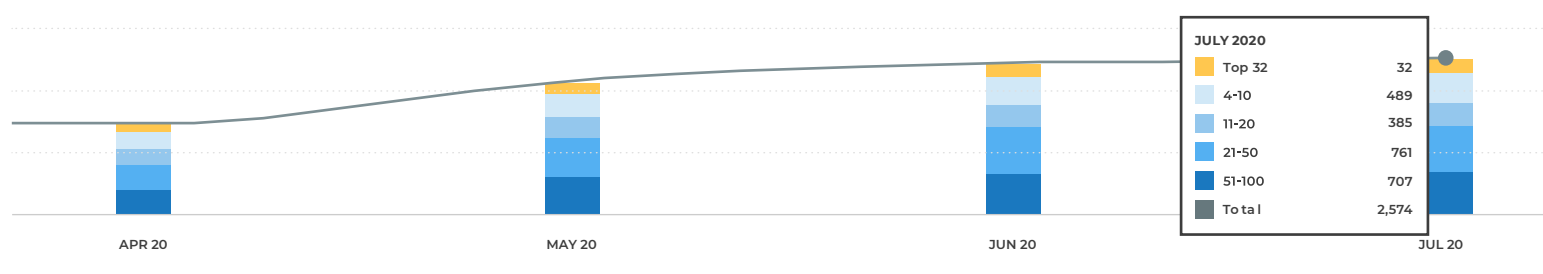
Without context, 5.9% might seem like a low, even a very low, figure. Yet, at the time of this publication, the average eCommerce click-through rate is hovering just above 2.5%. That means that The Maca Team's average CTR is significantly outperforming the overall average, by a factor of nearly three.

The reason this is so significant is twofold. First, a click-through rate that high indicates some success in marketing strategies, positioning, or other effort. It means that the people who see their listing or their ads are interested in what they have to offer and thus follow-through, or click through and visit the website. The other reason it is so significant is that it means that 1Digital® Agency's efforts in keyword research put The Maca Team right in front of the people who were searching for their products organically and thus only had to find them in order to become customers.

Considering our keyword research and our SEO efforts, we strategically targeted competitive keywords for which The Maca Team needed to see improvements to gain a more competitive edge. The initial keyword research phase of the project sets the stage for a lot of our on page optimization efforts and our backlink building strategy, and is critical to the success of a campaign. At the beginning of their campaign with us, The Maca Team was ranking for about 1400 keywords, with just over 100 in the top three spots. At the time of this publication, and only 3 months into their campaign, The Maca Team is ranking for over 2500 keywords, with more than 230 in the top three spots. In just three months, the volume of keywords for which they were ranking, and their possession of keywords in the top spots, both nearly doubled.

With The Maca Team, as with all of its projects, 1Digital®'s team of SEO analysts and experts took the time to become familiar with their industry in order to deliver the results that mattered for their business. It takes a lot of keyword and industry research, site structure optimization and content publication to pull it all together, but pairing some elbow grease with our years of experience in SEO best practices always gets the job done.

KEYWORD RANKING



Mark at The Maca Team even reflected on the matter of trusting the process and the difficulty of getting results. “We had really good results on our own at first, but SEO has become difficult to tackle on your own. Updates have been really tough on a lot of industries and it pays to work with the experts.”

As for Mark, he trusted the process, and now he knows, as we all do, that SEO really can “Maca” difference, even in highly competitive, niche industries where visibility can be difficult to gain.

If your business is looking for inventive, creative ways to build awareness online, drive organic search traffic, and bolster sales, SEO may be the ticket for a long term, sustainable solution. We’ve garnered similar success stories for many clients in a surprising number of different industries. It goes to show that our experience and hard work pay off when it comes to creating customized campaigns for businesses in diverse industries facing unique challenges.

Check out some of [our case studies](#) on the success of various clients, and if you’re interested in generating high traffic, sales, revenue and conversions, contact our [search engine optimization](#) team today to get the lowdown on our eCommerce SEO services and see how we can put them to work for you. We offer BigCommerce SEO services, Shopify SEO services, and everything in between – including [web development](#), [eCommerce web design](#), and [support services](#). If eCommerce websites have experienced it as a problem, 1Digital® can help you come up with a solution. Contact our team at info@1digitalagency.com or give us a call at 877-829-4013.

CONSIDERING OUR SEO SERVICES?

SEO for eCommerce is a hard-fought battle. Everybody in your industry is competing for just 10 spots on Google’s first page. In order to be one of those people, you need to be smarter, quicker, and work harder than everybody else. 1Digital® is the marketing partner that can help you get there. We employ intelligent SEO strategies that grow organic ranking, traffic and conversion. We have highly skilled eCommerce SEO experts that focus on eCommerce merchants and we’re widely recognized as one of the best eCommerce SEO companies online.

SEO Experts. 1Digital® employs a talented team of eCommerce experts that focus on e-Commerce only. We’ve been working on eCommerce SEO since our inception and we’ve slowly grown into one of the top eCommerce digital agencies in the country. Our eCommerce search engine optimization skills have propelled us to the top of the talent pool and we’ve been helping our clients win more business with more sales and leads since early 2012. Our founder and CEO, Dan Kogan has been involved with eCommerce SEO since the late 1990s and he’s carved out our path to being the best in the eCommerce space ever since. If you’ve been looking for a top company that handles eCommerce SEO, you’ve found it.



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CASE STUDIES

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