

# seo case study

## Clothing & Accessories

### Campaign Information

Industry: Clothing - Apparel Printing Services

Campaign Start Date: 2/17/2021

SEO Spend per Month: \$1500

Campaign Type: National

Goal: Boost sales and become the main authority in the DTG (direct to garment) industry

### Results

We primarily focused on “dtg print” keywords to improve their website traffic and boost revenue. At a national level, our team foresaw some challenges with targeting national keywords. Keyword research was performed and presented to ensure the right keywords were targeted. A new page of onsite content was created, approved, and implemented on different pages of the site to support the target keywords. New backlinks were created month over month to help establish additional trust. We saw a significant increase in rankings, traffic, and backlinks with these optimizations. Continued focus on more competitive keywords and additional areas will secure more online presence over time.



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New keywords in top 10 search results

42%

Increase in organic traffic

40%

Increase in connected backlinks

### Performance

KEYWORD PHRASE	START	CURRENT
dtg print shirts	36	2
dtg print t shirts	28	2
dtg printing on demand	23	4
wholesale screen print provider	30	1
wholesale screen printing provider	51	2

### Top SEO Tasks

- 11 offsite custom blogs published
- 81 offsite industry engagements
- 36 business directory submissions
- 72 website bookmark submissions
- 245 total SEO activities completed