

# Ensuring Our Client's E-Commerce Site Delivers Consistent Growth and Performance

## OUR CLIENT

Solo Music Gear manufacture and distribute Solo Pro Guitar Parts and Do It Yourself Guitar Kits. Founded in 2008 the owners are committed to offering the largest selection of DIY guitar and bass kits, bodies & necks, guitar parts and Luthier tools.



## THE CHALLENGE

The owner of Solo Music Gear, Ara Pekel, had big plans to grow the business as an e-commerce offer across the U.S. and Canada, and then globally. The firm's marketing manager already had some knowledge of digital marketing strategies but needed additional expertise and extra capacity to deliver a brand new SEO campaign within a short space of time, ready to take the brand to market, achieve top page rankings and foster long term growth.

There were also added complexities with their e-commerce site because, like all online sales platforms, they are product based which means that sitemaps, search consoles and SEO content constantly change. This often leads to indexing issues, crawl errors, dead links and SEO issues which require constant monitoring.

Ara was keen to find a quality SEO agency who really understood the technical aspects of delivering SEO campaigns and the specific issues associated with e-commerce sites. After an initial conversation with our team he was suitably impressed.

*"It has been a pleasure working with Ash and the eSign Web Services team for past few years. During this time, we have seen significant improvements in our organic rankings including more than a hundred first page rankings for Google Canada and Google US. From the knowledgeable team of professionals to the outstanding quality, it was a seamless experience. We would recommend Ash and eSign Web Services team highly."*

- Ara Pekel

## OUR SOLUTION

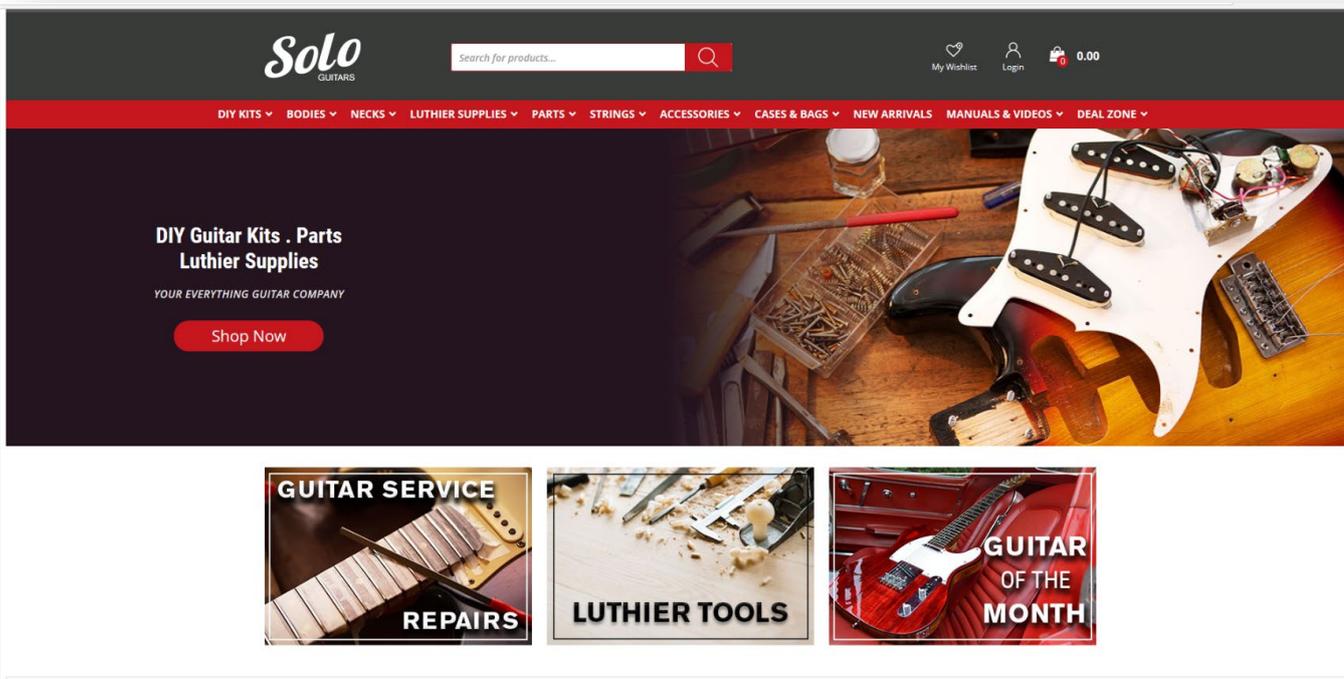
This was a brand-new campaign, so we had to get the strategy right. An initial and incredibly detailed analysis of the website provided us with long list of potential areas for improvement. Ara was extremely impressed with our initial report and recommendations. This was supported with a detailed competitor analysis and an industry benchmark analysis. Together these two tools provide a useful insight into the competitive environment and help our team to start to put together an SEO strategy that would deliver the page one rankings needed to project the brand effectively to the target audience.

We also spent time identifying that target audience, researching, and identifying the keywords that would deliver the best results and reach those people most interested in building their own guitars. It was critical that our approach would deliver good quality leads and brand awareness amongst the target audience. Any activity that fails to reach the intended audience is a wasted investment.

Once this work was complete, we made a series of improvements to the website structure and content, consistently focussing on the all-important ranking factors that would generate the best search results. To achieve this, we took a forensic approach to editing each page, identifying, correcting and improving each and every detail, html tag and image to ensure the best possible search results.

To address the ever changing content on the e-commerce site we also set up dynamic sitemap generation and search console management which would be able to manage these changes and minimise their impact on the overall effectiveness of the SEO strategy.

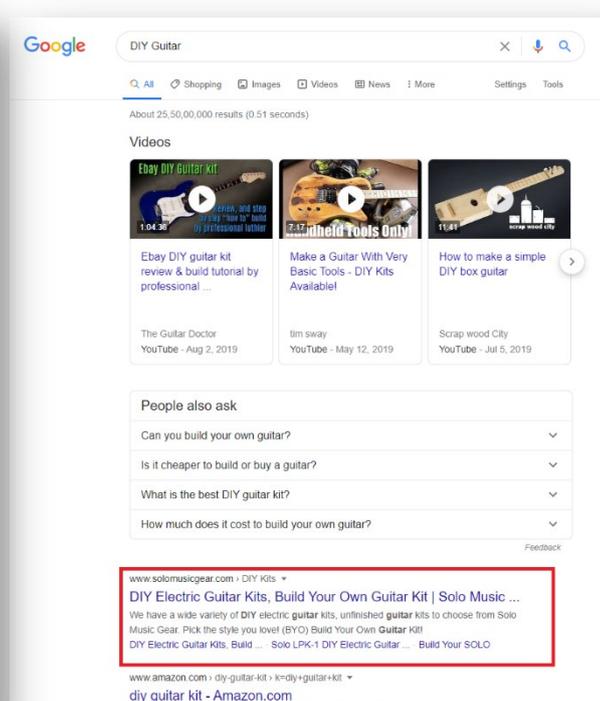
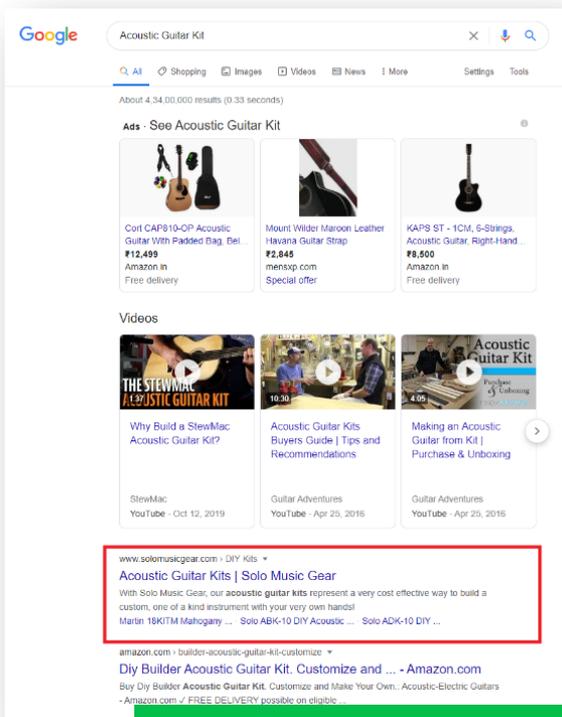
Once Ara was ready to launch the website, we also set up Google Goal to track conversions, something which is absolutely essential for an ecommerce website.



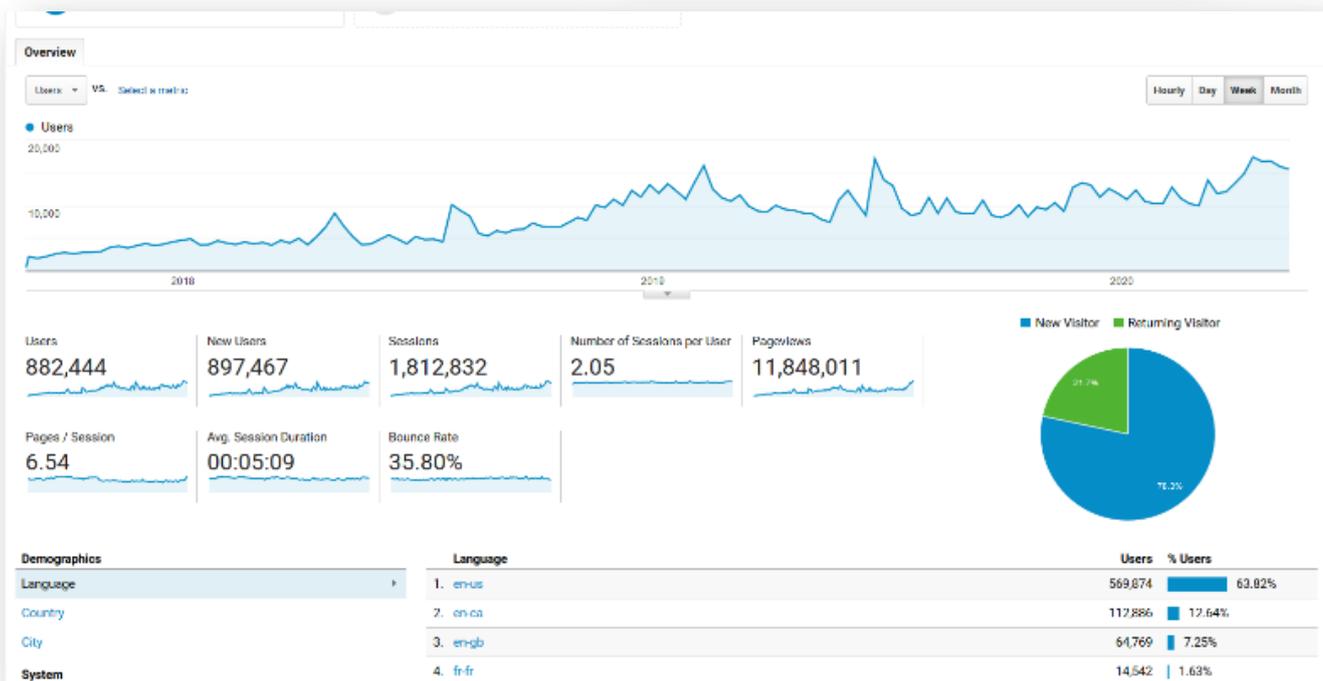
## THE RESULTS

Our team delivered great results and within half a year 95% of the keywords we were targeting were delivering search results at the top of the first page on Google! Our data driven strategy targets specific and purposeful keywords to attract a U.S. and Canadian audience, while the system we used behind the scenes ensured that the e-commerce site was consistently delivering results:

- 100% keywords on Search Engine first page
- 750% Increase in Organic traffic
- 475% Increase in Analytics Goal Conversions
- 350% Increase in Conversion Rate



Ensuring powerful search ranking positions was critical to our success on this project



The business continues to enjoy great sales figures because of the high quality leads our SEO strategy has generated.



## Keyword Rankings and Visibility Report

Website URL: [www.solomusicgear.com](http://www.solomusicgear.com)

Targeted Country: United States

### Search Engine Rankings: Details

Keyword	Google	Bing US	Yahoo!	Google.ca
Acoustic Guitar Kit	1	2	5	1
Babicz Guitar Parts	2	5	2	2
Bass Guitar Kit	2	5	5	2
Best Guitar Kits	3	9	8	2
Build A Guitar Kit	1	7	4	1
Build Your Own Bass Guitar	1	4	3	1
Build Your Own Guitar	2	5	2	2
Build Your Own Guitar Kit	1	6	1	1
DIY Electric Guitar Kit	1	1	1	1
DIY Guitar	1	1	1	1
DIY Guitar Kits	1	3	1	1
Do It Yourself Guitars	1	2	2	1
Double Neck Guitar Kit	1	1	2	1
Electric Guitar Kits	1	1	1	1
Guitar Building Kits	1	5	4	1
Guitar Finishing Supplies	3	6	3	1
Guitar Kits	1	4	4	1
Guitar of The Month	3	1	1	1
Guitar Parts Canada	1	1	2	1
Guitar Tools Canada	1	3	2	1
Left Handed Guitar Kits	1	6	2	1
LP Guitar Kit	3	6	2	2
Luthier Supplies	3	6	6	1
Luthier Tools	2	6	1	1
Luthier Tools Canada	1	1	1	1
Tele Guitar Kit	1	1	1	1
Unfinished Guitar Kits	2	3	1	1
Wilkinson Guitar Parts	1	2	2	1

Well planned and thoroughly researched keyword strategies helped deliver results

## ABOUT US

eSign Web Services is the leading full-service digital marketing and SEO company for over a decade now, helping new and existing business owners grow and expand their business online. Our agency is a Google Partner, which means Google has officially certified our knowledge and expertise.

We've already helped more than 2000 companies to climb and dominate search results. We work with companies of all sizes and shapes, from the world's leading brands to small or medium-sized businesses. We help ambitious businesses like yours generate more profits by generating top search engine rankings, driving web traffic, building brand awareness, connecting with customers, and growing overall sales.

## CONTACT US

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