

SEO Case Study – American Musical



Drove 27.6 Times ROI (i.e. 2760% ROI) For Overall SEO Campaign in 2 Years! (2015 to 2017)

AmericanMusical.com is an Ecommerce Website for American Musical Supply (or AMS) to sell Guitars, Bases, Amplifiers, Live Sound, Recording, Computer Audio, DJ, Drums and Musical Accessories. Selling the Musical Equipments for personal, professional and events is the main business of this US firm.

The Challenge:

AmericanMusical.com had been going down in Keyword Rankings which was resulting in lesser organic traffic every month. The bounce rate for organic traffic was more than 73% which had been a major concern. While the long tail keywords for the website had been showing up in the top page, the main Brand and Generic keywords were nowhere in the top 10 pages of Google. This had been indirectly affecting their Google Ads PPC campaign had been as well due to lesser Authenticity and Authority in the organic rankings. The AMS had almost nothing in terms of organic SEO work, including on-page SEO and off-page SEO.

We approached AMS for their SEO campaign in 2015 with focus on optimizing the website through on-page SEO and technical SEO along with increasing the keyword rankings through off-page SEO including content marketing, link building and social media.

Findings:

In our initial findings, we discovered that AmericanMusical.com was actually never worked for the on-page SEO and only some off-page SEO was carried out. But as there had been a lot of products in the website and content in the product pages, a full on-page SEO and technical SEO was required along with optimizing each Category, Sub-Category and Product Page.

- No optimized Page Titles.
- No Meta Descriptions for the pages.
- No H1, H2, H3, etc. Headings.
- No Keyword Research for specific pages.
- Very less backlinks.
- Wrong anchor text in backlinks.
- No inner page backlinks
- No focus over the Link Building and off-page SEO in the right direction.
- Too high Bounce Rate at 73.1%

Solutions:

Working over on-page SEO in parallel to off-page SEO to increase the value of the Category, Sub-Category and Product Pages was put together. A full off-page SEO campaign with focus on content marketing, link building and social media was planned for the 3 Months initially.

- Keyword Research and assigning keywords to every page.
 - Optimized Page Titles with page specific keywords.
 - Optimized Meta Descriptions with page specific keywords.
 - Full Off-Page SEO campaign with content marketing, link building and social media. ●
- Optimized content for the product pages.
- Optimized Images and Alt Tags for Images.
 - Full on-page SEO.
 - Full Technical SEO including Page Speed, Canonicalized URLs and Structured Data.

Some Important facts:

- Initial SEO Campaign was approved with \$250/- per week.
- Initial SEO Campaign was approved for 3 Months only.
- The SEO Campaign was extended to 6 Months after 2nd month.
- The budget for SEO Campaign was extended to \$500/- per week in 5th Month.
- The initial SEO results actually started coming after 7-8 Weeks, but ROI for the first 1 to 3 Months

was in negative (as per AMS) at -1.2%.

- The ROI from 4th to 6th Month was 26% (as per AMS).
- The SEO Campaign was extended to 24 Months in 5th Month with increase in SEO budget per week.
- The ROI from 7th to 12th Month was 86% (as per AMS).
- The ROI from 13th to 24th Month was 2760% overall (i.e. 27.6 Times the SEO budget per month) (as per AMS).
- As per AMS, the PPC ROI also saw double figures and more conversions as organic rankings and traffic increased with time.
- The Bounce Rate at the end of the SEO Campaign was 28.1%

Results:

- The volume of organic traffic increased from 34,000 to 223,000+ in 2 Years.
- The number of keywords in organic results increased from 26,000 to 179,000+ in 2 Years.
- The sales from organic traffic increased significantly through website orders with 27.6X ROI.
- The Conversion Rate for the PPC Campaign also increased due to authenticity in organic rankings (As Per AMS).
- The SEO campaign helped the company in adding more Physical Stores to add more locations throughout US (As Per AMS).



Client Testimonial:

“Sanjay & his team did Wonderful Job on our AMS website. We’d no idea where we were going when Sanjay proposed us the SEO Plan for AmericalMusical.com but as we moved ahead in SEO, we kept on getting the Top Level Results which made us to keep on pushing the SEO contract for longer terms!”

-Ashley Merlin, Marketing Director, AMS