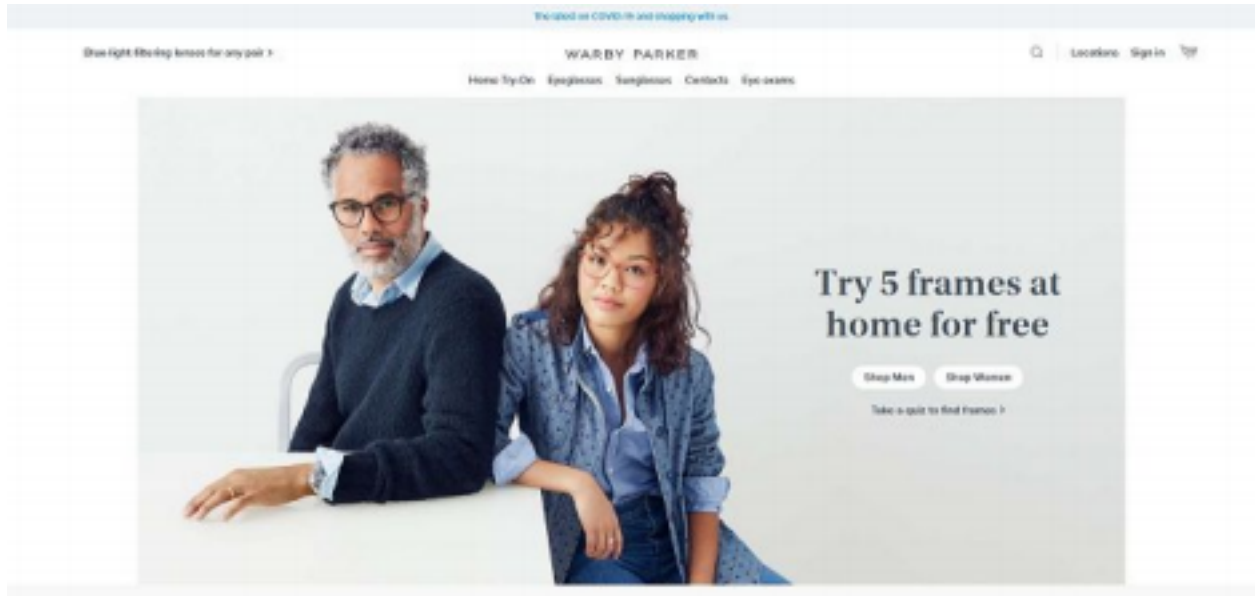


SEO Case Study – Warby Parker



Increased ROI to 23.8X (i.e. 2380% ROI) For SEO Campaign in 5 Years!

WarbyParker.com is an Ecommerce Website for Warby Parker Eyeglasses to sell glasses, sunglasses, eyeglasses, prescription eyeglasses and custom designed frames. Selling the Glasses & Prescription Eyeglasses is the main business of this US Company.

The Challenge:

WarbyParker.com had tried many SEO Contractors and Teams for their website to gain the top page rankings from 2012 to 2016, but none of them got the results for the website keywords. In mid 2016, they contacted us at Webrex Studio to get their website in the top page rankings as well as increase the organic traffic and sales. The website had many bad backlinks created by the older teams which had to be removed as well as good backlinks needed to be created. The business also needed Online Reputation Marketing as it was getting in top pages for many derogatory reviews and search terms. The bounce rate for organic traffic was more than 81% which had been a major concern as the website had a lot of direct traffic which was fake and not resulting in any conversion. The website keywords were nowhere in the top 10 pages of Google.

After having several online meetings back to back with the Warby Parker partners, they agreed for 9 month SEO campaign to be carried out by us with full freedom to implement our SEO campaign. If they see any improvement in the rankings, then

the contract will be extended to 24 Months.

Findings:

In our initial findings, we discovered that WarbyParker.com had not been worked by the previous contractors and teams with White Hat SEO and had been experiencing over-optimization penalty by Google too.

- No optimized Page Titles.
- No optimized Meta Descriptions for the pages.
- No optimized H1, H2, H3, etc. Headings.
- No Keyword Research for specific pages.
- Very bad quality backlinks leading to spam sites.
- Wrong anchor text in backlinks.
- No inner page backlinks.
- No focus over the Link Building and off-page SEO.
- Too high Bounce Rate at 81.6%

Solutions:

A full SEO campaign with focus on content marketing, link building and social media was planned for the 9 Months as per initial agreement.

- 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.
- Special small SEO campaigns for their new items.

Some Important Facts:

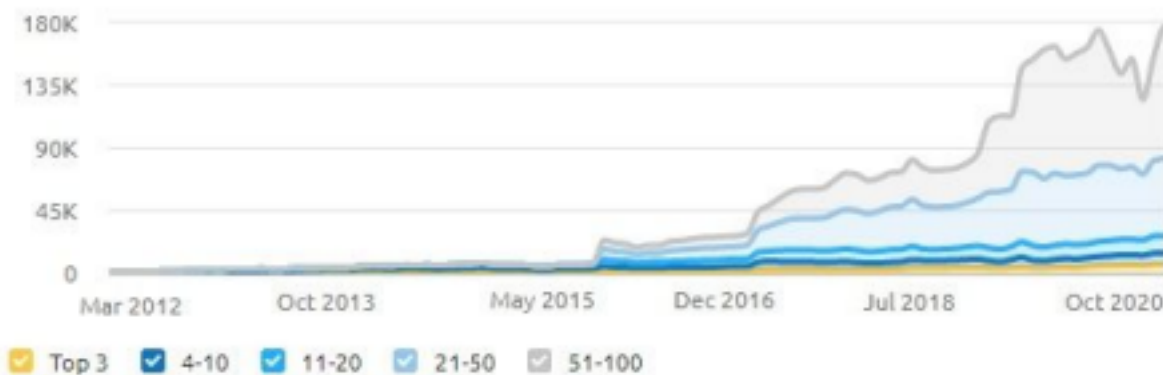
- Initial SEO Campaign was approved with \$800/- per month.
- Initial SEO Campaign was approved for 9 Months only.
- The budget for SEO Campaign was extended to \$1,500/- per month after 9th month as per initial agreement.
- The budget for SEO Campaign was extended to \$2,000/- per month after 2nd year.
- The budget for SEO Campaign was extended to \$2,800/- per month after 3rd year.
- The budget for the current SEO campaign is \$3,600/- per month.

- The ROI for the organic sales for the first few months had been on the negative side as Google penalty was putting a negative stress on the results. • The ROI for the first year was approx. 7.2% from the website sales. • The ROI for the second year was 12.2% from the website sales. • The ROI for the third year was 16.7% from the website sales. • The ROI for the fourth year was 21.1% from the website sales. • The ROI for the current year is 23.8% from the website sales which is under stress due to Covid19.
- The current Bounce Rate for the website is 41.1% (increased in last few months due to CoVid19).

Results:

- The volume of organic traffic increased from 13,000+ to 1,600,000+ (i.e. more than 1.6 Million) in these last 4+ Years.
- The number of keywords in organic results increased from 300+ to 180,000+ in these 4+ Years.
- The sales from organic traffic increased significantly through website orders with 23.8X ROI for the current year.

Keyword Rankings



Client Testimonial:

“After trying our many SEO Experts and firms, we’d no hope for our website to show any positive ROI. But the SEO Team at Webrex Studio changed everything within a year. From removing Google Penalty to getting more than 1 Million organic traffic has been a wonderful journey with them!”

-Neil Blumenthal, Partner, Warby Parker