

# eCommerce SEO Case Study

## The Client

The client in this case study is a B2B platform that functions as an eCommerce marketplace for businesses to buy and sell pre-owned cosmetic lasers. Their website hosts products in a similar fashion to Craigslist or eBay but for used lasers. They presented an interesting challenge because both the supply and demand for their marketplace relies on search visibility and thus they needed to find a balance between targeting businesses trying to sell and businesses trying to buy lasers.

## The Solution

**Step 1:** Create landing pages for each laser manufacturer and optimize those pages for brand-level target queries like “alma laser for sale”.

**Step 2:** Create landing page templates for individual laser products. These templates pull laser information from their inventory database so when a seller submits a new product to sell on their site, a new landing page will automatically be created with the relevant information.

**Step 3:** Optimize landing pages targeting businesses trying to sell their laser systems, ensuring a continuous stream of supply.

**Step 4:** Conduct a linkbuilding campaign to boost the authority of the website through guest posts and outreach to prominent websites in the field.

## The Results

Between 2019 and 2020, we’ve managed to produce 79% YoY increase in on-site traffic and 274% YoY increase in goal conversions.

OVER A PERIOD OF TWO YEARS

274% Increase in Leads

79% Increase in Site Traffic

Year	Users ▾	Goal Completions	Goal Conversion Rate
2020	18,341	1,271	5.44%
2019	10,313	339	2.44%

