



ONE WORLD DIRECT CASE STUDY

From 93 to 654 Keywords in Six Months: Rapid SEO Success for P2C Fulfillment and Top Rankings for Personalized Ecommerce.

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OBJECTIVES

The primary challenge was to establish online visibility for their new Personalized-to-Consumer (P2C) fulfillment service and gain organic market share in a highly competitive market dominated by giants like Shipbob and Red Stag Fulfillment.

They aimed to rank for ecommerce personalization and product personalization keywords and associate them with their P2C service. However, they faced significant obstacles, including minimal website content, no rankings for relevant non-branded logistics keywords, and a need for a comprehensive website redesign and audit of content accumulated over 30 years.

- **Initial Rankings:** Only 93 keywords ranked organically with few top positions for non-branded keywords.
- **Content Analysis:** Minimal website content, inconsistent publishing, and weak performance.
- **Focus Keywords:** Poor rankings for targeted personalization keywords.

SOLUTION

We implemented a comprehensive Content and SEO strategy focused on promoting P2C fulfillment services and improving rankings for ecommerce personalization, customization, and broader logistics keywords.

- **Content Creation:** Developed a two-year editorial calendar and over 40 long-form, SEO-optimized pieces, including pillar, sub-pillar, service, and blog pages, targeting relevant keywords. The content was carefully crafted using detailed outlines, keyword lists, and competitive analyses.
- **On-Site Optimization:** Conducted thorough SEO audits, optimized existing content, and reorganized the website layout with new wireframes to enhance user experience and content accessibility.
- **Video Content:** Coordinated with a contractor to create new video content for the website and YouTube channel, ensuring search visibility and supporting written content.
- **Keyword Research:** Performed extensive keyword research across various service offerings to guide content development efforts and find new opportunities.
- **Paid Media:** Worked closely with social media and PPC strategists to develop landing pages, advertorials, gated content, and copy for paid campaigns.
- **Content Audit:** Conducted a comprehensive content audit, identifying pieces for deletion, revision, or consolidation to improve overall site performance.
- **Spider-Web Linking:** Improved internal linking and keyword anchors for improved user experience and SEO performance.

RESULTS

- **Keyword Rankings:** Improved from 93 to 654 keywords (603% increase)
- **Top Rankings:** Secured first and second-page rankings for key terms like customization in ecommerce, ecommerce product customization, amazon fba alternatives, direct to object printing, ecommerce customization, and ecommerce personalization tools.
- **Traffic Growth:** Organic impressions rose from 700 to 2,100 per day, with clicks increasing from 5 to 40 daily.
- **Organic Keyword Value:** Increased from \$1,400 to \$6,300.
- **Backlinks:** Increased from 2,400 to 2,600, improving domain authority and referral traffic.

AT A GLANCE

CHALLENGES

- Limited keyword rankings, especially for industry-specific terms.
- Low domain authority due to minimal backlinks.
- Need for comprehensive content development and SEO strategy.

BENEFITS

Keyword rankings increased over 600% in six months, driving more organic traffic. Secured first and second-page positions for high-value targeted ecommerce personalization and logistics keywords.

Average organic clicks radically improved, and keyword traffic value rose from \$1,400 to \$6,300. New content and link-building strategy improved domain authority.



JACK SCULLIN

Founder of Scullin Media
Executive Content and SEO Director

Jack's strategic content and SEO initiatives led to substantial improvements in keyword rankings and organic traffic for One World Direct.