



# ONE WORLD DIRECT CASE STUDY

From 93 to 520 Keywords in 2024: 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 **90 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.
- **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 95 to 520 keywords (447% increase).
- **Top Rankings:** Secured first and second-page rankings for key terms like eco-friendly fulfillment solutions (3), personalization tools for ecommerce (5), ecommerce personalization software (6), customization in ecommerce (7), ecommerce personalization tools (8), ecommerce customer service (9), ecommerce customer care (10), how does embroidery work (11), best ecommerce personalization software (11), ecommerce customer support (11), ecommerce product customization (11), customer service for ecommerce (11), personalized online shopping (12), overnight shipping companies (12), customer service ecommerce (13), e commerce customization (13), ecommerce personalization examples (14), direct order fulfillment (14), ecommerce customization (14).
- **SERP Features:** Went from 0 to 15 new SERP Features which are top page results, specifically for People Also Asked.
- **Traffic Growth:** Organic impressions rose from 700 to 5,000 per day, with clicks gradually increasing.

## 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 by **447% in 2024**, driving more organic traffic. Grew from 11 first-page keywords to 28 and 7 second-page keywords to 83.

Secured first and second-page positions for high-value targeted ecommerce personalization and logistics keywords. Gained top page visibility for non-brand terms relevant to ecommerce customer service and personalization.



## 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.