



BRAZILIAN WOOD DEPOT CASE STUDY

Dominating the Ipe Wood Market: Brazilian Wood Depot's Rise from 700 to 3,600 Keywords and \$31,800 Organic Traffic Value.

bwdepot.com



OBJECTIVES

Brazilian Wood Depot faced a significant challenge with negative online content about Ipe wood, which was driving potential customers away from their site and casting one of their key wood options in a poor light. They needed to generate fresh, positive content that would rank highly for Ipe-related keywords and boost sales. The goal was to dramatically improve their initial metrics, increase visibility for Ipe-related searches, and ultimately drive sales.

Initial Metrics (September 2019):

- **Keywords:** 702 (mostly branded)
- **Traffic Value:** \$2,900
- **Organic Monthly Visitors:** 1,000
- **Backlinks:** 65

SOLUTION

We developed and executed a comprehensive strategy to address these challenges:

- **Content Creation:** Drafted new, SEO-optimized content pillars focused on Ipe wood, countering negative narratives.
- **Keyword Targeting:** Identified high-value Ipe-related keywords to target, including "Ipe decking," "Ipe vs Trex," and "Ipe wood siding."
- **SEO Strategy:** Implemented a robust SEO plan, optimizing existing content and adding new pages, such as a Ipe sustainability, ipe decking, and ipe comparison guides.
- **SERP Features Optimization:** Enhanced content to target SERP features, including People Also Ask, Featured Snippets, and sitelink results.

RESULTS

September 2023:

- **Organic Growth:** 3,600 keywords, 4,900 monthly organic traffic, \$31,800 traffic value.
- **Top 3 Rankings:** 129 keywords in top 3 positions, including Brazilian ipe decking, ipe sustainable, ipe siding cost, ipe decking reviews, and deck ipe.
- **Top 10 Rankings:** 445 keywords ranking between 4th and 10th positions, including ipe decks, Brazilian wood, and ipe decking.

SERP Features:

Went from zero to an astounding peak of 641 SERP features, including People also asked, featured snippets, sitelinks, and image links.

- **Featured Snippets:** Peaked in July 2022 with 27 featured snippets (valued at \$7,200 and 3,000 organic monthly visitors), including ipe siding cost, ipe tiles, ipe decking, ipe wood problems, and ipe siding maintenance.
- **People Also Asked:** Peaked in October 2023 with 579 PAS results (valued at \$10,700 and 2,700 organic monthly visitors), including ipe lumber suppliers near me, Brazilian ipe decking, and ipe wood deck.
- **Sitelinks:** Peaked in September 2023 with 152 sitelinks (valued at \$18,500 and 1,100 organic monthly visitors), including Brazilian ipe decking, ipe sustainable, Brazilian ipe deck, and ipe deck.

Backlinks:

- Increased from 1,116 to 18,500, enhancing overall site authority.

AT A GLANCE

CHALLENGES

- Negative online content affecting sales.
- Low initial keyword rankings.
- Minimal content focused on Ipe wood.
- Competing against well-established competitors.

BENEFITS

Brazilian Wood Depot significantly improved its online visibility, dominating the Ipe wood market with high keyword rankings, increased organic traffic, and a substantial boost in sales.

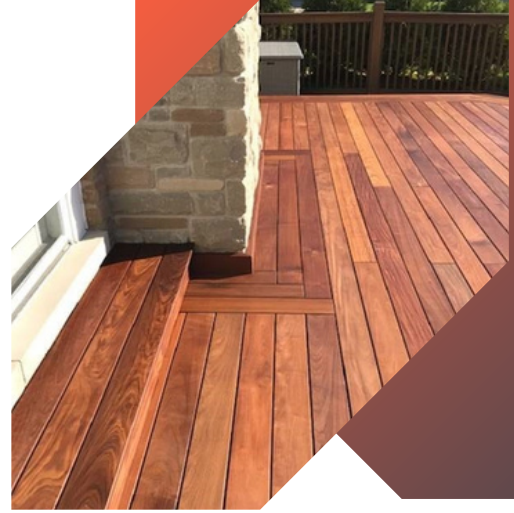


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For more than a decade, Jack has created comprehensive content and SEO plans to help brands rank higher and faster.

CONTENT ASSETS



Ipe Decking Guide

- **Executive Summary (May 2022):** 74 backlinks, 334 keywords, 8,100 organic monthly visitors, \$20,700 traffic cost, 65 top 3 rankings, 72 positions in 4-10, 74 in 11-20, and 23 SERP features (June 2023).
- **Top 3 Organic Keyword Rankings:** Ipe decks, Ipe wood decks, and brazilian ipe wood decking.
- **Featured Snippets:** Ipe decks, Ipe wood decks, Ipe decking colors, how hard is Ipe wood, what color is Ipe wood, Ipe timber, Ipe colors, and Ipe deck.
- **“People Also Asked” SERP Features:** Deck Ipe, Ipe deck spacing, Ipe timber, Ipe decking sizes, Ipe decking dimensions, Ipe stain colors, decking wood types, what is Ipe decking material, Ipe board sizes, and Ipe wood dimensions.
- **Sitelinks and Image Links:** Ipe wood, Ipe decking, Ipe deck, Ipe wood decking, Brazilian Ipe decking, what is Ipe wood, Brazilian Ipe deck, and Ipe hardwoods.

Ipe Comparison Guide

- **Executive Summary (April 2023):** 8 backlinks, 507 keywords, 199 organic monthly visitors, \$908 traffic cost, 5 top 3 rankings, 54 positions in 4-10, 54 in 11-20, and 84 SERP features.
- **Top 5 Organic Keyword Rankings:** Cost of Ipe vs Trex, Ipe wood vs Trex, Trex vs Ipe.
- **Featured Snippets:** Cost of Ipe vs Trex, Ipe wood vs Trex, Trex vs Ipe, Camaru vs Ipe, Ipe vs Redwood.
- **“People Also Asked” SERP Feature:** Ipe siding, what is Ipe decking, Ipe decking cost, Ipe decking prices, Ipe wood decking cost, Ipe deck cost, Ipe decking vs Trex, Ipe vs composite decking cost, Camaru vs Ipe.
- **Image Links:** Ipe vs composite decking cost, composite vs Ipe decking, Ipe decking price vs composite, Camaru vs Ipe cost, Ipe vs composite decking, Ipe cost vs Trex, Ipe decking cost, mahogany decking vs Ipe, how much is Ipe wood, Ipe wood decking cost, how expensive is Ipe.

Ipe Sustainability Guide

- **Summary Metrics (April 2023):** 9 backlinks, 50 keywords, 27 organic monthly visitors, \$87 traffic cost, 3 top 3 rankings, 14 positions in 4-10, 8 in 11-20.
- **Organic Keyword Rankings:** Ipe sustainability (2), Ipe wood environmental impact (2), Ipe wood sustainable (2).
- **Featured Snippets:** Ipe sustainability (2), is Ipe sustainable (4), Ipe wood environmental impact (2), Ipe wood sustainable (2), sustainable Ipe alternatives (5).
- **“People Also Asked” SERP Feature:** Ipe wood origin, sustainable Ipe alternatives, where is Ipe wood from, Ipe wood sustainable.
- **Image Links:** Ipe sustainable, where is Ipe wood from, where is Ipe wood grown, Ipe wood tree.

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