

# CASE STUDY: Keyword Universe Sees Significant Growth Through Content Optimization

## Online Nutritional Supplement Retailer

### Summary

*An online supplement retailer came to EXCLUSIVE with a small keyword universe. After an analysis that identified a large number of subcategory and product pages with duplicate or insufficient content, a strategy was needed to add content to the site that would expand their keyword universe.*

*EXCLUSIVE worked with the retailer to strategically choose pages that should be prioritized for content creation. The collaborative effort led to not only dramatic keyword universe growth, but also significant year over year organic traffic and revenue growth.*

## Problem

When an online supplement retailer came to EXCLUSIVE in December 2016, the site had positive organic search performance year-over-year, but a very small keyword universe. The site was only ranking for about 460 keywords in total. While the site had a user-friendly layout, many subcategories and product pages had thin or missing content. Additionally, many product pages with thin content contained internally duplicated content with similar products. For example, products within the same brand had templated content that totaled less than 100 words. It was clear that the pages without optimized content had caused this site to miss out on organic keyword ranking opportunities.

To compound the problem, the supplement industry is strictly regulated on the internet. Supplement companies writing product descriptions must adhere to guidelines regarding how they can and cannot phrase copy. For example, one cannot claim that a certain supplement treats or cures a medical issue like high cholesterol, but rather, that the supplement "could help promote healthy cholesterol levels." In addition to the copy restrictions, some supplement brands are not allowed to advertise through paid text ads or product ads. This left the client struggling to promote products that were barred from paid advertising.

## Recommendation

To expand the site's keyword universe, EXCLUSIVE recommended writing content for category, subcategory and product page content. Since crawlers view the site using an inverted-pyramid method (viewing categories first, then subcategories, and products pages last) the team began by writing category content and moved on to subcategory and product content as the engagement progressed.

In order to incorporate a sufficient amount of keywords on each page and still have high-quality copy that's helpful to users, EXCLUSIVE used its Valuescaping process to uncover keywords that have driven traffic and revenue to pages in the past. Using historical keyword data from Google Analytics and Keyword Universe data from Brightedge, EXCLUSIVE's team of AP Style-trained, professional writers was able to naturally incorporate valuable keywords into each page of content that was written.

The team added 300-400 words of content for category pages, 150-250 for subcategory pages, and about 150 words to product pages. Adding optimized product copy has proven to drive site performance, especially on sites with a lack of content depth and underperforming category, subcategory and product pages.

The EXCLUSIVE team worked in tandem with the client to identify the pages that should be focused on. Together, we were able to add optimized copy to bestsellers, popular brands and brands that had restrictions for paid ads.

## Results

The first batch of optimized content was implemented in January 2017. In February 2017, BrightEdge's Data Cube began to report growth in the site's keyword universe. By May of 2017, the site's keyword universe had more than doubled, totaling 1,111 keywords. In terms of traffic and revenue data, Google Analytics had showed positive year-over-year performance at the beginning of the engagement; overall organic traffic was up 13 percent and revenue was up 27 percent, while Google Organic traffic was up 38 percent and Google Organic revenue was up 34 percent. By March 2017, overall organic traffic was up 110 percent year-over-year, and revenue was up 118 percent year-over-year. Google Organic traffic was up 162 percent year-over-year, and Google organic revenue was up 122 percent year-over-year. We have continued to add optimized content to the site each month, and organic performance has continue to perform strongly in recent months.

