

CASE STUDY:

Fixing Duplicate Title Tags Reverses Traffic Loss

Client

Everything Summer Camp

www.everythingsummerncamp.com

with EXCLUSIVE since March 2015



Background

Everything Summer Camp, an online kids camp gear retailer, noticed a persistent drop in traffic over the course of a few months. EXCLUSIVE uncovered that the site had two title tag fields, causing un-optimized, duplicate title tags for every page to be indexed by Google.

EXCLUSIVE worked with the retailer to fix the problem and monitor site traffic after the issue had been resolved.



EXCLUSIVE.SM

exclusiveconcepts.com

Problem

Everything Summer Camp, an online retailer for kids' camping gear, saw an unexplained traffic drop over the period of December 2016 and January 2017. EXCLUSIVE performed an investigation into these traffic drops and found that the code of the custom site had two meta title fields. The title tag being pulled in was not optimized, and was reading as the brand name on every page, "Everything Summer Camp", creating duplicate title tag issues. December saw a 15 percent decrease in organic traffic year over year, and January saw a 24 percent drop in year over year organic traffic.

Recommendation

EXCLUSIVE recommended that Everything Summer Camp's developers remove the extra field. This way, the only field that would be displayed and read by site crawlers is the title tag that EXCLUSIVE created and optimized. Title tags are the most important relevance factor on a webpage, so it was likely that Everything Summer Camp was missing out on a large portion of traffic because of duplicate title tags, as well as title tags that lacked relevant search queries due to poor keyword optimization.

Results

The issue was fixed on Feb. 15, 2017, and organic traffic began to trend upward — February saw only a 3 percent dip in year over year organic traffic. In March, traffic saw a 50 percent increase year over year, with an added boost from the Fred/Unnamed Google updates in February and March. Everything Summer Camp's total keyword universe shrank in January and February, totaling 4,413 and 4,385 respectively, down from 6,084 in December. In March, the keyword universe grew to 6,755.

