

Hat Trick — Traffic, Transactions, Revenue

LARGEST ONLINE RETAILER OF PRO STOCK HOCKEY STICKS AND GEAR



Straight North's SEO campaign is getting better every month. We're busier now than ever, and there's no slowdown in sight."

SHAWN O'CONNELL

OPERATIONS MANAGER



STRATEGY

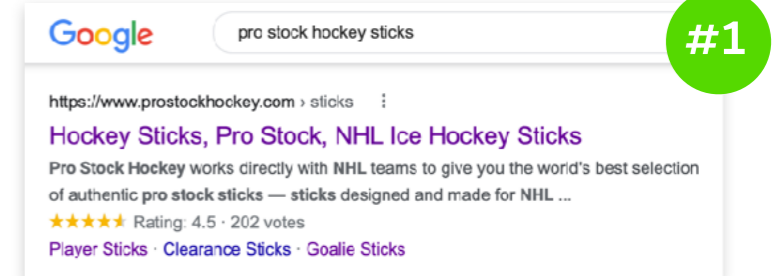
- ▶ Build the domain's authority as an online leader in hockey equipment.
- ▶ Focus SEO activities on specific product category pages to outrank their competitors.
- ▶ Increase transactions and e-commerce revenue from organic search.

KEY TACTICS

- ▶ Conducted extensive keyword research to serve as an input into a keyword strategy.
- ▶ Analyzed the website for on-site issues.
- ▶ Resolved issues — Title tags, META descriptions, usability issues, etc. — to create a solid base for off-site SEO activities.
- ▶ Wrote all new content, optimized with valuable search phrases from our keyword strategy.
- ▶ Collaborated to create content assets that could be published on leading industry publications.
- ▶ Built new product brand pages to market ProStockHockey.com products to people looking for specific brand equipment.
- ▶ Identified industry resource lists and worked to get ProStockHockey.com included.

Since Campaign launch:

- ▶ Organic Traffic **up 1,369%**
- ▶ Organic Transactions **up 1,507%**
- ▶ Organic Revenue **up 1,639%**



STRAIGHTNORTH
Make every click count.®

