

# THE INSOLE STORE CASE STUDY



**MARC CX  
MEDIA**

The SEO services provided by Marcx Media increased The Insole Store's search rankings by more than 250% over the course of 12 months.

## Goals

Recognized as one of the largest and most reliable online retailers, The Insole Store wanted to promote its shoe series, inserts, orthotics and supports and enable to:

- Improve search rankings on Google
- Drive targeted traffic and generate more sales

## Approach

### Architecture

To improve The Insole Store's on-site SEO, Marcx Media immediately went to work assessing the Site Architecture and making recommendations including:

- Targeting new keywords based on Google Analytics analysis & competitive insights
- Building Meta Tags, including Title and Header 1-6, based on targeted research
- Redesigning efforts to be SEO friendly
- Improving page layout to enhance user experience and increase mobile conversions

### Backlinks

There are more than 200 factors in Google's algorithm—the top SEO signal are external links to your site also known as backlinks. Marcx Media earned backlinks to The Insole Store through:

- Influencer Outreach - By focusing on bloggers in the fitness, health and wellness categories, The Insole Store benefited from the authority passed between their site and the gatekeepers leading to them. Not only did they create a "hole of trust" but new relationships were forged with potential customers and content influencers.
- Content Marketing - Great content can serve as a link to website building by capturing attention and providing information with their audience. All content marketing creates content that connects people to what their friends, followers and email subscribers.

### On-site Content

The Insole Store already had a great on-site content machine, having created the popular Insole Selector Guide and Foot Care 101s. We focused on optimizing the home page and product pages for targeted keywords by updating meta tags and the content, including adding unique product descriptions and incorporating ratings and reviews.

## Results

Within the first 12 months of our engagement, The Insole Store realized:

