

THE INSOLE STORE CASE STUDY



MARCCX
MEDIA

The SEO services provided by Marccx 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 insoles, inserts, orthotic arch supports and sandals to:

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

Approach

Architecture

To improve The Insole Store's Onsite SEO, Marccx Media immediately went to work Assessing the Site Architecture and making recommendations including:

- Targeting new keywords based on Google Analytics analysis & competitive insights
- Revising Meta Tags, including Title and Header 1 (H1), based on keyword research
- Redesigning URLs to be SEO friendly
- Improving page layout to enhance user experience and increase onsite conversions

Backlinks

There are more than 250 factors in Google's algorithm - the top SEO signal are external links to your site, also known as backlinks. Marccx Media earned backlinks to The Insole Store through:

- Influencer Outreach - By focusing on leaders in the fitness, health and wellness categories, The Insole Store benefited from the authority passed between their site and the gate keepers linking to them. Not only did they receive a "vote of trust," but new relationships were forged with potential customers and online influencers.
- Content Marketing - Great content can serve as a hook for websites looking to share entertaining and engaging information with their audiences. We focused on writing creative content that compelled people to share it with their friends, followers and email subscribers.

Create Content

The Insole Store already had a well run content machine, having created the popular Insole Selector Guide and Foot Care Terms Glossary. 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:

266% increase from position #22 to #6 for the keyword "insoles," averaging
6,600 searches per month

INSOLES

PEDAG
SUPERFEET
INSOLES

SPENCO
INSOLES

OOFOS

100% increase from position #8 to #4 for the keyword "oofos," averaging
8,100 searches per month

12,500% increase from position #250+ to #2 for the keyword "pedag," averaging
720 searches per month

120% increase from position #13 to #5 for the keyword "superfeet insoles," averaging
8,100 searches per month

250% increase from position #7 to #5 for the keyword "spenco insoles," averaging
5,400 searches per month