

# Charismatico

## Case Study SEO



Package: E-Commerce SEO

www.charismatico-dancewear.com

Charismatico is an e-commerce website, and one of the world's leaders in apparel and accessories for stage performers.

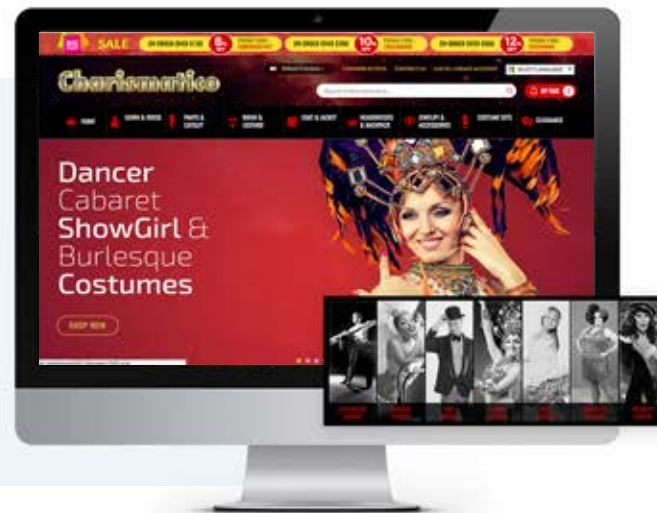
### The Challenge

Although dealing in a niche business, the website has several strong competitors with much-higher SEO metrics (domain authority, backlinks, content). Additionally, the website experienced an increase in the cost-per-click variant from AdWords.

### The Plan

Majority of e-commerce websites have tons of pages with unique content which is great, but it also leads to frequent errors like 404s and duplicate content.

This was exactly where we started: an evaluation of all the pages and categories. Eventually, we found a couple of severe errors that prevented the search engine crawlers from properly indexing the website.



After fixing these, we implemented the schema.org markup for all the products. This helped Google understand better what exactly the product being sold was, what category it belonged to, and what its price was. This was one of our competitive advantages as none of our rival websites implemented it.

We already had our perfect onpage optimization in effect, so we moved forward to **content marketing** and **link building**. Every month, we published 2 in-depth and engaging articles.

Additionally, with manual outreach, we managed to get Charismatico featured on some of the leading websites in the industry.

### The Results

Our first results became evident 3 months after we launched the SEO campaign. In addition, we saw rankings increase for a few long tail keywords with medium volume.

A year later, the results were the following:

↑ Rank #1

30 keywords

↑ Rank #2

10 keywords

↑ Rank #3

8 keywords