

The Stellium SEO team helped a global e-commerce retail company realize an **8,567% annualized return on investment.**



THIS CASE STUDY  
IS BASED ON  
AN AUTHENTIC  
3<sup>RD</sup> PARTY INTERVIEW

## Situation

Even though this e-commerce retail company had brick-and-mortar distribution partnerships in thirty countries, the company's CEO decided to focus on expanding the company's online business by increasing its online visibility.

Essentially, she wanted to rank higher than the company's competition on Google.

Having done some research, the CEO learned that the most efficient way to increase online visibility was to master search engine optimization (SEO). This meant improving the company's virtually non-existent SEO practices.

She immediately assigned this task to the marketing director, who was familiar with SEO. The marketing director applied his knowledge to various elements of the website and began to see an uptick in traffic. Though this meant that his efforts were somewhat successful, the small growth in traffic did not justify the amount of effort that went into the project.

Dissatisfied with the results, the CEO searched for a professional SEO firm. She found one that she thought would help her reach her goal but was dissatisfied with the firm's conservative, traditional approach and the resulting meager gains in traffic.

Knowing that SEO is an ever-changing landscape where it is important to stay ahead of the curve, the CEO ended the company's relationship with the SEO firm and looked for a firm that was more creative. That's when she found Stellium SEO.

## Stellium SEO Services

**SEO audit services** specifically designed to provide a work breakdown structure, which allows for greater management of site optimization

**Keyword research services** for Apple App Store and Google Play stores, YouTube, Podcasts and, of course, standard websites

**SEO services** intended to gain insight into one's client base and other opportunities

## Solution

When the Stellium SEO team began upgrading the company's SEO practices, the CEO knew she had made the right decision. They implemented nuanced strategies that included basic SEO, intent-focused SEO, international expansion, blog content enhancement, and product optimization. They also performed technical and backlink audits and caught a competitor plagiarizing the company's website from product descriptions to customer reviews.

Stellium SEO also sought to work collaboratively with the CEO and her team. When the CEO gave the Stellium SEO team feedback, they were very responsive and took the CEO's team's feedback seriously.

The CEO was happy that the Stellium SEO team continued to test new SEO strategies, and with the CEO's team's input, those innovative strategies worked.

Stellium SEO used strategies that included both basic and intent-focused SEO, international expansion, blog content enhancement, and product optimization. With the CEO's team's input, these innovative strategies worked.

## RESULTS



### Outstanding Revenue Growth

The company's year-over-year revenue growth approached 100 percent and more than \$600,000 in revenue attributed directly to improved SEO practices.



### Increased Brand Recognition

With Stellium SEO's help, the company saw its brand recognition skyrocket.



### Big Jump in Google Search Results

The company beat its top competitor and ranked first for the most important search term in the market.



### Amazing Return on Investment

The company's annualized return on investment (ROI) with Stellium SEO was a whopping 8,567 percent.