

# SEO CASE STUDY

## TALE OF BLURBPOINT'S CLIENT



This Document showcases & explains the Online Visibility and SEO journey of one of the clients of **BlurbPoint Media**. Broad overview of one of the SEO Projects of BlurbPoint Media.

# E-Commerce SEO Case Study: Icegreen.ca



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Celebrating 10 Years Of  
Custom Reusable Bags And More...

Our Products Include : [Recycling Carts, Parts & Maintenance](#)

**URL:** [Icegreen.ca](https://icegreen.ca)

**Website Focus:** [E-commerce](#)

**Services Provided:** [SEO](#)

**Business Type:** [Business to Business](#)

**Client Industry:** [Manufacturer, Wholesaler & Supplier of Reusable Bags](#)

## Case Summary

The company manufactures and distributes a wide range of innovative and environmentally responsible solutions that make sense for businesses and consumers alike. A list of solutions include custom printed reusable bags, thermal bags, paper bags, eco-friendly poly bags, nylon bags, reusable drink-ware as well as a line of recycling containers, parts and the service program. They came to Blurbpoint for SEO to improve their website visibility & revenue. With our unique and proven SEO approach, we have increased their organic sales by 250%.



## About Icegreen.ca

Canadian owned and operated, ICEGREEN is a leading international manufacturer, wholesaler and supplier of reusable bags and other environmentally-responsible packaging solutions, including reusable drink ware and recycling containers. Canada is a country rich in natural resources, and that background means we understand the value of preserving the environment.

The products are made from a wide range of materials including cotton, bamboo, recycled PET, FSC-certified Kraft paper and many others. Most of the materials used contain recycled content and are recyclable as well.

## Challenges

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ICEGREEN approached us with the aim to gain better online brand visibility and to improve conversions organically. When Blurbpoint started SEO for ICEGREEN, we have faced following challenges:

- ✓ Our first challenge was to boost organic traffic on the website which was already down since previous span.
- ✓ Their key expectation from this SEO campaign was to increase calls & email requirements. Along with it, they wanted more subscribers for their newsletter.
- ✓ Website primary keywords were ranking far on Google SERPs.
- ✓ The on-site blog was not optimized well.
- ✓ There were ranking conflicts of URL's due to poor keyword mapping & lack of optimized contents on web-pages.
- ✓ Meta titles and descriptions were not optimized properly on the website
- ✓ Unnecessary & Dynamic website URLs were getting crawled by the search engines which needed to be fixed

## How We Helped - Solution

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Though it was challenging for us to optimize the website from all perspective of SEO. With the help of our experienced SEO professionals, we started working on the website with a motive to satisfy client's requirements and meet their expectation within the time-frame. As website was not completely optimized, it took sometime for us to make the website SEO-friendly and improve it's performance organically.

Before initiating the SEO campaign, we have fixed core on-page part on Icegreen.ca which includes:

- ✓ Created and implemented User-friendly & SEO-friendly meta tags on the website (Title, Description, Heading Tags, ALT Tags, etc.)
- ✓ Unique and relevant content creation on the website by optimizing primary keywords
- ✓ Improved internal linking structure on the website
- ✓ Implemented proper URL redirection where required
- ✓ Optimized on-site blog and started published informative & engaging content for their audience.
- ✓ Optimized robots.txt file to manage crawl budget

Along with that, through productive content marketing and guest blogging outreach, we made efforts to help ICEGREEN rank better. Besides, high authoritative local and competitor back-link building was made to increase the brand visibility and improve website ranking.

## Results

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Through our continuous and dedicated efforts, ICEGREEN was not only able to attain great online brand visibility, but also started to rank on the 1<sup>st</sup> page of Google.

The best thing is that the proficient team of Blurbpoint has shown this mind-boggling outcome within a time span.

All types of on-site and off-site optimization proved to be fruitful for boosting up organic traffic. Talking about the figure, it shows 18% of the increase in driving potential organic traffic. This is not it! ICEGREEN started ranking well and from the total targeted keywords, 4 of them are ranking in top 10. This greatest achievement led to an increased revenue in e-commerce, among which around 250% was observed through organic SEO. All thanks to our dedicated SEO professionals who went an extra mile just to ensure that the client gets desired outcomes.

## Glimpse Of Increase In Organic Revenue And Traffic

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**+250.00% Organic Goal Completions**

**+17.63% Organic Users**

**+22.53% Organic Sessions**

**+18.34% Organic New Users**

**+24.37% Organic Avg. Session Duration**

## Top Keywords

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Targeted Keywords	Now	Before	Google (CA)
reusable bags canada	1	11	Google
reusable thermal bags	1	12	Google
insulated thermal bags	5	39	Google
reusable bags	6	6	Google
reusable shopping bags	12	24	Google
reusable wine bags	12	59	Google

# ABOUT BLURBPOINT

Blurbpoint is an ethical digital marketing agency that provides all kinds of marketing service to different clientele. We are specializing in paid marketing, search marketing and all aspects of digital marketing. We have a team of 100 individual internet marketing professionals who are able to handle your campaign in the right manner.

Creating a buzz about your company on the various social networking platforms becomes a fun-filled activity when you do it with us. We have social media experts and a content department that understands the needs of your business and the pulse of your targeted audience.

Blurbpoint develops in-depth strategies that are pertaining to your business, audience, demographics and business. Contact us now to know which digital marketing platforms and strategy are the right ones for your business.



**8+ YEARS OF**  
Industry Experience



**100+ EXPERIENCED**  
IT Professionals



**14,000+ ORDERS**  
Completed & Still Counting



**7,000+ DOMAINS**  
Handled & Going Strong

## Head Quarter(India)

BlurbPoint Media Pvt Ltd,  
TF-6, Shubh Complex,  
Shahibaug, Ahmedabad.  
Gujarat, India.

## Quick Contact

USA: 516-665-1600  
UK: 028-003-4010  
AUS: 208-144-4885

### Email

[sales@blurbpoint.com](mailto:sales@blurbpoint.com)  
[support@blurbpoint.com](mailto:support@blurbpoint.com)