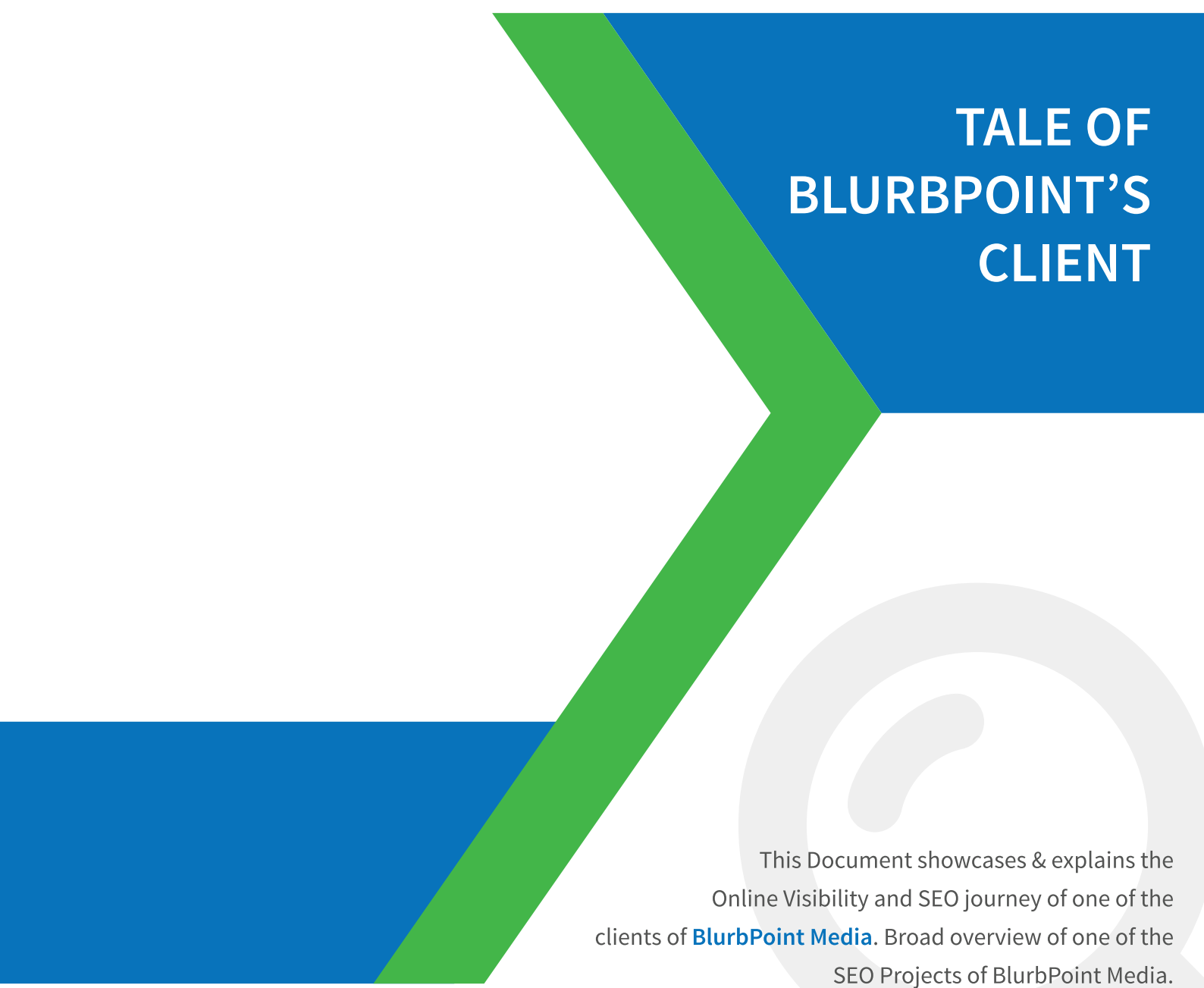


# SEO CASE STUDY

## TALE OF BLURBPOINT'S CLIENT



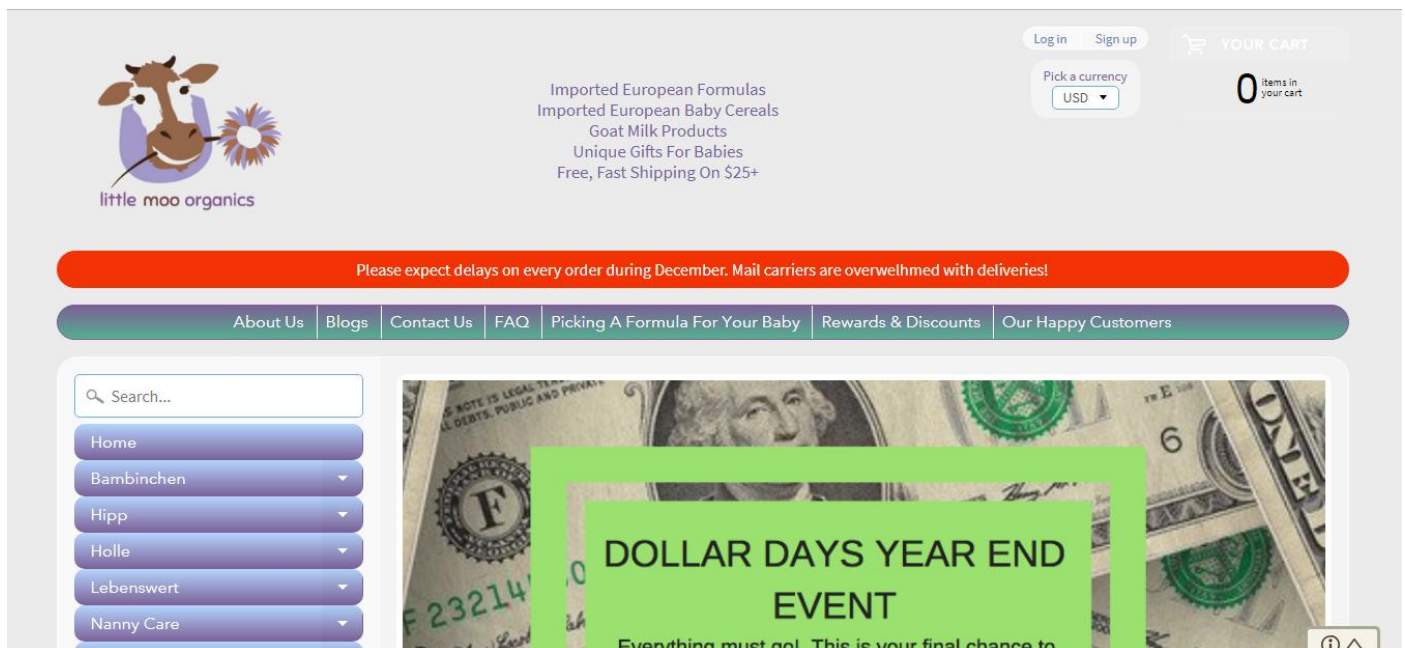
This Document showcases & explains the Online Visibility and SEO journey of one of the clients of **BlurbPoint Media**. Broad overview of one of the SEO Projects of BlurbPoint Media.

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# Local SEO Case Study: Littlemooorganics.com



**URL:** [Littlemooorganics.com](https://www.littlemooorganics.com)

**Website Focus:** [National](#)

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

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

**Client Industry:** [E-commerce](#)

## Case Summary

Little Moo Organics is a renowned distributor of organic baby formulas in the USA. In addition, they offer Baby formula import from Europe. They approached Blurpoint for SEO to improve monthly online sales. Through our dedicated efforts and a proven SEO approach, we have increased their organic transactions by **723.64%**.



## About Little Moo Organics

Little Moo Organics is a well-known distributor of European baby foods & formulas in the USA. We provide best organic baby formulas like Hypoallergenic baby formula, Holle formula, Hipp organic formula. We also offer baby bath items, toys and Goat milk products as well as at the very affordable price.

## Challenges

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

- Our first challenge was to boost organic traffic on the website which was already down since previous quarter
- Their key expectation from this SEO campaign was to double their monthly sales organically
- Website primary keywords were ranking far on Google SERPs
- Meta titles and descriptions were Duplicated on the website
- There was duplicate, Missing & multiple Heading Tags issue on the website
- Url's were not SEO friendly
- Many Images without Image ALT TAG

## How We Helped - Solution

Though it was challenging for us to optimize Magento eCommerce website from all perspective of SEO, with the help of the expert team, we started working on the website with a motive to satisfy the client's requirements and meet their expectation within time. 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 Little Moo Organics which includes:

- ✓ Created and implemented User + SEO-friendly meta tags on the website (Title, Description, Heading Tags, ALT Tags, etc...)
- ✓ Implemented proper URL redirections where required
- ✓ Optimized robots.txt file to manage crawl budget
- ✓ Solve Image ALT TAG issue
- ✓ Create SEO friendly URL

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

## Results

Through our continuous and dedicated efforts, Little Moo Organics 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 delivered this mind-boggling outcome within a time span of just 6 months.

All types of on-site and off-site optimization techniques were proved to be fruitful for boosting up organic traffic. Talking about the figure, it shows **252.88%** of the increase in driving potential traffic. This is not it! Littlemoo organics.com started ranking well and from the total targeted keywords, **5** of them are ranking in top 10. This greatest achievement led to increasing conversion in e-commerce, among which around **723.64%** was observed through organic SEO. All thanks to our expert SEO professionals who went an extra mile just to ensure that the client gets desired outcomes.

## Glimpse Of Increase In Organic Traffic And Revenue

littlemooorganics.com



**+723.64% Organic eCommerce Transaction (453 Sales)**

**+173.72% Organic eCommerce Conversion Rate**

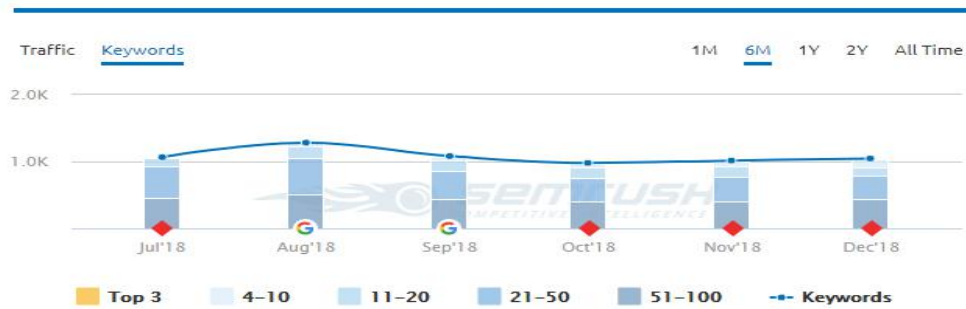
**+200.87% Organic Sessions**

**+272.28% Organic New Users**

**+57.92% Organic Page Views**

## Top Keywords

littlemooorganics.com



Targeted Keywords	Now	Before	Google (US)
holle formula usa	5	33	Google
soy free formula	9	21	Google
soy free baby formula	10	73	Google
organic hypoallergenic formula	8	23	Google
holle baby formula	8	65	Google

## Key Performance Indicators

Sr.No.	Channel	Aug' 2018 - Dec' 2018	Mar'2018 - Aug '2018	Change %
1	Organic Search	4,958	1,405	252.88%
2	Organic New Users	4,661	1,252	272.28%
3	Organic Page Views	21,477	13,600	57.92%
4	Organic eComm. Transaction	453	55	723.64%
6	Organic eComm. Conversion Rate	6.52%	2.38%	173.68%

# 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

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