

Case Study

www.namecheap.com

About the Project

www.namecheap.com is one of the biggest domain name registrars. They additionally provide services for personal data security in whois (it is known as Whois Guard Protection, ID Protection etc.), SSL certificates etc. The project has quite good conversion and their brand is generally well recognized.

Initial Situation

The website already had a lot of natural backlinks, good rankings for some queries, but the most traffic was from brand keywords (containing the name of the company).

Challenge

To increase sales from domain names sales and WhoisGuard service via attracting additional relevant traffic from search engines.

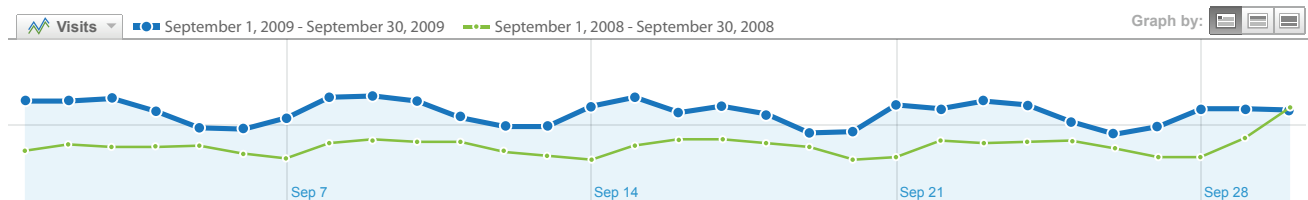
Solution

Keyword research in the niche. Analysis of traffic of their biggest competitors. Recommendations on meta tags amendments. Link building campaign.

Results

Site visits for non-branded keywords increased for 51,5 %. The overall search traffic increased for 56,91%. Thanks to constant analysis of keywords and their conversion rate, additional attention was paid to the most profitable keywords. As a result it brought 76,47 % increase in sales.

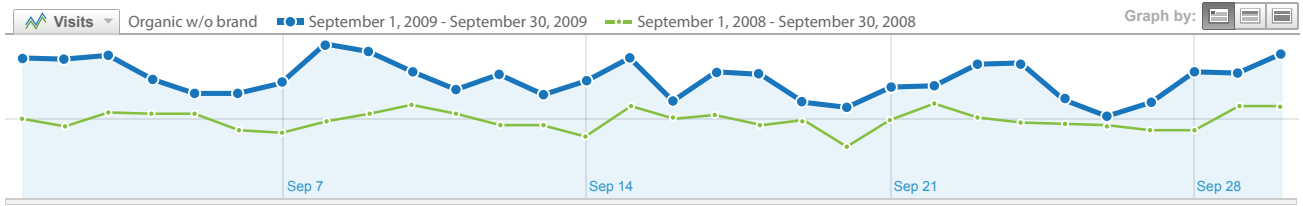
Comparison graph for total search traffic increase:



Search sent non-paid visits via 20 sources

Site Usage	Goal Set 1	Ecommerce	Views: [Icons]			
Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value	
(56,91%)	(59,99%)	(72,60%)	(-7,31%)	(10,00%)	(1,96%)	

Some figures to show visits and sales increase:



Search sent non-paid visits via 16 sources in the "Organic w/o brand" segment

Site Usage Goal Set 1 Ecommerce Views: [Icons]

Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
(51,50%)	(76,47%)	(77,99%)	(-0,88%)	(17,53%)	(16,49%)