

 promodo ²⁰¹⁴

Case
Study

Allinpackaging

The Challenge

First, [All In Packaging](#) (AIP) is a marketplace for packaging products and closures offering thousands of items in one place (both, retail and wholesale). Secondly, this company provides such packaging related services as:

- Design
- 3D modelling
- Tool making
- Graphic planning
- Printing of labels
- Screen printing
- Hot foil stamping
- Metallizing
- Logistics
- After Sales Service

Thus, All In Packaging is a smart solution for both packaging manufacturers and distributors. With AIP sales network manufacturers can easily reach an international customer base, and distributors can support their sales with modern e-commerce solutions.

At the start of our collaboration Allinpackaging.co.uk received very little traffic to the site due to some technical issues, SEO omissions, and due to low site rankings, because the site was quite new. So we also had to develop and implement the development strategy aimed at increase of the site popularity and brand awareness on the web, to identify a number of short- and long-term objectives.

What is important – AIP have not been running advertisement campaigns at all.



The Solution

The three working stages were as follows

Stage 1: reviewing of current site optimization and preparing guidelines on its improvement

In-depth on-site SEO audit has been performed and corresponding recommendations provided to a customer, with the aim of identifying and solving all the omissions that could be a barrier for the promotion of a site in search engines. SEO audit covered the following aspects:



1) Analysis of the primary indicators

- 1.1) The number of indexed pages in Google.com search engine
- 1.2) Frequency of indexing
- 1.3) Site Performance
- 1.4) Search Engine Credibility: current page rank, age of domain
- 1.5) External factors (inbound links - backlinks): evaluation of inbound link popularity,
percentage of no-follow and follow links
 - 1.5.1) *Indicators of search engine credibility*
- 1.6) Review of the quality, relevancy and neighborhoods in which backlinks exist
- 1.7) The number of organic keywords the site has top positions on SERPs

2) Site accessibility

- 2.1) Robots.txt
- 2.2) Robots Meta Tags
- 2.3) XML Sitemap
- 2.4) HTTP Status Codes
 - 2.4.1) *404 server code*
 - 2.4.2) *Recommendations on Out of stock product pages*
 - 2.4.3) *When to return a 404 status code*
 - 2.4.4) *Recommendations on 404 error page*
- 2.5) Analysis of redirects - www. / Not www, 301, 302
- 2.6) HTML Sitemap
- 2.7) Recommendations on site performance improvement
- 2.8) Site architecture

3) On-Page Ranking Factors

- 3.1) URLs
- 3.2) Content duplicates
- 3.3) Fighting with content copying
by means of Google+
- 3.4) Images
- 3.5) Rich snippets

4) Off-Page Ranking Factors

- 4.1) Social Engagement

Stage 2: PR-strategy development, relevant platforms research etc. taking into consideration the situation on the market



That stage was about analyzing the competitors devoted to analyzing the traffic characteristics, the backlink mass, and general technical analysis.

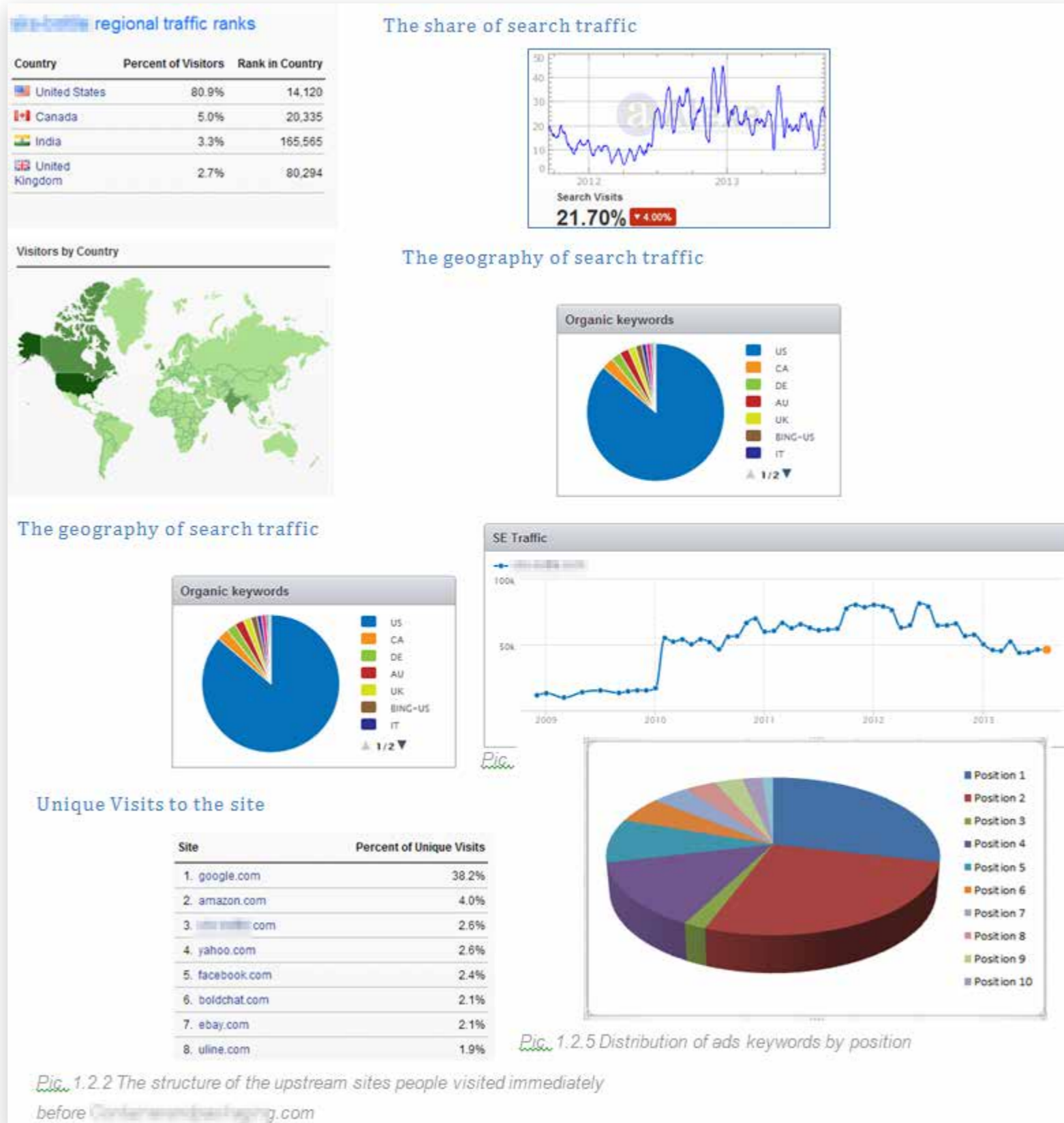
We have identified several the most important in our opinion competitors' evaluation categories and examined in this research the volume of traffic, its geography, structure, and the audience, running advertisement campaigns in Google AdWords, the character of these campaigns, as well as targeted keywords that bring the most traffic to the competitors' sites.

In the second part of our research we have analyzed the backlink mass of two competitors that have the largest number of backlinks for the purpose of discovering prospective sources of "good" backlinks to AIP site.

The third part is was devoted to general analysis: technical overview of competitor's sites, social engagement, and brand mentions. At the end of each part the conclusions were given.

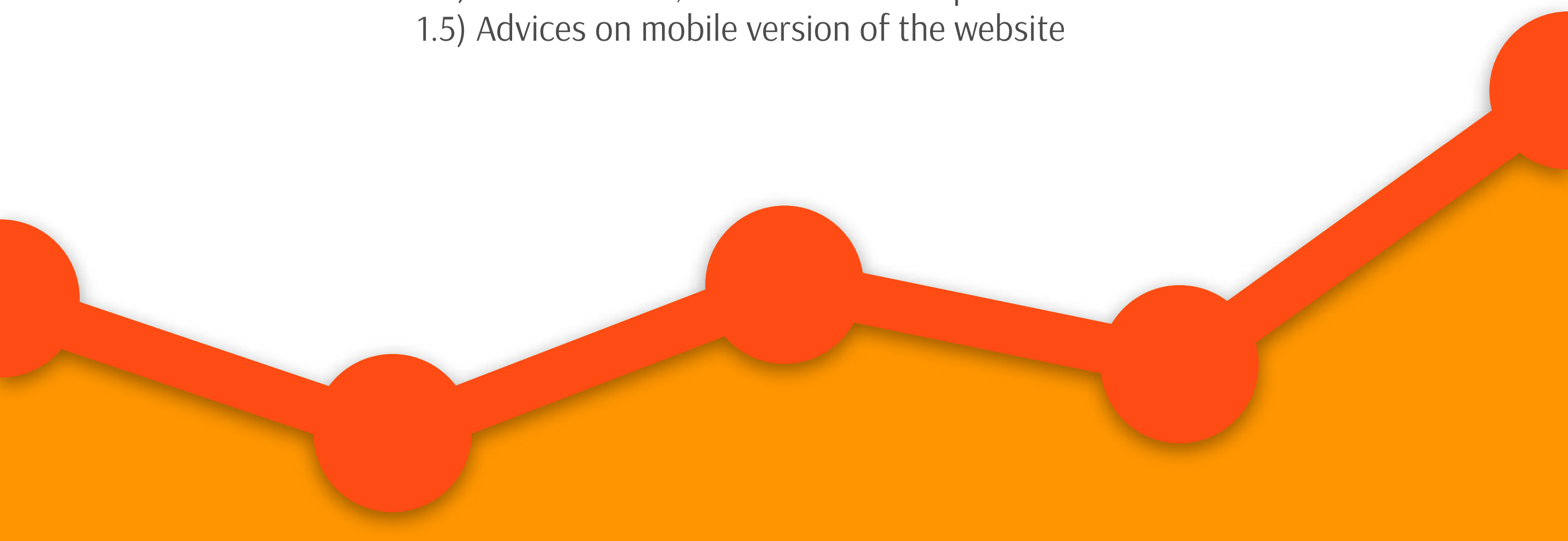
After performing the competitive analysis we were able to determine what were strengths and weaknesses of a customer's site, and develop the development strategy.

Some of the metrics analyzed:

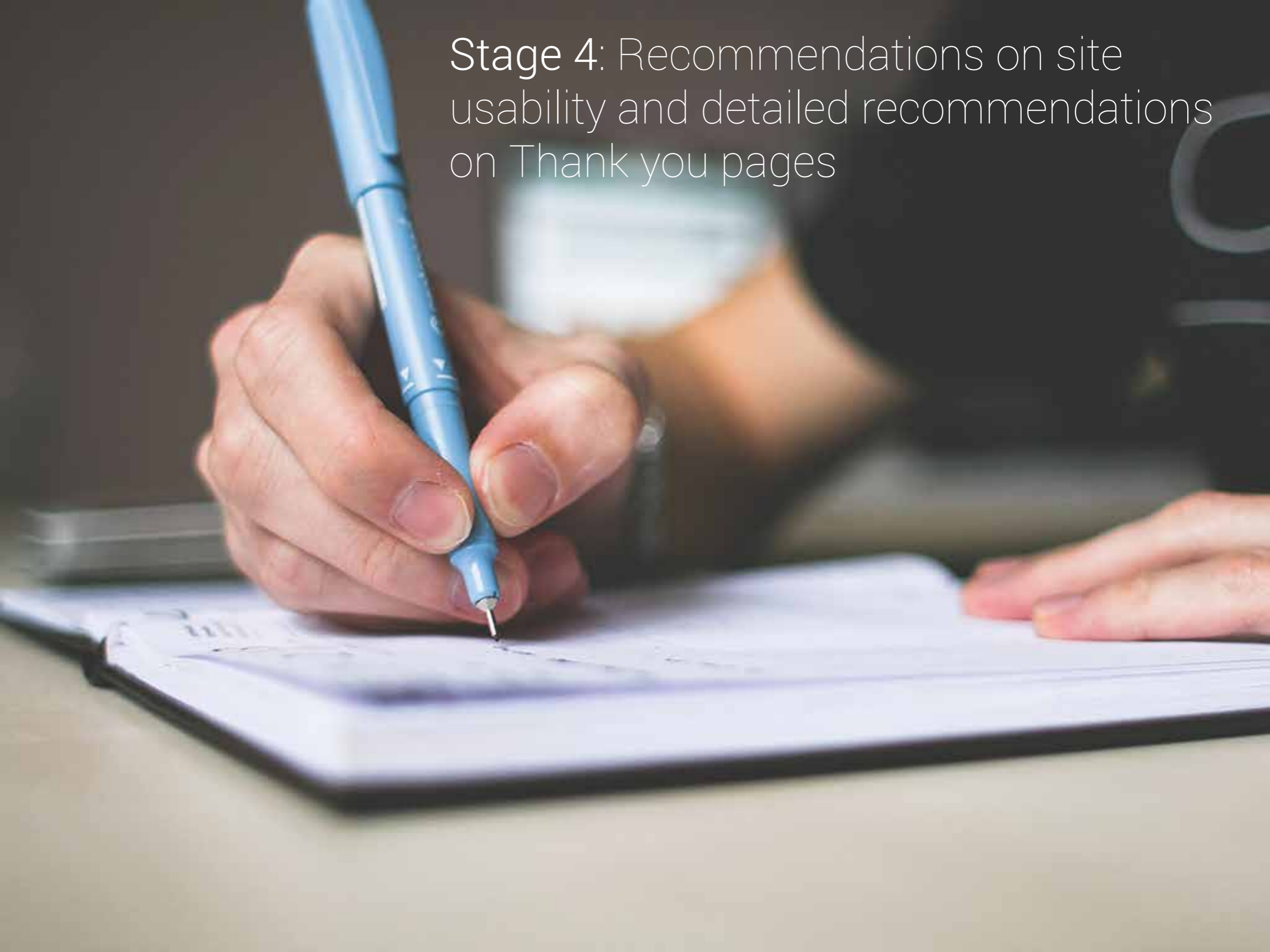


Stage 3: The analysis of Google Analytics data

1) Traffic and conversions analysis

- 1.1) Current traffic and conversion rate
 - 1.2) Performance organic search
 - 1.3) Search organic traffic keywords & positions by keywords
 - 1.4) Browser & OS, Mobile vs. Desktop users
 - 1.5) Advices on mobile version of the website
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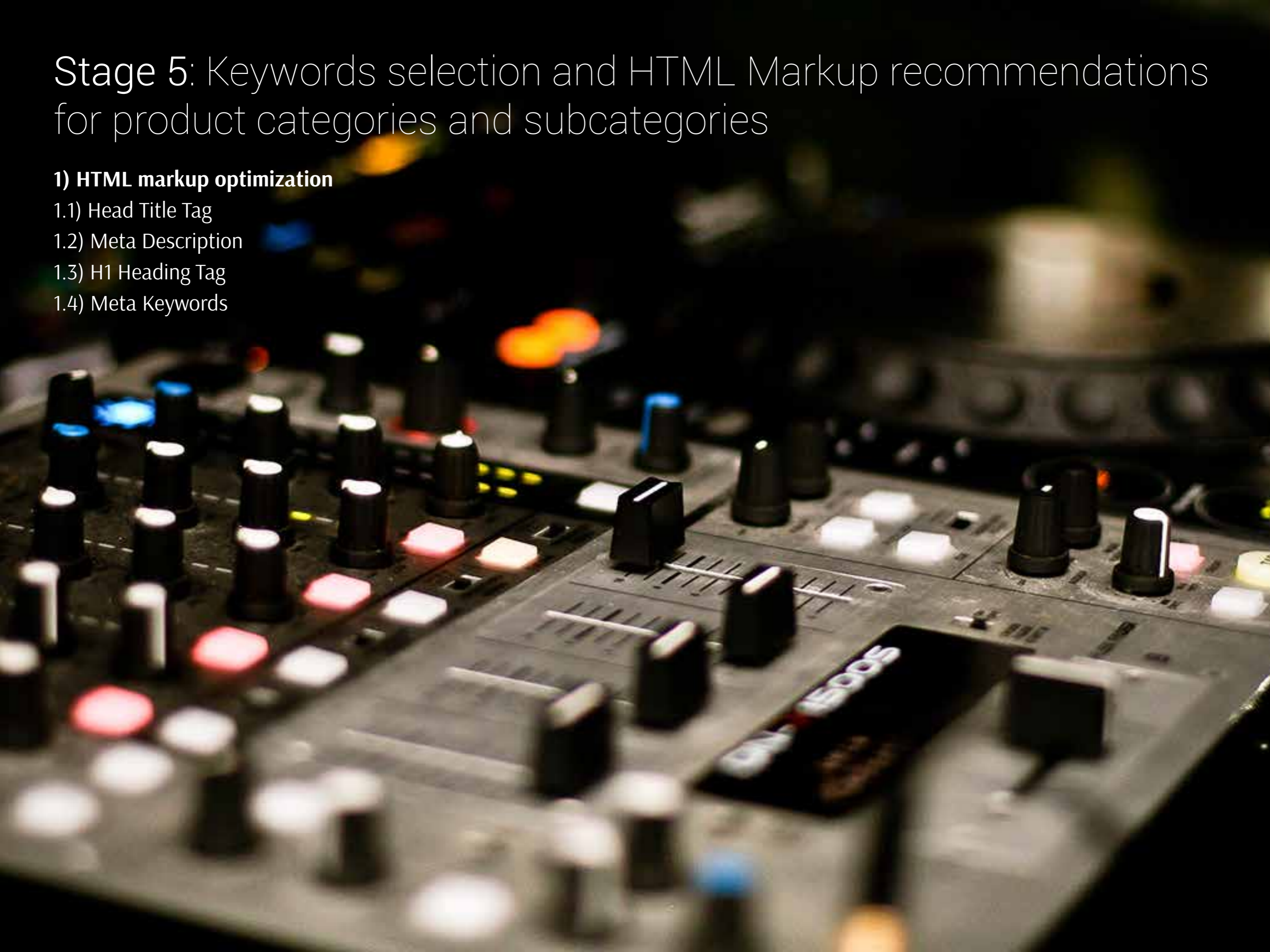
Stage 4: Recommendations on site usability and detailed recommendations on Thank you pages



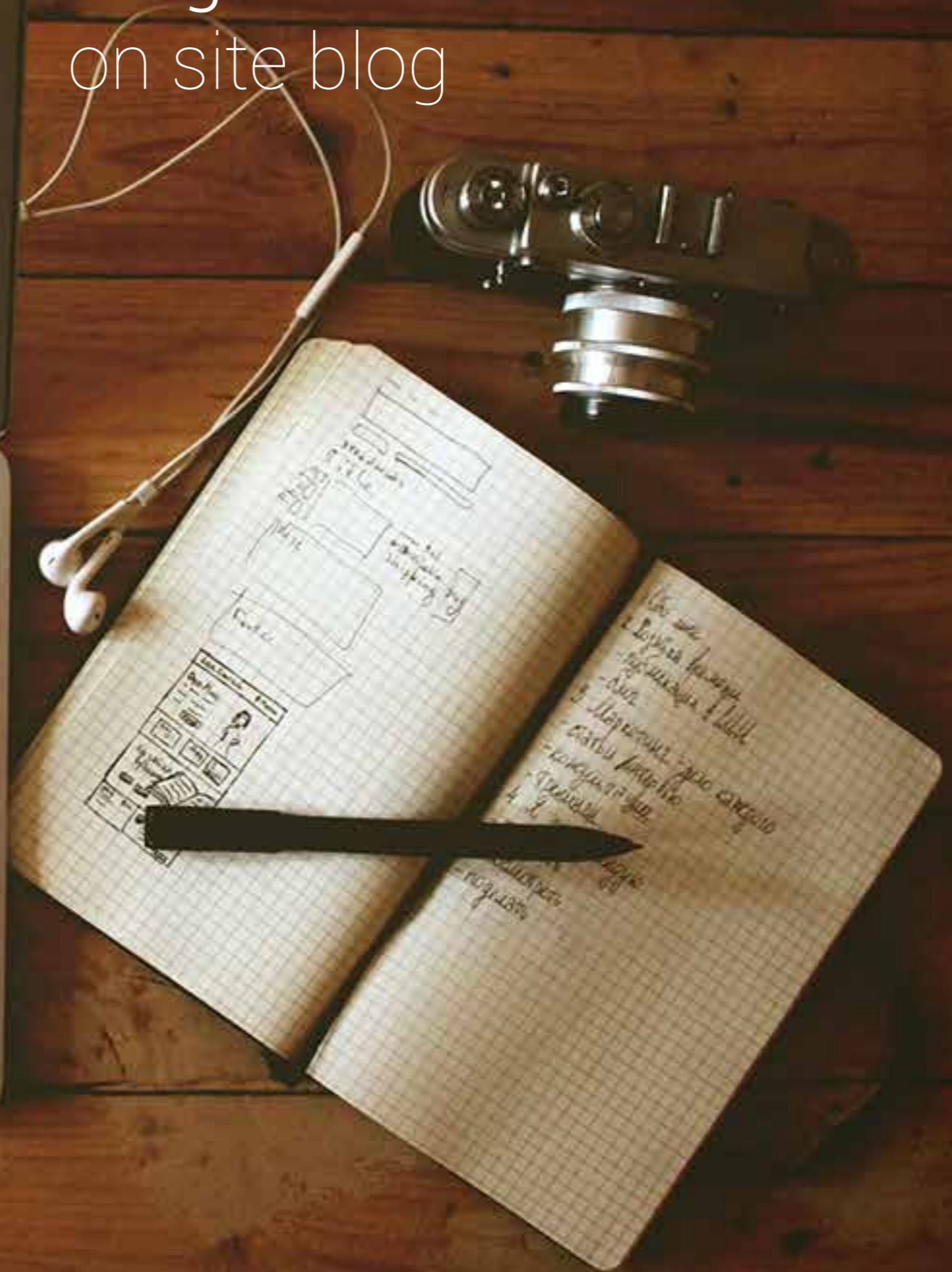
Stage 5: Keywords selection and HTML Markup recommendations for product categories and subcategories

1) HTML markup optimization

- 1.1) Head Title Tag
- 1.2) Meta Description
- 1.3) H1 Heading Tag
- 1.4) Meta Keywords



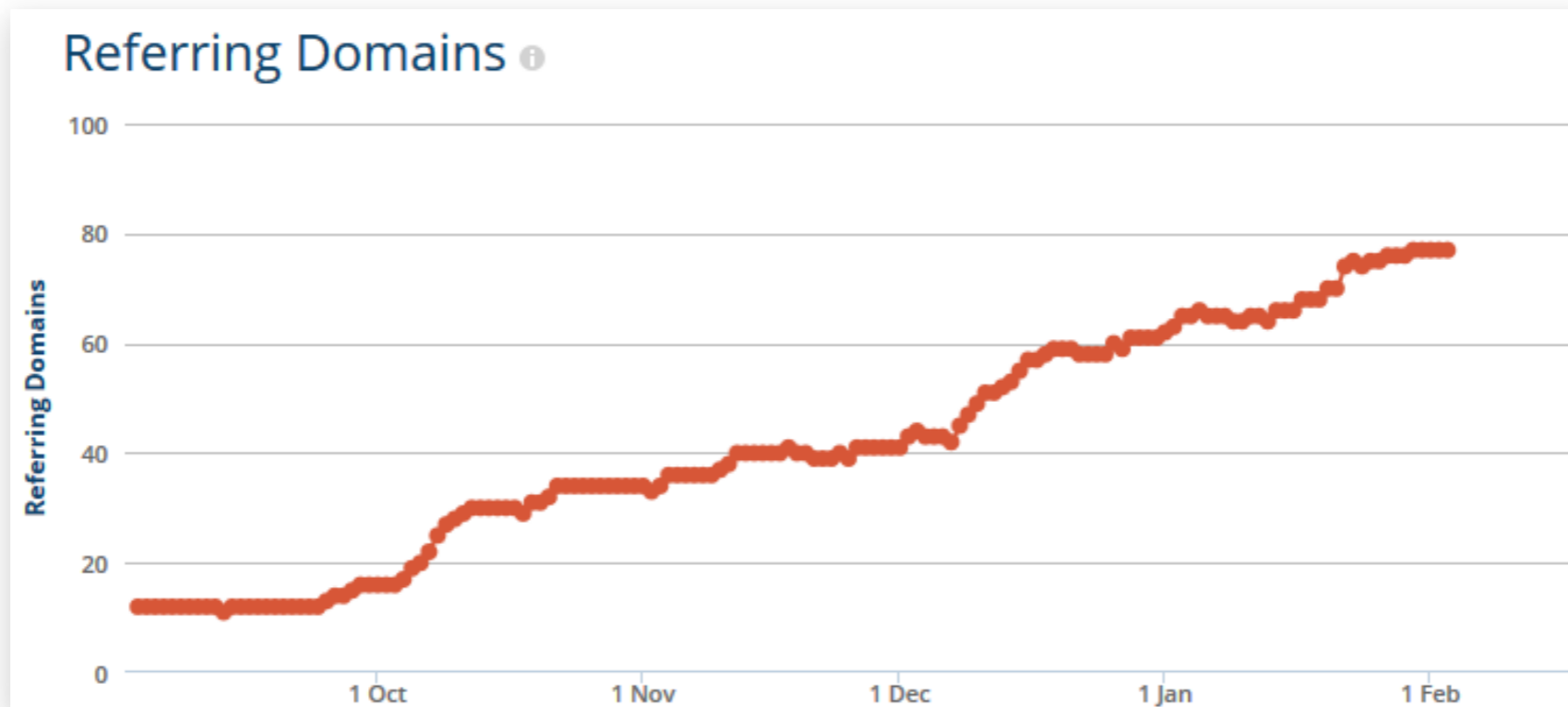
Stage 6: Recommendations on site blog



Except of the core issues solved, we have been running activities aimed for increasing the site popularity (social media), backlink mass (guest blogging on high quality resources of closely related niches), affiliate program (cooperation with partners in a niche), and developing AIP site blog to provide target audience with valuable content and gain more references due shares, likes, and reposts.

As a result of consequent solutions, focused on AIP website optimization and promotion on trusted sites of closely related niches and social media, the major brakes on its SEO performance were eliminated and site ranks significantly improved.

Some indicators to show the improvements:



Backlinks mass to the site. Number of referring domains (according to ahrefs) – February 3, 2014

URL	Ahrefs	Referring					
Rank: 6	Domain Rank: 46	Backlinks: 59	Domains: 9	0	0	2	2

Social engagement and number of backlinks (according to ahrefs) – September, 21 2013

Backlinks ⓘ	Referring Domains ⓘ	5	5	2	2
440	77				

Social engagement and number of backlinks (according to ahrefs) – February 3, 2014

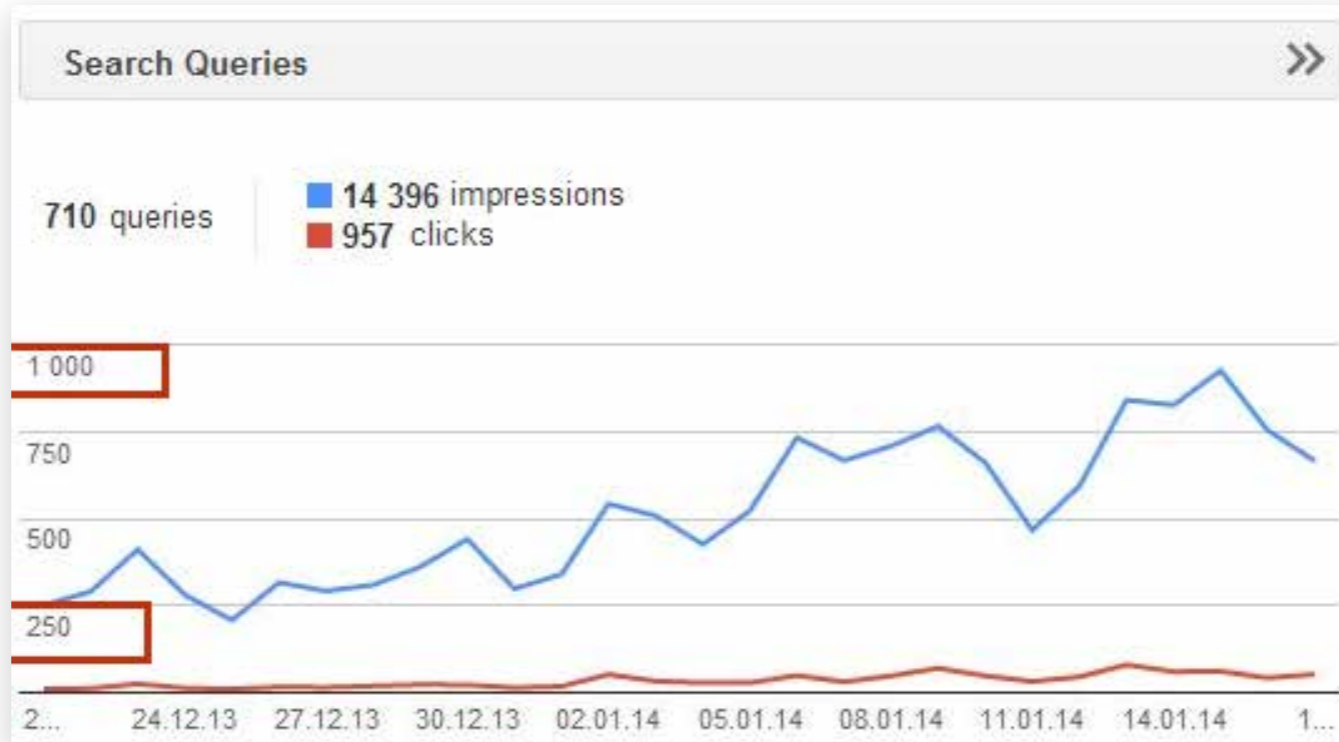
Rank: <u>6245673</u>

*Alexa rank
(September, 24 2013)*

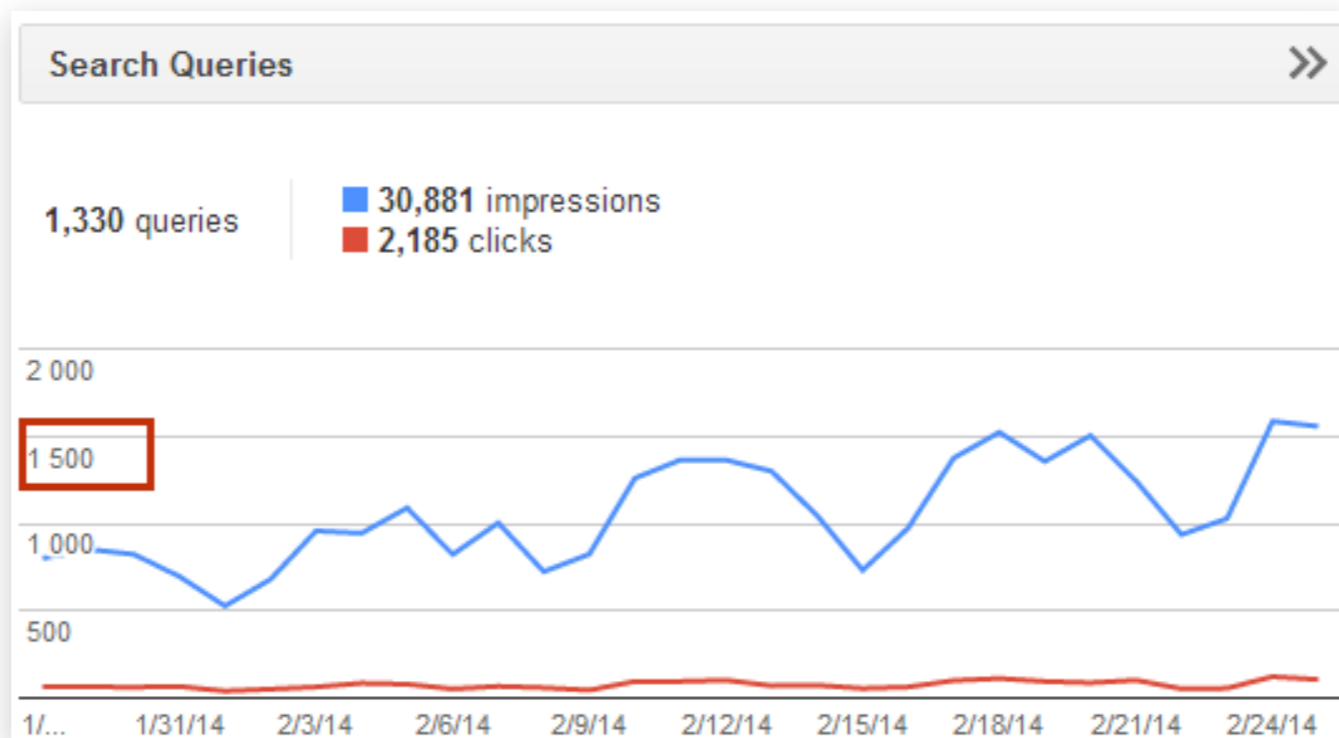
Rank: <u>1201937</u>

*Alexa rank
(February, 27 2014)*

The number of impressions dynamics (according to Google Webmaster Tools) 1.1



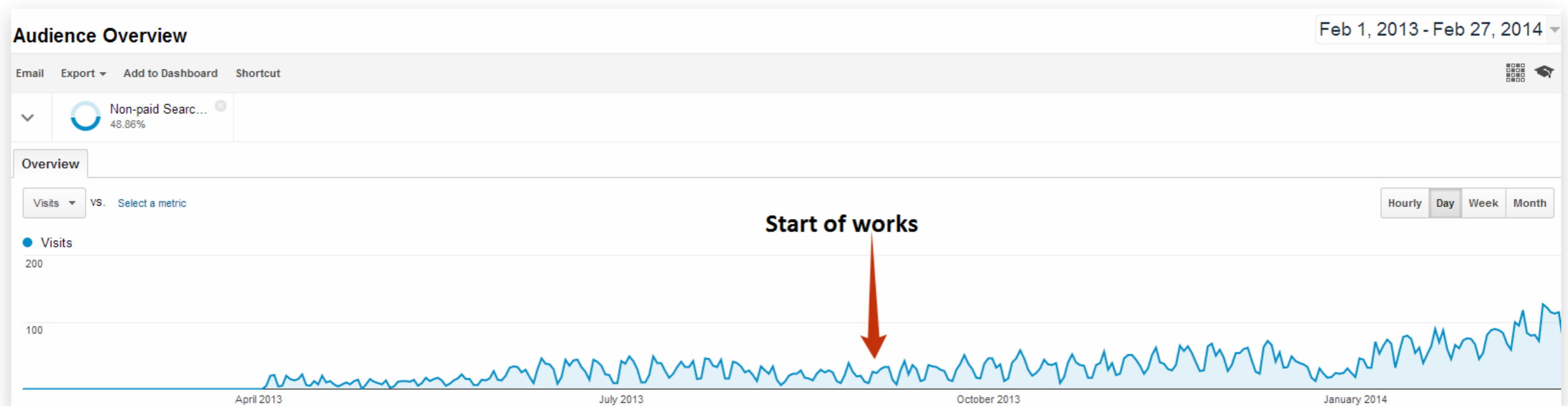
The number of impressions dynamics (according to Google Webmaster Tools) 1.2



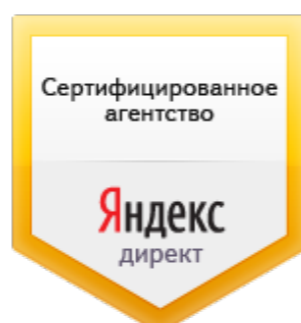
Also, after Google PR update (Dec 2013) the page rank of Allinpackaging.co.uk changed to 4 (was 0 previously).

The screen shots below show organic traffic growth (once again – no ad campaigns ever run on any of the ads platforms):

Organic search traffic (Google Analytics)



Online Marketing with Promodo



Promodo has vast experience in online marketing of ecommerce. The company does store's search engine optimization, brand marketing in social networks, PPC management and usability analysis. The company is an official online marketing expert at Shopify and is a contributor to well-known resources writing about ecommerce promotion problems.

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