

European wedding dress retailer grows SEO traffic 868%

Devotion Dresses improves its website traffic and eCommerce sales with Segment's managed SEO services.



Europe's finest wedding dress destination

Devotion Dresses is a bridal company that specializes in custom-made and ready-to-wear wedding dresses. Established over a decade ago, the company has become a popular choice for brides looking for unique and high-quality gowns. The European retailer offers a wide range of styles and sizes, ensuring that every bride can find the perfect dress for their special day.

The challenge

Devotion Dresses was struggling to attract traffic to its website and generate sufficient sales. Despite having a wide range of beautiful dresses on offer, the company was not appearing on the first page of search results for its targeted keywords, making it difficult for potential customers to find them online. The company knew it needed to improve its SEO program to gain more visibility in a crowded marketplace.

Challenges

- Improve product keyword rankings
- Generate more website traffic towards wedding dress products
- Capitalize on content and SEO to increase eCommerce sales revenue

Solutions

- Site audits to find and fix technical and content issues
- Backlinks to grow authority online
- Keyword strategy to rank wedding dresses on the first page of search results

Results

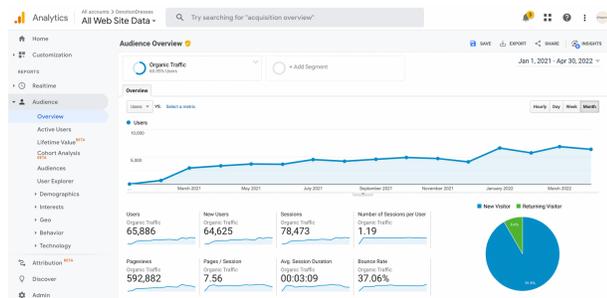
- Within a few months, Devotion Dresses sees a significant uplift in SEO traffic
- Increases visitor growth from hundreds of users per month to thousands

The solution

Devotion Dresses engaged the SEO experts at Segment to help it improve its online presence and increase its organic search rankings. The Segment team worked closely with Devotion Dresses to understand its business objectives and target audience. We began by conducting a comprehensive audit of the website to identify and resolve any technical SEO issues that may be hurting its search engine rankings.

Next, we performed on-page optimization, improving the content of the different wedding dresses product pages and making URL structures and technical sitemaps more organized for search crawlers to crawl, index, and rank the site.

Segment also provided blog writing services to reach more customers who are in the buying cycle for wedding dresses and bridal gowns. Additionally, we provided monthly off-page SEO services, building backlinks each month to help improve the company's authority and impact its keyword rankings for different wedding dresses keywords.



The results

As a result of our SEO efforts, Devotion Dresses saw an impressive 868% increase in SEO traffic, bringing in thousands of new visitors to the website. Furthermore, the company generated \$175,000 in sales revenue from SEO and other sources, with SEO contributing to organic-based revenue.

The improved keyword rankings and increased online visibility helped to establish Devotion Dresses as a leading online retailer of wedding dresses, and the company continues to experience sustained growth as a result of our SEO efforts.

About Segment SEO

We're on a mission. Every day, we strive to help make SEO more meaningful, impactful, and understandable. At Segment, we aim to go above and beyond to serve our clients, offering a culture of openness and honesty that you won't find in other SEO agencies. We believe that high-quality data has the potential to power a successful SEO program.

Discover how you can improve your rankings, increase your website traffic, and win more customers with Segment, an award-winning SEO agency.

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