

Exalt Samples increases SEO traffic by 580%

Learn about this eCommerce shop's road to growth with the implementation of managed SEO services from Segment.



A B2B eCommerce innovator

Exalt Samples is a eCommerce company based in Dallas, Texas that specializes in providing point-of-purchase (POP) solutions and custom display boards for the flooring and building materials industry. The company's products are known for its innovative designs and high-quality construction, and they are designed to help customers stand out in a crowded marketplace.

Lack of website traffic

Despite having a newly designed eCommerce store, the company's sales and marketing team was struggling to attract B2B buyers and generate online traffic share for its tile display boards for showrooms and hardware stores. Exalt Samples faced stiff competition from major industry players who outranked its products on major search engines, causing a significant loss in impressions and online traffic share.

Challenges

- Increase website traffic
- Drive revenue from new product launches
- Grow backlinks to gain more authority online

Solutions

- On-page SEO updates across core pages
- Generate more backlinks from authoritative sites
- Conduct audits and keyword analysis to uncover new keyword ideas for GTM strategy

Results

- Within a few months, Exalt saw a 580% increase in site traffic
- Revenue-facing keywords find their way to the top of search engine result pages

The solution

To overcome the challenges facing Exalt Samples, the company engaged the services of Segment, an experienced digital marketing agency focused on SEO.

Segment's team conducted a comprehensive website audit and inspection, identifying both technical and non-technical SEO issues. We found faulty meta descriptions, page titles, re-direct errors, slow page load times, and high bounce rates, among other usability issues that hindered the company's ability to attract and retain potential customers.

The Segment team implemented an integrated marketing strategy, including cleaning up the company's website to ensure all SEO methodologies followed Google's best practices. Additionally, we introduced new resources to promote articles to prospects evaluating POP solutions at the bottom of the marketing funnel. Lastly, we developed a link building program to help Exalt Samples increase its online authority in the POP market. The Segment team worked closely with Exalt Samples to build quality backlinks with influential websites, which boosted the company's credibility with search engines.

More traffic acquired from SEO sources

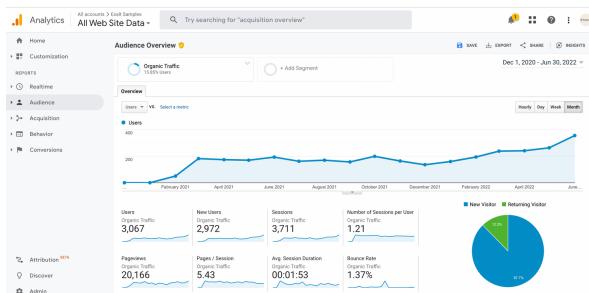
Segment's efforts paid off significantly for Exalt Samples. The company's website traffic increased by 580%. Exalt Samples started ranking for several product-related keywords on major search engines, including Google, bringing in more qualified leads and customers.

As a result, Exalt Samples was able to expand its outreach to attract more B2B buyers to its eCommerce store and improve their online traffic share, despite facing stiff competition from major industry players.

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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