

Case Study:

Pharmaceutical E-commerce SEO & Social Media Campaign



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BUSINESS CHALLENGE

A B2C online-only pharmaceutical e-commerce retailer had experienced a major decrease in overall organic visibility in spring of 2010. Organic orders fell from sales in the thousands to just a few hundred dollars of sales each month through the remainder of 2010 (see chart below). The retailer was primarily focused on driving orders through Google AdWords with little budget going to organic search or social media marketing. There was evidence of poor link building best practices by the previous SEO firm. By spring of 2011 organic visits was down to a trickle. The retailer was ready for a new strategy for organic search.



SOLUTION

Interactive Cleveland conducted a full website audit, new keyword research and created a new digital strategy. The strategy also included creating a social media presence and new content marketing plan. A monthly budget was set for ongoing organic search engine optimization and a new strategy was executed each month for a twelve month timeframe starting in June 2011 through June 2012.

RESULTS

After completing the assigned tasks on the website audit and maintaining ongoing search engine marketing campaign activities for roughly twelve months, the online retailer noticed a significant increase in Google organic visits and organic orders starting in July 2011 through June 2012. It was determined in August of 2012, the retailer was experiencing no negative impact from previous Google updates.

- Google organic visits increased YOY 806% (2012 vs. 2011)
- Google organic revenue increased YOY 1,324% (2012 vs. 2011)
- All organic revenue increased YOY 362% (2012 vs. 2011)

