

Client Case Study



Ye-commerce



Website

www.yecommerce.io

Contact

(805)500-6223

SEO Audit, Implementation,
Backlink building, Content and
Team Training



Baby products that make life easier

OVERVIEW

Who is Parker Baby?

Founded by a husband and wife team, Parker Baby provides affordable and beautiful products for parents to make their lives easier.



Company

Parker Baby

Websites

www.parkerbaby.com

Company Focus

Provide parents with affordable, beautiful and simple products that make life a bit easier.

Findings

Building domain authority using traditional backlinks and digital PR techniques

Implemented a top-down SEO strategy and implementing an affiliate program via Sharasale



OUR APPROACH

An emphasis on a variety of topics

Using keyword research and technical analysis, the on-page content was optimized and the page structure was fixed.

The importance of outreach and backlinks in ranking

Guest posts can be expensive at some places, which is why it's more cost-effective to have your own content team. Start by identifying who indirectly mentioned the brand.

Performance Recap

SOLUTIONS

Make your content funnel more effective

Bloggers exchange a backlink for a free product review.

 **1.37K**
BACKLINKS

 **22**
UR

 **29**
DR

 **299**

EFFECTIVE MARKETING STRATEGIES

Broken Link building

Engaging former contacts who no longer have a connection to you



Content Creation

Plan a content strategy that meets the needs of the brand

Guest Blogging

Owning a content team makes guest posting relatively affordable.

Link Reclamation

Contacting those who have mentioned your brand name but haven't linked to it

MARKETING OBJECTIVES AND STRATEGY

Expectations and outcomes

Objectives

Increasing domain authority

Strategy

Training team on how to build backlinks doing digital PR via BuzzStream



MARKETING OBJECTIVES AND STRATEGY

OBJECTIVES

Developing new creative content and teaching SEO to internal team members were our primary objectives

STRATEGY

The brand's switch from WooCommerce to Shopify was one of our responsibilities





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