

Client Case Study



Ye-commerce

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

Website

www.yecommerce.io

Contact

(805)500-6223

REDWOOD

TALL *Outfitters*

T-shirts & Sweatshirts for Tall, Slim Men

OVERVIEW

Who is Redwood Tall Outfitters?

Clothing designed by tall men for tall men. A key goal of the organization is to create a sense of community among tall men.

Company

Redwood Tall Outfitters

Websites

www.redwoodtall.com

Company Focus

Building a brotherhood of tall men through quality, fit, and service.



Findings

The brand launch with no SEO strategy

Create SEO & content strategy

Train team in digital PR for backlink building

OUR APPROACH

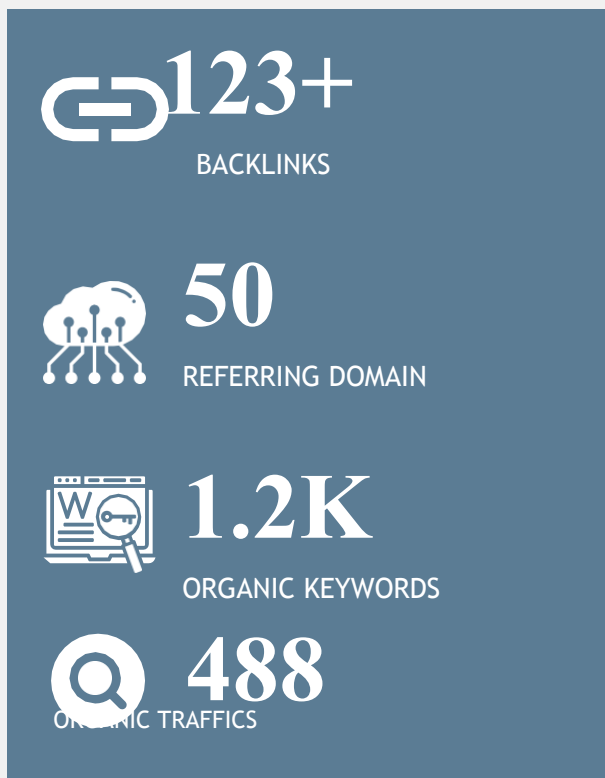
Well rounded targeting

Developed a workflow for implementing SEO optimizations on Shopify in close collaboration with the internal team. Designed a "review our products" page to passively attract influencers and bloggers, and trained internal teams to use digital PR and backlink building techniques.

Outreach and backlinks for rankings factors

The cost of guest posts can be high at some places, which is why having an in-house content team makes them more affordable. Finding out who mentioned the brand indirectly will be an excellent starting point.

Performance Recap



SOLUTIONS

Build a better content funnel

A backlink and/or PR is exchanged for a free product review from bloggers.



EFFECTIVE MARKETING STRATEGIES

Broken Link building

Connecting with former contacts who no longer link to you

Content Creation

Identify the brand's needs and create a content strategy to meet them

Guest Blogging

When you have an in-house content team, it's fairly affordable since most places charge for guest posts.



Link Reclamation

Making contact with people who have mentioned your brand name without linking to you



MARKETING OBJECTIVES AND STRATEGY

Expectations and outcomes

Objectives

Increase brand awareness & drive relevant traffic

Strategy

Top down SEO plan and implementation of keyword targets, new landing pages, and site structure.



MARKETING OBJECTIVES AND STRATEGY

OBJECTIVES

The primary objective of our project was to develop new creative content and teach internal team members how to implement SEO

STRATEGY

Train team in digital PR to build backlinks and create connections via BuzzStream





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