

Client Case Study



Ye-commerce



Website

www.yecommerce.io

Contact

(805)500-6223

After the brand was recently acquired, SEO needed to be revamped and need to be re-launched on Shopify

Men's Tall, Slim T-Shirts & Sweatshirts

OVERVIEW

Who is TallSlim Tees?

Clothing brands that offer tall sizes added only a few extra inches to their shirts. Although big and tall sizes were plenty long, everything else was too big.

Company

TallSlim Tees

Websites

www.tallslimteess.com

Company Focus

Provide tall, comfortable clothing for all tall, slim men in the world.



Findings

- Performing top-down SEO
- Backlink building
- Launching affiliate program



OUR APPROACH

Focus on a wide range of issues
 On-page content was optimized and the page structure was fixed by conducting thorough keyword research and technical analysis.

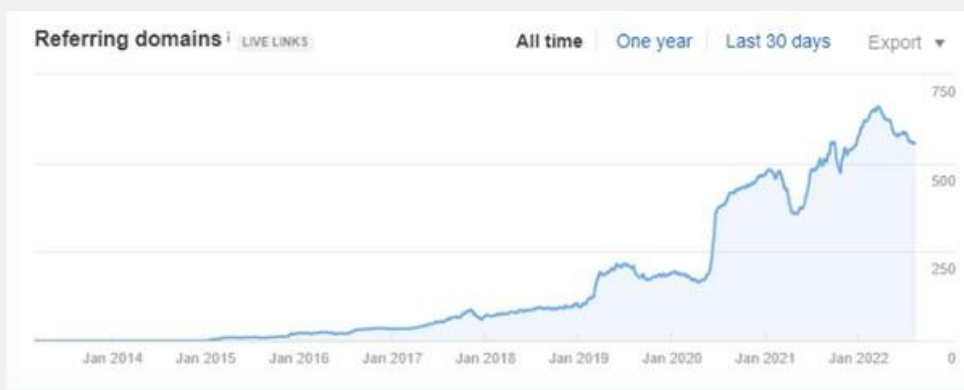
Factors affecting rankings:
 outreach and backlinks

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.



Referring domain Growth In 1 Year

Bloggers exchange backlinks and/or PR for free product reviews.





EFFECTIVE MARKETING STRATEGIES

Broken Link building

Reaching out to former contacts who do not have links to you anymore

Guest Blogging

Guest posting is fairly affordable when you have your own content team.



Content Creation

Develop a content strategy that meets the brand's needs

Link Reclamation

Getting in touch with people who have mentioned your brand name without linking to it

MARKETING OBJECTIVES AND STRATEGY

Expectations and outcomes

Objectives

Getting away from
WooCommerce and its
complexity

Strategy

Assisting the brand in switching
from Woocommerce to Shopify
was one of our responsibilities



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

Topv down SEO audit, implementation, and teaching team digital PR via BuzzStream to build high quality backlinks





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