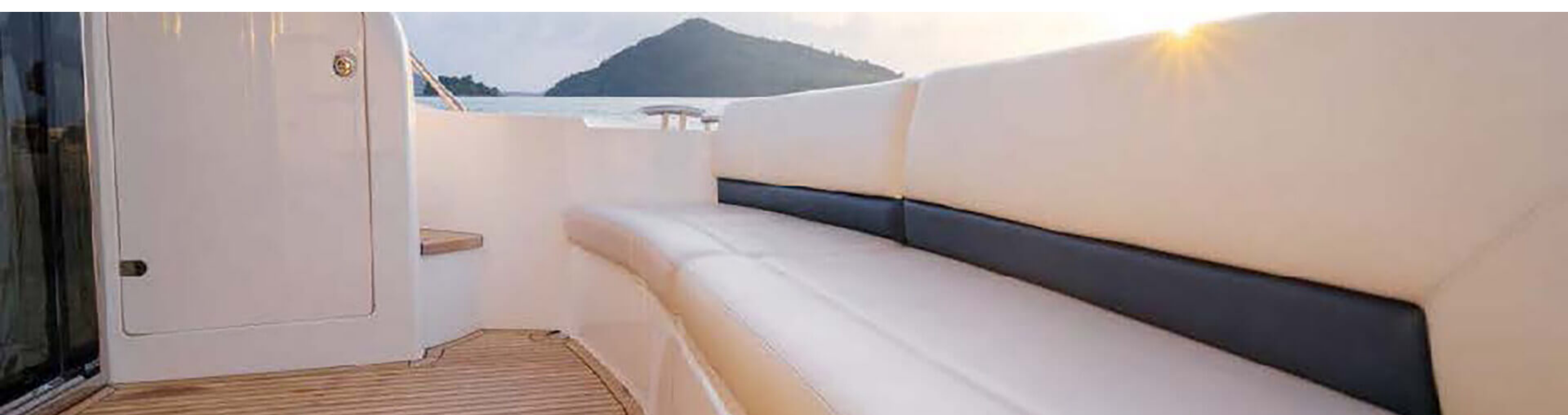


# How We Increased Transactions By 64% For All Vinyl Fabrics

All Vinyl Fabrics

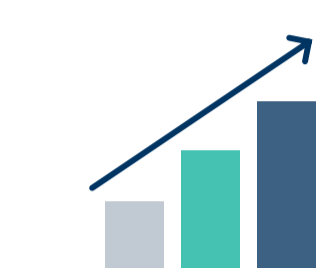


## Background

All Vinyl Fabrics, Inc. is an online vinyl fabric store offering a premium shopping mall experience designed to cater to the brand name and quality conscious consumer. All vinyl fabric products offered are either well-known vinyl fabric manufacturers by their trade name or known locally and internationally for their outstanding performance.

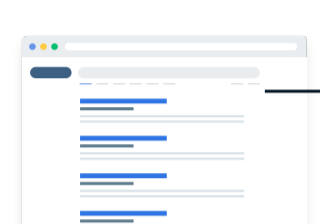
All Vinyl Fabrics stocks its inventory with products from many vinyl fabric distributors and manufacturers throughout the World, allowing them to provide everyday discounted pricing with fast and convenient service. Thanks to their extensive vinyl fabric inventory, they also offer exceptional pricing on discontinued, overstocked, or high-volume orders, and these items change weekly as they are made available.

## Key Metrics



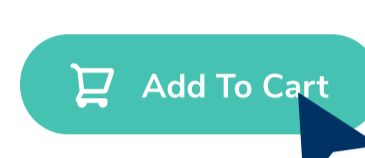
**33%**

Increase in New Users  
(sitewide)



**172%**

Increase in Ranking  
Keywords

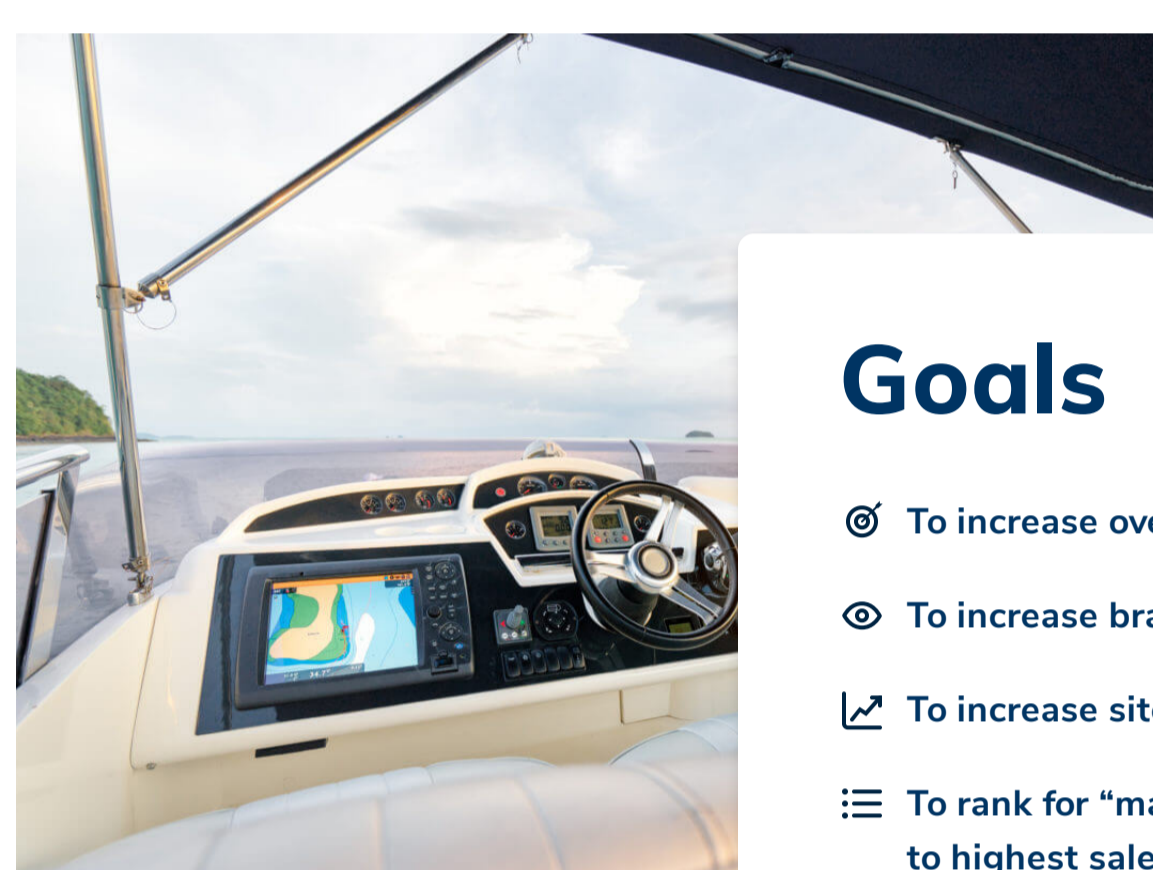


**64%**

Increase in Transactions

"My experience with Logical Position has been better than my expectations. We have had a positive experience enhancing our Search Engine Optimization. My organic traffic has grown year after year, and my account manager Erika has implemented many great strategies. I am excited about what the future partnership will bring."

-Steve Nocerini, Owner of All Vinyl Fabrics



## Goals

- 🎯 To increase overall targeted traffic to the site
- 🎯 To increase brand awareness
- 🔗 To increase site speed
- 📋 To rank for "marine boat flooring" and "vinyl boat flooring" due to highest sales and profit margins

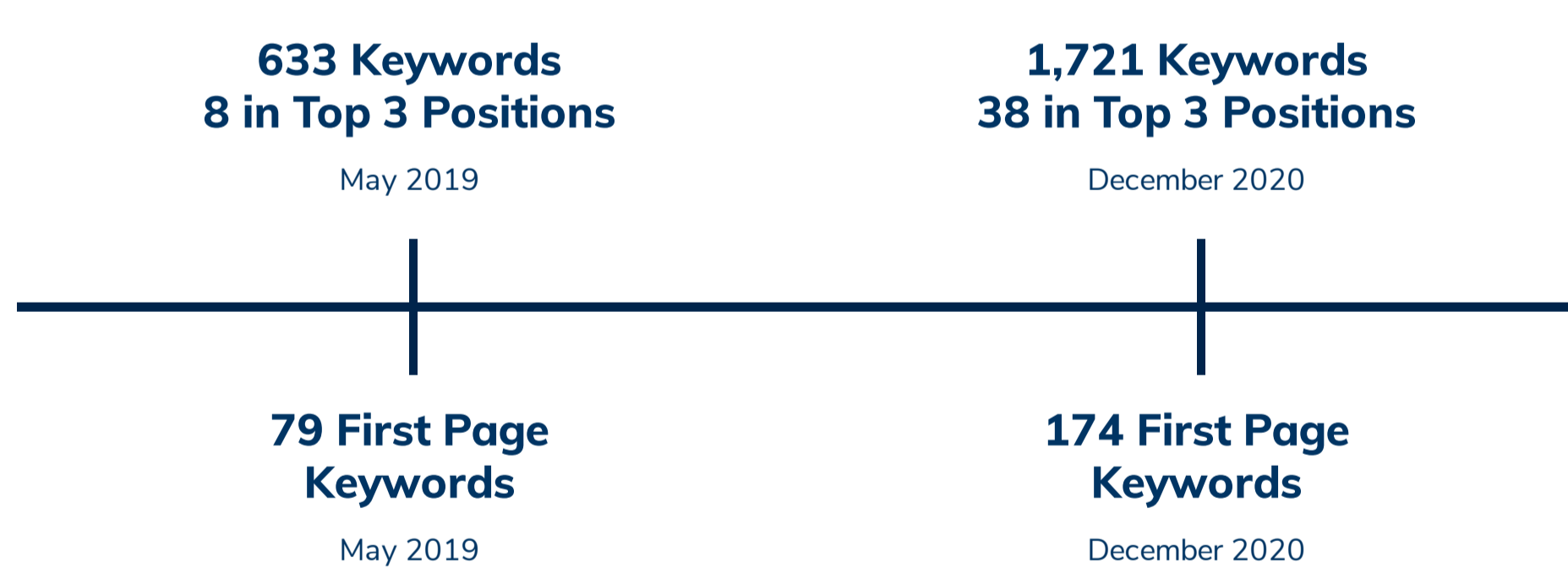
## Approach

Throughout the duration of the campaign for All Vinyl Fabrics, LP's goal was to incorporate unique, high-quality content on each of the website's category pages. After conducting keyword research, LP created and implemented content to those pages, giving Google a clear picture of the products sold by All Vinyl Fabrics. Periodically, LP also studied competitors' websites to find any alternative keywords and variations to incorporate into the content. This allowed LP to account for the various ways users make searches for the client's products. Furthermore, each month, on-site blogs and offsite articles were developed to help increase All Vinyl Fabrics' domain authority and overall organic presence.

## Results

In May 2019, All Vinyl Fabrics partnered with Logical Position for a National – Basic SEO campaign. Since working together, All Vinyl Fabrics has experienced incredible growth in numerous areas. Logical Position was able to maintain existing organic rankings and traffic, and they helped All Vinyl Fabrics continue to grow throughout the campaign. From the start of the campaign to the present, All Vinyl Fabrics' keywords have grown 172% from May 2019 to December 2020 (633 to 1,721). When comparing first page keywords, there was an increase of 120% from May 2019 with 72 keywords to December 2020 with 174 keywords.

## Keywords



## Targeted Keywords

From May 2019 to December 2020

13<sup>th</sup> → 11<sup>th</sup> Position



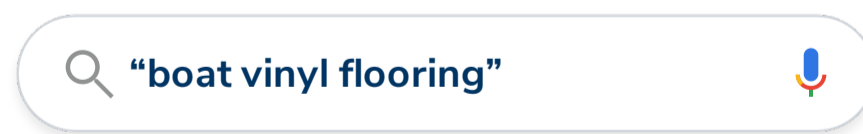
2,400 searches per month

18<sup>th</sup> → 16<sup>th</sup> Position



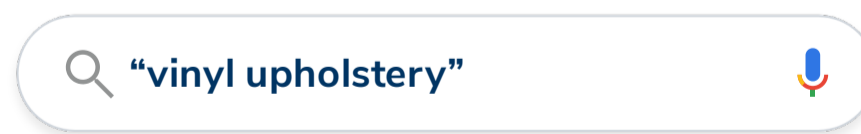
4,400 searches per month

25<sup>th</sup> → 1<sup>st</sup> Position



2,900 searches per month

24<sup>th</sup> → 17<sup>th</sup> Position



2,400 searches per month

29<sup>th</sup> → 1<sup>st</sup> Position

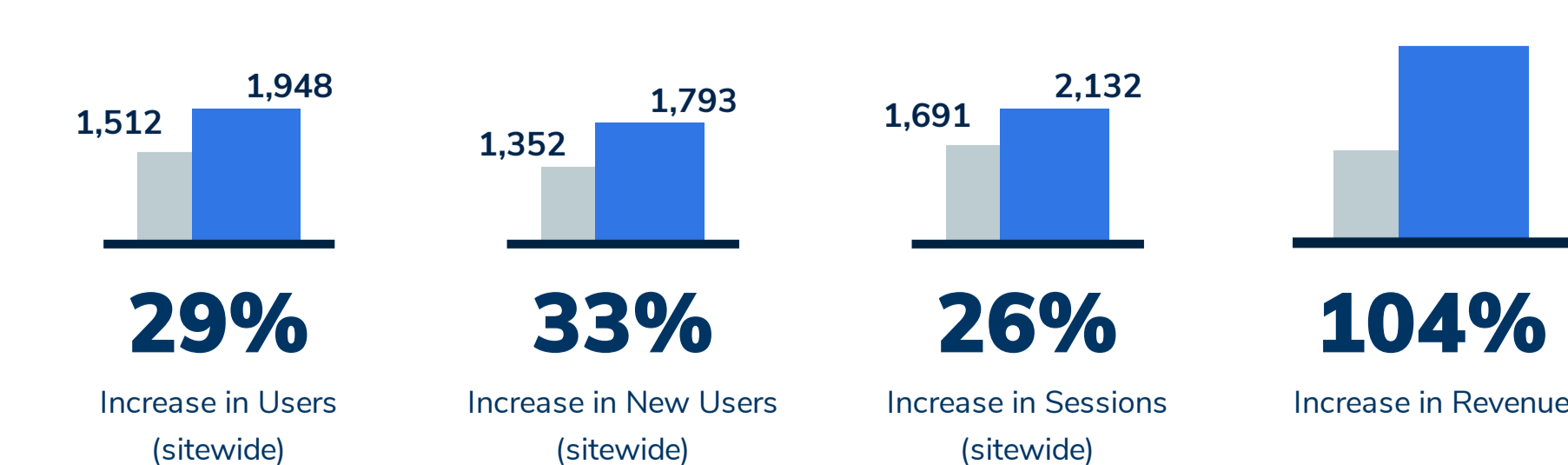


2,400 searches per month

Based on Google Analytics' data, the site's overall organic traffic improved significantly from May 2019 to December 2020. All Vinyl Fabrics saw a 29% increase of users to its site (1,512 to 1,948), a 33% increase in new users (1,352 to 1,793), a 26% increase in sessions (1,691 to 2,132) and a 64% increase in transactions (72 to 118). All Vinyl Fabrics even saw their revenue increase by 104%.

## Analytics

■ May 2019 ■ December 2020



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