**SEO Goals**
- Increase traffic to the site
- Improve SEO for top converting products
- Improve keyword rankings

**SEO Approach**
- Focus on E-Commerce SEO
- Use social media to drive traffic
- Implement content marketing

**SEO Results**
- Increase in traffic: 53% increase over the last year
- Increase in first-page keywords: 110%
- Increase in organic traffic: 53%

**Keywords**
- Targeted Keywords
  - **2018**: 170 searches per month
  - **2019**: 5,400 searches per month
- Related Keywords
  - **2018**: 2,400 searches per month
  - **2019**: 4,560 searches per month

**Paid Social Results**
- Increase in reach: 1,335%
- Increase in impressions: 355,342
- Increase in clicks: 548%
- Increase in conversions: 156%
- Increase in revenue: 167%

**Paid Social Goals**
- To increase brand awareness
- To increase traffic
- To increase conversions

**Paid Social Approach**
- Use paid social advertising to drive traffic to the website
- Use remarketing ads to convince users to complete their purchase
- Use social media to increase brand awareness

**Paid Social Goals**
- Increase in clicks: 160%
- Increase in conversions: 167%
- Increase in revenue: 53%