

# How Boho Beach Hut Increased Revenue By 523%

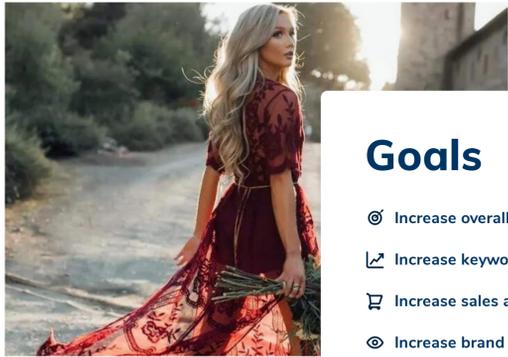


## Background

The owners of Boho Beach Hut built their business on the basic principles of trust and quality. They are a family-owned and operated business in the Reno, Tahoe, area. They represent a Boho-stylish look, without breaking your pocketbook. Boho Beach Hut understands that its customers work hard for their money and want to buy quality products at a great price while representing their creative and individual look.

"Logical Position and the SEO team have helped our website sales more than any other sources of advertising or paid traffic has. Since using LP for SEO, our direct and organic traffic ad sales have risen excessively. You don't realize how important a strong SEO campaign is to your company until you notice over 65% of your total sales come from your LP SEO team. If you are struggling to find more sales and direct traffic sales without paying advertising fees, you need to hire Logical Position."

-Julie Reasoner, co-owner of Boho Beach Hut



## Goals

- 🎯 Increase overall targeted traffic to the site
- 📈 Increase keyword rankings, site performance and conversions
- 🛒 Increase sales and users to their online webstore
- 👁️ Increase brand awareness

## Solutions

To establish a healthy foundation for Boho Beach Hut's organic presence, the strategy set forth called for on-site optimization. Logical Position optimized titles, descriptions, headers, and content with strategically chosen keywords for the site's existing category level pages. With this approach, Boho Beach Hut quickly saw a dramatic increase in relevant, high search volume keywords, new visitors to the site, and a boost in sales.

## Results

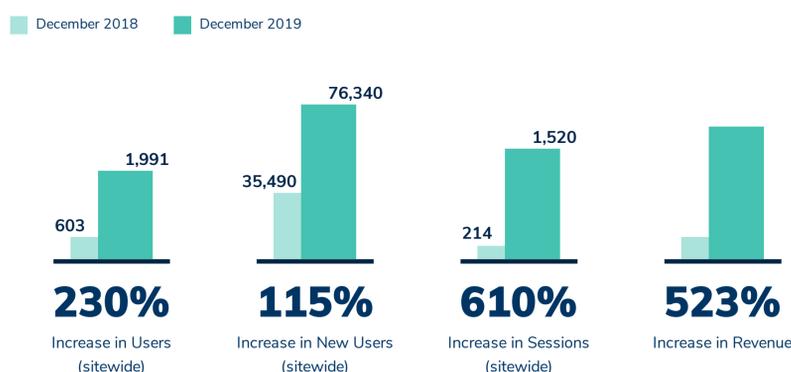
One month before starting with Logical Position, Boho Beach Hut was ranking for a total of 942 keywords. As of August 2018, Boho Beach Hut partnered with Logical Position for 10 hours of SEOC. In October 2019, they signed up for an additional 5 hours of SEOC. During December 2018 to December 2019, Boho Beach Hut met one of their goals and increased their keyword rankings by 434% overall, with a total of 4,796 keywords.

## Keywords



Boho Beach Hut was able to achieve its goal of increasing sales and users to its online webstore. Google Analytics proves the overall organic traffic to the site is significantly better than before starting the campaign. Comparing December 2018 through December 2019, the company has seen a drastic increase of 230% for users to their site and has increased new users to 115%. In addition, Boho Beach Hut's revenue increased by 523%.

## Analytics



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