

How ReelFlyRod Increased Revenue By 118%



Background

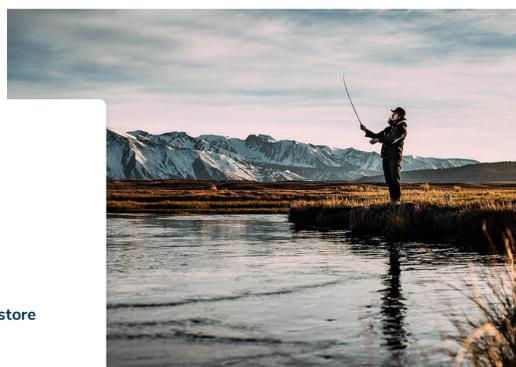
ReelFlyRod sole purpose is to be your trusted local fly shop, regardless of where you live. They are a full-service fly shop with a large retail store in Dayton, Ohio. They offer local guiding services, fly fishing classes, individual instruction, and help hundreds of new anglers get started on the right path each year. ReelFlyRod's Pro Staff consists of 10 extremely helpful gear heads with a combined 70 years of fly-fishing experience that fish all over the country. They promise that you will be so impressed with their great customer service, that ReelFlyRod becomes your local fly shop.

"As a business owner focused on growth, our relentless focus on SEO is among the most important projects we manage. There are countless SEO firms out there, so finding a good partner is critical to SEO success. Logical Position has proven to be an invaluable resource to help lead us on the right path to organic search success. This partnership demonstrated how and what to implement and consistently builds valuable backlinks to boost our organic traffic. I highly recommend Logical Position to any business that is committed to catching and surpassing the competition."

Todd Mikesell, Owner of ReelFlyRod

Goals

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



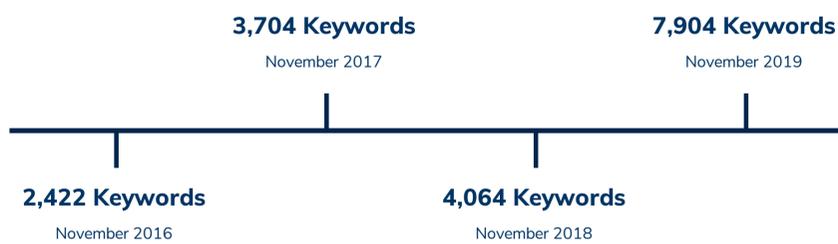
Solutions

With such a large site as ReelFlyRod, it was important to strategically choose the most optimal URLs for SEO strategy from the start to ensure successful results. To meet ReelFlyRod's goals, Logical Position started by optimizing the top 30 existing category page URLs with keyword focused metadata and content. Over the course of the campaign, the agency also fixed any technical issues that may have been harming the site from ranking, created onsite blog content, offsite articles and featured news pieces to further build the site's organic presence and domain authority.

Results

One month prior to starting with Logical Position, ReelFlyRod was ranking for a total of 3,734 keywords. As of November 2019, just 9 months into their collaboration, ReelFlyRod met one of their goals and increased their keyword rankings by 94% overall, with a total of 7,904 keywords.

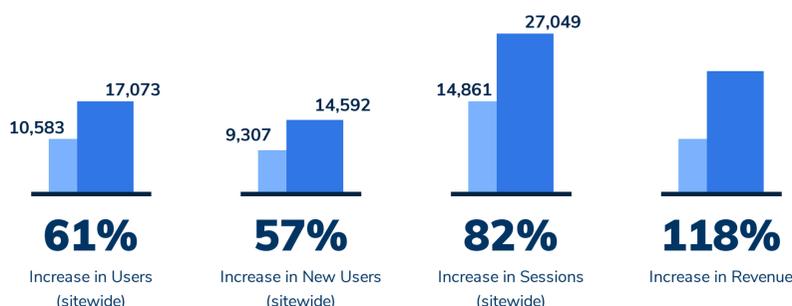
Keywords



ReelFlyRod's goal to increase sales and users to their online webstore was achieved as Google Analytics proves the overall organic traffic to the site is significantly better than before starting the campaign. Comparing November 2018 through November 2019, the company has seen a drastic increase of 61% for users to their site and has increased new users to 57%. In addition, ReelFlyRod's revenue increased 118%.

Analytics

■ November 2018 ■ November 2019



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