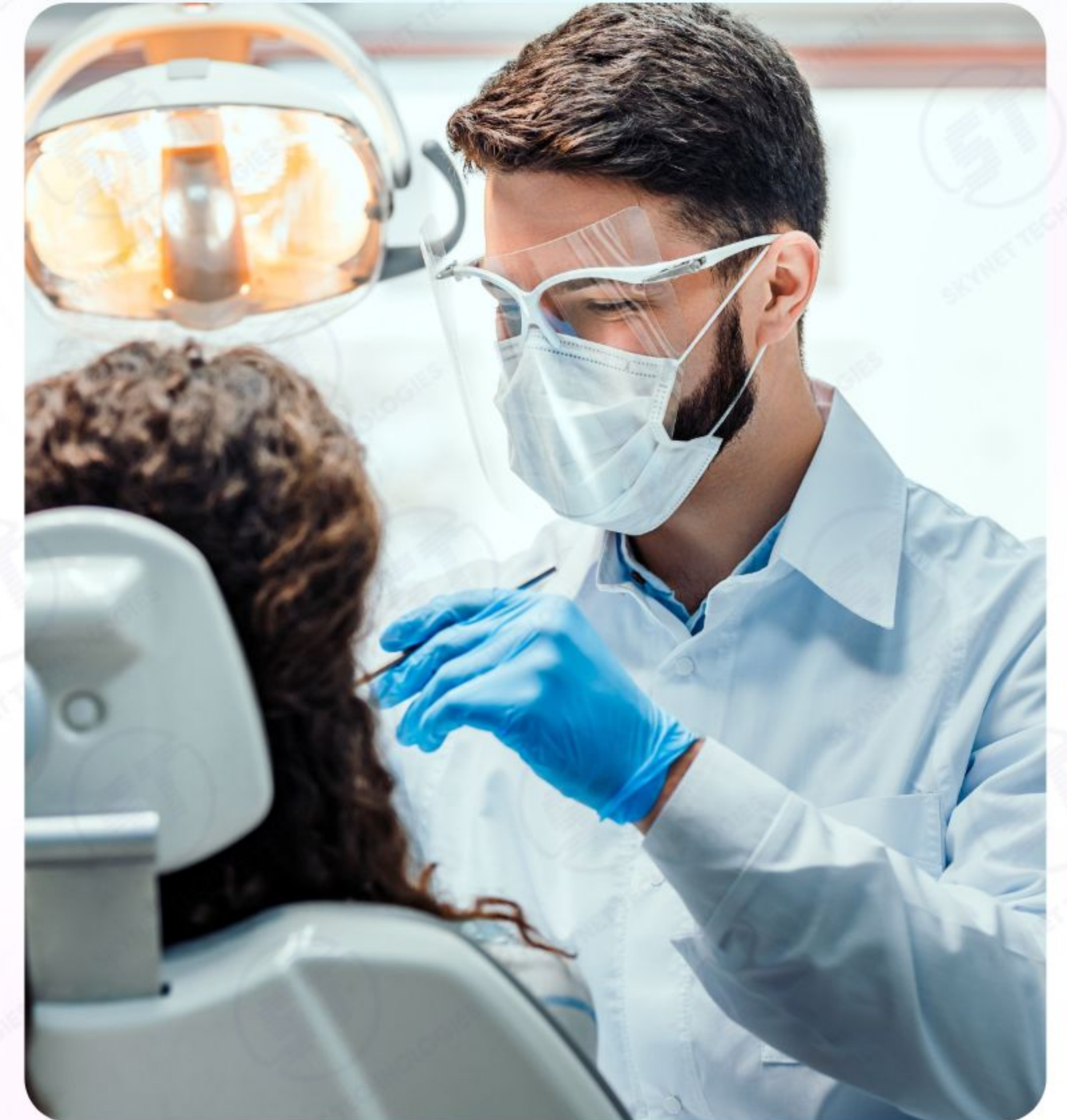




SKYNET TECHNOLOGIES

CASE STUDY

New York-Based Dental Supplies and Equipment Provider Has Achieved 200% Increase in Organic Traffic and 2X Sales Volume!





Project Details



Industry

Dental Supplies Distributor



Project Size

Medium



Platform

osCommerce



Services

UI/UX design, Ecommerce website development, Search engine optimization, Digital marketing, Online store management

The Brief

The client is a full-service provider of dental supplies and equipment. They are a distributor of leading dental supplies and equipment manufacturers such as 3M Oral Care, Hu-Friedy, Medicom, Sultan Healthcare, Septodont, GC America, Acteon Dental, W&H, Handler, Red Wing International, and more.

Earlier in 2017, they have approached us to analyze, revamp, and optimize their dental supplies store in a way that increase their sales, customer experience and help in retaining the customers. They want to increase their organic traffic for industry focused keywords and want higher rankings in Google SERP (Search Engine Results Page).



Biggest Challenges

The store contains few outdated elements and lengthier process experience. Moreover, the client was looking to address the overall look and feel to modernize the site. A new mobile experience was also on the top of the list for the enhancement. The store contains approx. 40,000 items and it is a burdensome task to manage few things including individual product promotions, pricing updates, addition of new items and more in the given amount of time and technical capability. Also, there are frequent announcement of product discontinuation and changes.

As their clientele were dental offices, increased B2B functionalities from osCommerce platform was a move for them. Also, when it came to any kind of customization and improvements; it required the skilled development, design, SEO, and management resources to achieve their goals.



The Approach and Solution

We love challenges and mistakes; because that's the area of learning, improvement, and growth. We had a pleasure of being this clients' ecommerce store management's partner for over 8 years. With in-depth understanding of their website and technical pain points, we have developed a gradual development, store management and marketing strategy that has given them a 3X increase in their sales. It was a continuous improvement and agile process by optimizing the store as per challenges.

To make their store process easy and well-organized, we have done the following implementation and customization:

- Ajax search autocomplete
- Ajax filter and sorting
- Add to favorite option
- Strike price integration
- Pricing customization
- Quantity price breaks per product
- Custom modules for import/export thousands of products in a few minutes
- Quick promotion upload
- Multiple packaging product option
- Multiple category assignment
- Upsells and cross-sells
- Product detail page related items
- Special Rx product enablement
- One page checkout
- Multiple payment method integration
- Discount coupon codes
- Zone rate shipping method (UPS, shipping and handling)
- Shopping cart abandonment
- Live chat integration
- Free sample integration
- Order tracker
- Code security audit
- Sales tax set up
- Sales representative integration at admin panel
- Google Analytics integration
- AI based custom predictive analytics
- SEO integration
- Social media integration
- Revamped UI/UX Video integration at product detail page.
- Wish list integration



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The Approach and Solution

Not limited to this, we have conducted a full SEO audit and applied the following strategies by focusing on the best ecommerce SEO practices:

- SSL integration
- Set up a new XML sitemap
- Responsive and mobile optimized website
- Scalable website navigation & architecture
- Website Page Speed Improvements
- Overlay technical issues
- Ongoing SEO audit
- Keyword research and optimization
- SEO friendly URL
- Bulk SEO metatags import
- Bulk product pages content update on live website
- News and blog integration
- Long-tail keyword usage
- Local business schema implementation
- Backlinks
- Local SEO

To retain existing customers, we have approached few digital marketing strategies:

- Customer Retargeting
- Email marketing (Welcome email, post-purchase follow-up, Personalized coupon codes, regular discount codes, quarterly promotions, vouchers, news and announcements, special discount and festival offers, new feature announcement, festival greetings, and more.)
- Content marketing
- Social media marketing
- Google Shopping



Analysis

To find the right insights and data for long-term SEO growth, we have used following tools:

- Google Analytics 4
- Google Search Console
- SEMrush
- Moz Link Explorer
- In-house AI based Predictive Analytics



Result

↗ **200%**

Increase in organic traffic yearly.

↗ **2x**

Sales volume yearly.

↗ **2x**

Number of orders yearly.

↗ **3x**

Sales value yearly.

Our recommendations and strategies proved rewarding as it saw a 200% increase in organic traffic of comparing a year difference. Also, client has seen 2X growth in overall sales volume yearly; and 3X growth in sales value yearly.

Also, they have achieved a great user experience and decreased bounce rate with an increased website speed and ecommerce store compatibility in all devices and browsers.

Our long-term commitment to SEO continues to pay off as traffic and sales growth. We are continuously up to date with latest industry trends as well to grab the new opportunities! SEO changes fast; it comes with new challenges from algorithm changes to voice impacts as well. We provide comprehensive ecommerce SEO services with well-established approach and ever evolved with the improvements over a time!

Get in touch with us at hello@skynettechnologies.com or submit your request free quote for more information.



SKYNET TECHNOLOGIES

Thanks for your time. Any questions?
You can connect with us at:



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