

## Online Marketing for a Textile Retailer

Client – The client is a textile retailer – reselling wholesale goods to retail customers. envigo was retained for the following:

- To Manage the pay per click campaigns on Yahoo and Google
- To increase the Natural Search traffic to the client website

### Pay per click campaign

- Initial Review: [envigo](#) conducted a detailed review of the campaigns. The retailer had campaigns online on [Yahoo](#) and [Google](#). Each campaign was structured along product lines on each search engine.
- Client Meeting: The review was presented along with envigo’s suggestions. The objectives were broken down into 2 week and 4 week objectives with an agreement to have a long term review at the end of 8 weeks. The budget for the campaigns needed to increase and a client signoff was obtained. Metrics to measure campaign performance were agreed – these were Cost per Transaction (CPT)
- 2 week objectives – This included addition of keywords, changing the structure of the campaign by creating a group of high-performing keywords and a group of very low volume tail keywords. New report formats and metrics were shared with the client and such reports were set up. An immediate increase in the volume and an increase in cost per transaction was noted. The increase in CPT had been anticipated. The CPT for a campaign tends to rise with an increase in volume – this is allowed to allow for data to be built up for optimisation.
- 4 week objectives – This included review of the campaign metrics. Keyword optimisation led to an increase in sales and a decline of cost per transaction. The client wanted to increase spend, however, it was advised to allow envigo to initiate a Landing page analysis was done, to test the various possible landing pages.
- 8-week objectives – The envigo team was introduced to the larger client team to get a better understanding of the various product lines. A process for launching campaigns integrated with offline campaigns was started. Long term metrics and targets were agreed upon with the client. The results of the envigo intervention for the first 8 weeks are in the table 1:

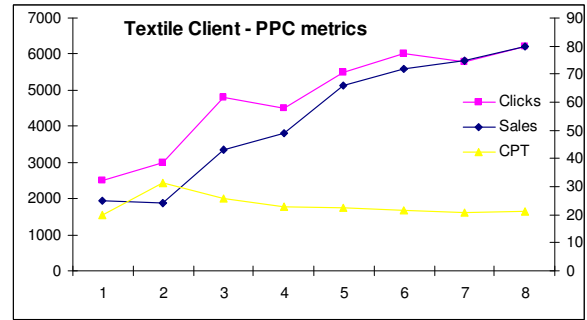


Table 1: Important PPC Metrics

### Natural Search Campaigns

- Initial review: envigo conducted a review of the websites, the hosting server and had a meeting with the web development team
- 2 week objectives: A detailed review of link popularity, keyword density, competitor strategies were studied to decide upon the search engine optimisation strategy. A list of top keywords was generated, based on pay per click data. During this period, envigo corrected the robots.txt file and added a Google supported sitemap in XLM format. [Google](#) sitemap tools were used to analyse the website (Google is not the largest search engine in India, but drives over 70% of searches worldwide, which is critical for websites with an international client base). Each of the key pages were submitted in all the search engines and key web directories with optimised keyword text.
- 4 week objectives: Changes based on keyword analysis were introduced. [SEO reports](#) were used to track changes in rank. Link building (exchanging links with website and buying links from a select number of websites) for a selected list of keywords was employed to increase relevance of the website.
- 8 week objectives: Server responses were evaluated and some changes were requested to the 301, 404 and 304 responses. This resulted in an increase in the frequency of site crawling. The increase in natural traffic is shown below.

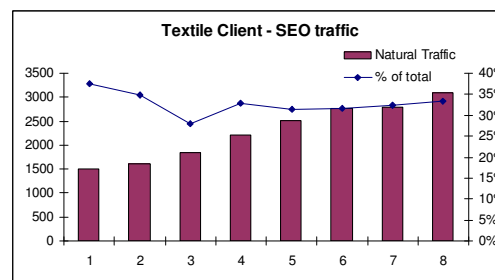


Table 2: SEO traffic