

HAT TRICK — TRAFFIC, TRANSACTIONS, REVENUE

ABOUT PRO STOCK HOCKEY

Pro Stock Hockey is a new e-commerce business, selling pro stock NHL hockey equipment throughout North America. The firm — now firmly established as an industry leader — retained Straight North to efficiently drive e-commerce revenue.

STRATEGY

- Build the domain’s authority as an online leader in hockey equipment.
- Focus SEO activities on specific product category pages to outrank their competitors.
- Increase transactions and e-commerce revenue from organic search.

KEY TACTICS

- Conducted extensive keyword research to serve as an input into a keyword strategy.
- Analyzed the website for on-site issues.
- Resolved issues — Title tags, META descriptions, usability issues, etc. — to create a solid base for off-site SEO activities.
- Wrote all new on-site content, optimized with valuable search phrases from our keyword strategy.
- Collaborated with client to create valuable content assets that could be published on leading industry publications.
- Built new product brand pages to market Pro Stock Hockey’s products to people looking for specific brand equipment.
- Identified industry resource lists and worked to get Pro Stock Hockey added as a resource to the list.

RESULTS

TRAFFIC UP BIG TRANSACTIONS UP BIG

Pro Stock Hockey’s organic traffic is up 1,368.83 percent since our campaign started.

TRANSACTIONS UP BIGGER

Pro Stock Hockey’s organic online transactions are up 1,507.14 percent since our SEO campaign started.

AMAZING FACT

REVENUE UP BIGGEST

Pro Stock Hockey’s organic online revenue is up 1,639.79 since our campaign started.

“Straight North’s SEO campaign is getting better every month. We’re busier now than ever, and there’s no slowdown in sight.”

Shawn O’Connell, Operations Manager
PRO STOCK HOCKEY



STRAIGHTNORTH
Make every click count.®