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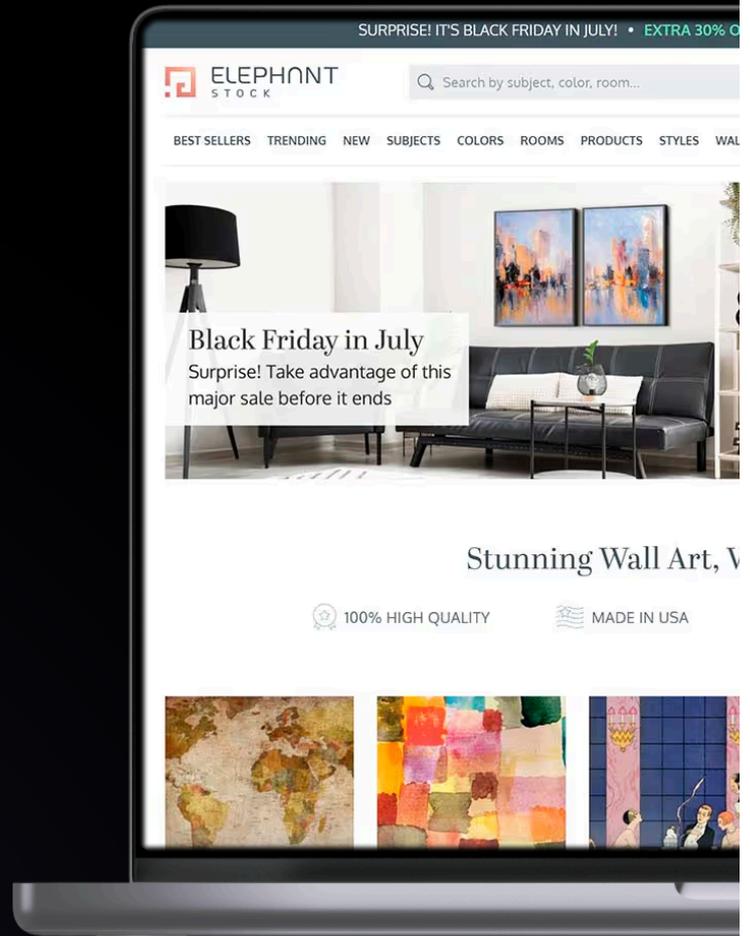
# SEO for ElephantStock

Client:  
Elephant Stock

Industries:  
E-Commerce

Services:  
SEO

Tools:  
Ahrefs



# +700% Organic Traffic for Art Store in 2 Years:

# ElephantStock Case Study

## Service:

On-Page SEO and setup of the Link Building Activity.

## Business area:

Manufacturing and Sales of Canvas Wall Art and Photo Prints.

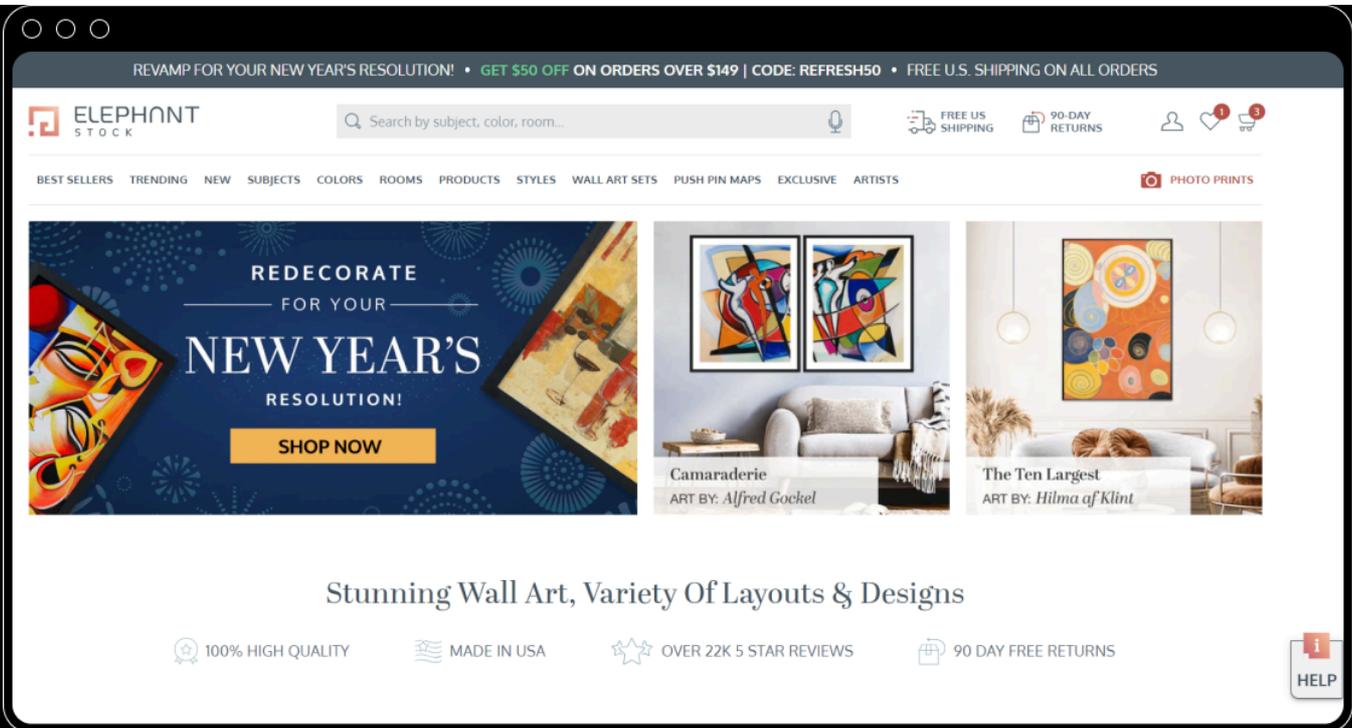
## Niche features:

- Product is designed for a wide audience;
- Visual interaction with the user;
- Fast checkout process;
- Offering both consumer and vendor capabilities on the platform (artists can sell their work).

**GEO:** USA, Canada.

**Goals:** Improve visibility in Google search results, get more visitors, and increase the number of sales.

**Input data:** The client came in October 2020. Before engaging with our services, the client had a substantial presence in the market for several years. Despite some initial on-page optimization and redesign efforts, there was a notable absence of a comprehensive link-building campaign, a deficiency that became evident in this highly competitive niche.



## What Our Agency Has Done

# 01

As the website boasted a diverse array of products and collections, our initial approach involved the identification of optimal landing pages for promotional efforts, accompanied by thorough keyword research.

Our primary emphasis was placed on enhancing the visibility of pages that were already indexed but had not yet achieved a top-10 ranking within Google's Search Engine Results Pages (SERP).

# 02

We conducted a comprehensive analysis of the backlink profiles of leading competitors and established a robust link-building strategy utilizing CRM software, specifically BuzzStream. We meticulously compiled an extensive database of potential prospects and devised a meticulously structured three-

tiered email outreach campaign. The overarching goal of these efforts was to secure valuable backlinks from prominent websites.

### BuzzStream - Outreach List

Prospects > Research Lists > Outreach List | Monitored Links | Reporting | Sequences

Websites 674 | People 667 | Search | Filter

+ Add Websites > | Research > | Outreach > | Export >

Name	Domain	Recipient	Discovered Contact...	Relationship Stage	Overall Rating	Outreach Status
101highlandlakes...	101highlandlakes.com	101 Highland La...	[Social Icons]	Unsuccessful - No Reply		OUTREACH COMPLETED
1883magazine.com	1883magazine.com	Choose Recipient	[Social Icons]	Successful Placement		Not Started
2dadswithbaggage...	2dadswithbaggage...	2 Dads wit...	[Social Icons]	Unsuccessful - No Reply		OUTREACH COMPLETED
360wichita.com	360wichita.com	360 Wichita Tea...	[Social Icons]	Successful Placement		OUTREACH COMPLETED
5280 Team	5280.com	5280 Tea...	[Social Icons]	Unsuccessful - No Reply		OUTREACH COMPLETED
5minutesformom....	5minutesformom.com	5 Minutes For M...		Replied		OUTREACH COMPLETED
91magazine.co.uk	91magazine.co.uk	Caroline <caroli...	[Social Icons]	Unsuccessful - No Reply		OUTREACH COMPLETED
abeautifulmess.com	abeautifulmess.com	A Beautiful Mes...	[Social Icons]	Unsuccessful - No Reply		OUTREACH COMPLETED
abeautifulspace.c...	abeautifulspace.co.uk	Choose R...	[Social Icons]	Successful Placement		Not Started
activeblog.org	activeblog.org	Active Blo...	[Social Icons]	Successful Placement		OUTREACH COMPLETED
admissionsight.com	admissionsight.com	AdmissionSight ...		Unsuccessful - No Reply		OUTREACH COMPLETED

### Email Sequences Samples (BuzzStream)

**Guest Post Offer 2022** | 1 PROJECT | Last used: 8/12/2022

**Sequence 1:**  
: Collaboration between ElephantStock and [Website Domain]  
Hi [First Name], I'm [User First Name] from ElephantStock.com (Named by Newsweek magazine as one of America's Best Online Print on Demand web...)  
424 Sent | 60% | 16%

**Sequence 2:**  
Re: Quick Follow Up | Collaboration between ElephantStock and [Website Domain]  
Hey [First Name], Trust you are doing great. You may have missed my first email with our offer. After visiting [Website Domain] this week, I wanted to reach out and ask you to consider a paid blog post publication of our most recent article abo...  
277 Sent | 54% | 6%

**Free Product Offer 2022 / 2nd Template** | UNSAVED CHANGES 5/16/2022 | 1 PROJECT | Last used: 5/26/2022

**Sequence 3:**  
Collaboration between ElephantStock and [Website Domain]  
Hi [First Name], I'm [User First Name] from ElephantStock.com (Named by Newsweek magazine as one of America's Best Online Print on Demand web...)  
390 Sent | 69% | 4%

**Sequence 4:**  
Collaboration between ElephantStock and [Website Domain]  
Hey [First Name], Trust you are doing great. You may have missed my first email with our offer. I recently came across [Website Domain] as I was looking for [Site Page Seo Focus Keyword] tips and Ideas and was really impressed by how incredibly...  
354 Sent | 66% | 5%

**Free Product Offer 2022** | UNSAVED CHANGES 5/11/2022 | 1 PROJECT | Last used: 5/10/2022

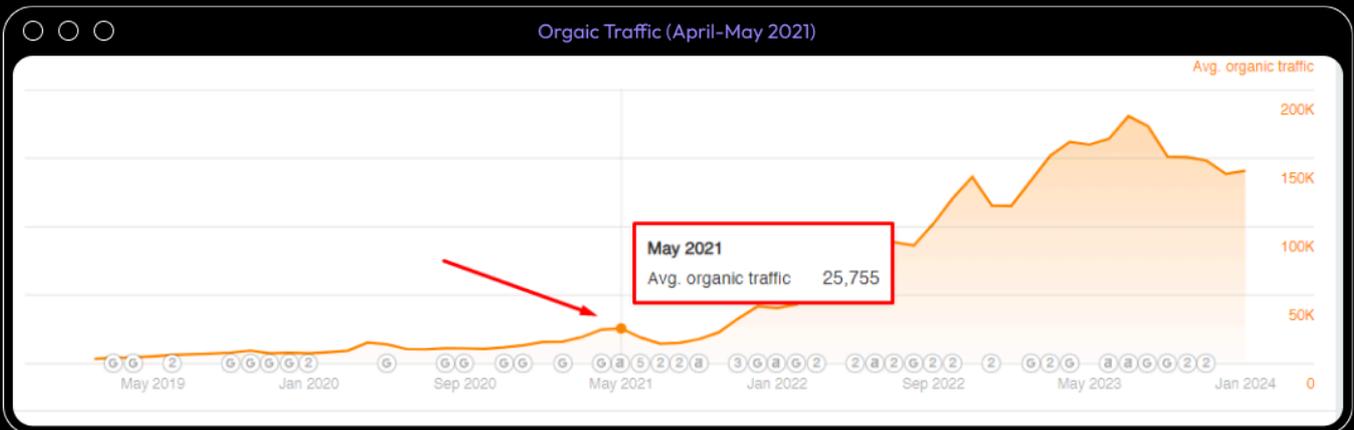
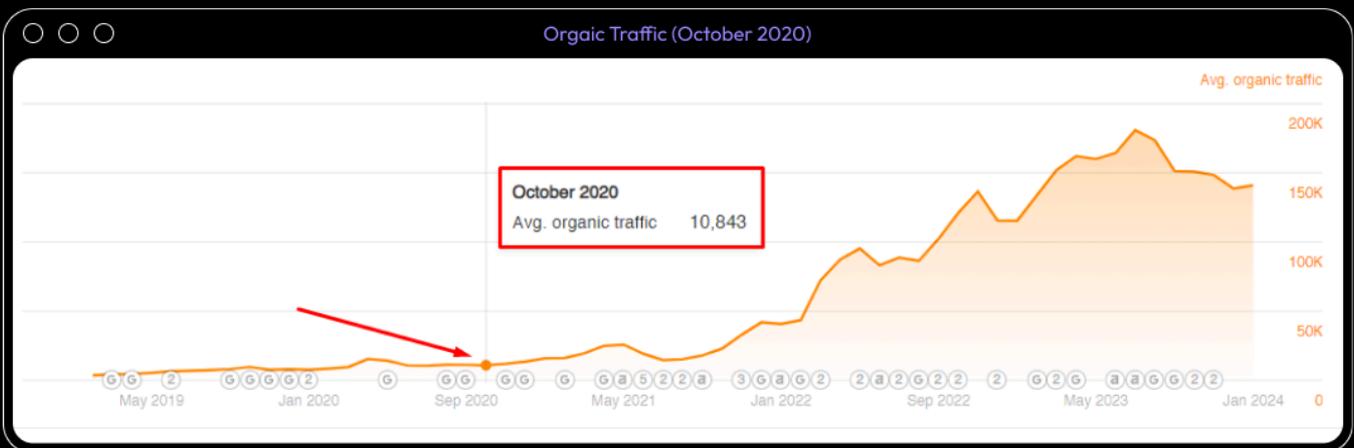
**Sequence 5:**  
Collaboration between ElephantStock and [Website Domain]  
Hi [First Name], I'm [User First Name] from ElephantStock.com (Named by Newsweek magazine as one of America's Best Online Print on Demand web...)  
82 Sent | 63% | 13%

**Sequence 6:**  
Collaboration between ElephantStock and [Website Domain]  
Hey [First Name], Trust you are doing great. You may have missed my first email with our offer. I recently came across [Website Domain] as I was looking for [Site Page Seo Focus Keyword] tips and Ideas were really impressed by how incredibly in...  
68 Sent | 62% | 6%

# 03

After executing a series of successful link-building campaigns, we observed a substantial improvement in the rankings of the targeted pages, as well as the overall website performance.

Initially, there was a notable 40% surge in website traffic. However, by the spring of 2021, our cumulative efforts had led to a doubling of website traffic.



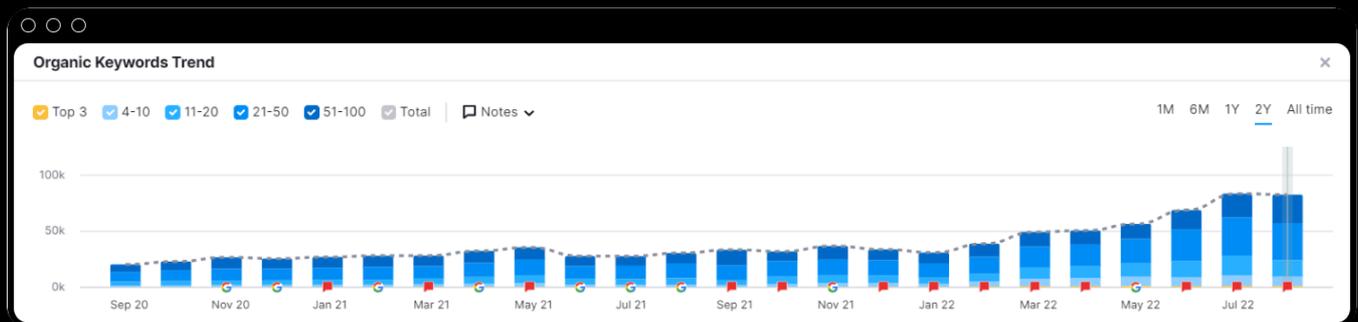
# 04

Following these accomplishments, our subsequent actions involved identifying new pages for promotion, conducting a comprehensive audit to rectify internal errors, including the resolution of broken pages (404 errors), and establishing a new prospecting list to facilitate the resumption of our massive link-building activity.

All link-building activities were integrated with new design enhancements, product additions, and blog article creation.

## Performance results:

- **Domain Rating Enhancement:** Significantly elevated the Domain Rating from 33 to an impressive 59.
- **Substantial Traffic Growth:** Achieved a remarkable increase in average organic monthly traffic, surging from 10,000 to over 100,000 visitors, as substantiated by SemRush and Ahrefs data.
- **Premium Google Rankings:** Strategically secured top-ranking positions for key keywords, ensuring prime visibility on the first page of Google’s Search Engine Results Pages (SERP).
- **Revenue Surge:** Implemented improvements that resulted in a notable increase in revenue generation.
- **Enhanced Site Visibility:** Enhanced the overall visibility and prominence of the website in the target market.
- **Extensive Backlink Portfolio:** Accumulated a substantial portfolio of new backlinks, complemented by the development of a BuzzStream database comprising 60,000 unique prospects. This resource is poised to fuel further growth and advancement for the project.



## Top Keyword Rank Improvement

Keyword	SERP	Pos. Jan 6	Pos. Jun 1	Diff
wall art		58	3	↑55
canvas wall decor		17	4	↑13
custom canvas photo prints		8	4	↑4
wall art deals		6	4	↑2

canvas wall art		20	6	↑14
wall canvas		23	6	↑17
custom photo prints		21	7	↑14
custom photo printing		25	7	↑18
personalized photo print		27	8	↑19
canvas art		45	9	↑36
wall art decor		69	9	↑60
best wall art		15	11	↑4
picture to print		37	12	↑25
canvas art prints		21	13	↑8
photo print		17	15	↑2
canvas photos		32	17	↑15
canvas photo prints		25	17	↑8

## Average Position Improvement

elephantstock.com

66.25 +23.29



At Leadige, we specialize in crafting and executing SEO strategies that drive organic growth, improve search rankings, and increase conversions. Whether you're looking to enhance your online visibility, optimize your website, or scale your organic traffic, our team is here to help.

Let's take your SEO performance to the next level. Visit our [contact page](#) to discuss how we can support your business growth.

# What to read next?



Organic Traffic Growth  
**+350%**

Keywords in TOP-3  
**X5**

Work period  
**4 Years**



Let's Talk



July 15, 2024

## How We Increased Organic Traffic By 350% In 3 Years: Black Buffalo Case Study

With a solid product but underutilized online potential, Black Buffalo aimed to leverage SEO to increase their market footprint, targeting consumers looking for healthier nicotine alternatives.

Read



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## S E R V I C E S



### SEO

- Search Engine Optimization
- National SEO Services
- International SEO Services
- Local SEO



### Paid Ads

- Paid Ads Services
- Google Ads Services
- Bing Ads Services
- Meta Ads Services
- TikTok Ads Services



### B2B Marketing

- B2B Marketing
- B2B Lead Generation
- Outbound Email Marketing
- LinkedIn Outreach
- Prospect List
- LinkedIn Advertisement



### Design

- Design Services
- UX/UI Design
- Brand Identity
- Web Design
- Web3 Projects Design
- Mobile App Design

## I N D U S T R I E S

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Video Effects Marketplaces

Web3 and Blockchain

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