



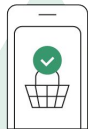
SEO AUDIT AS A GROWTH STRATEGY FOR THE ECOMMERCE

STORE|S.



PATRIZIA PEPE

GOALS



Supporting a brand in the post-replatforming and migration phase (starting from a negative performance)



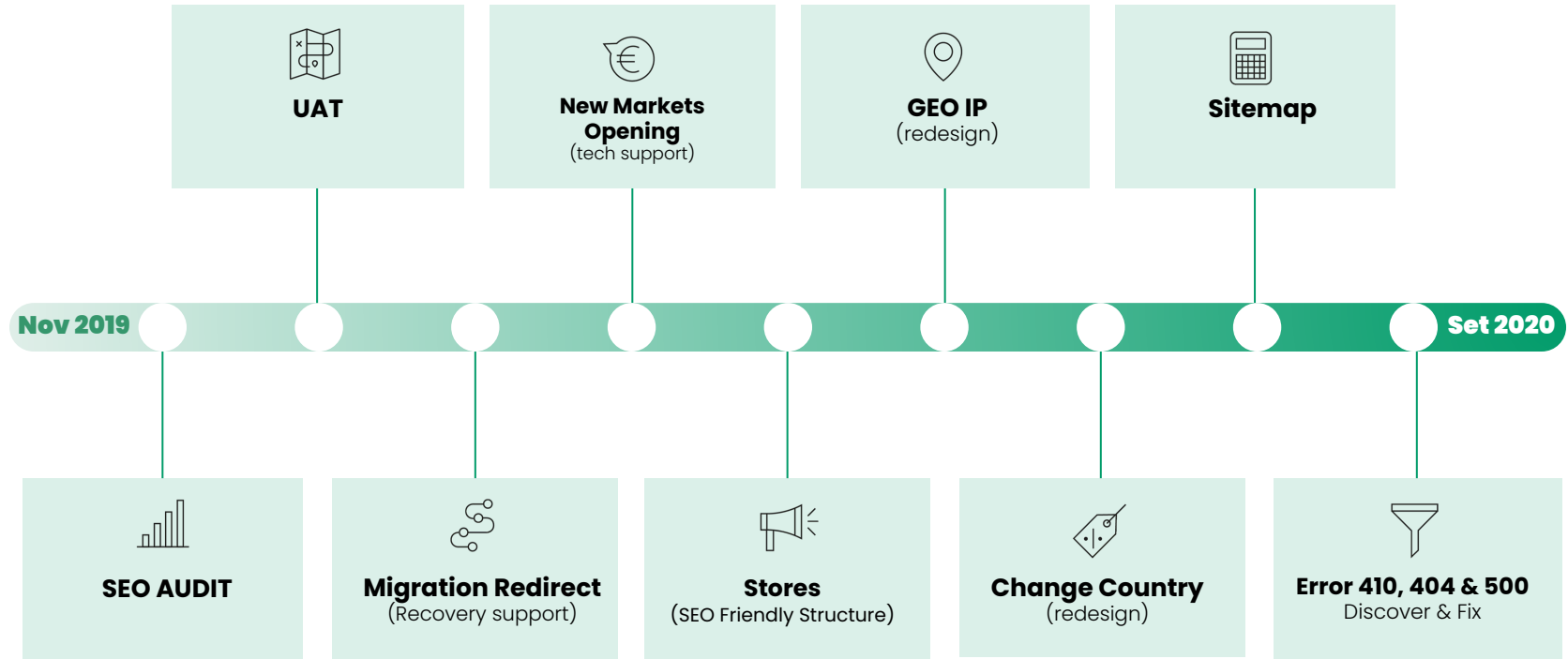
Analyzing the assets and identifying the obstacles that prevent a correct property enhancement



Defining an action strategy to solve the issues and promote long-term growth



OUR APPROACH



KEY WINS

GOALS

- 1 Migration recovery and SEO issues resolution



- 2 Correct development of foreign language versions and result maximization in the main countries



- 3 Start of an operative synergy on the project between different teams



RESULTS

10 months after migration and replatforming (August 2020)

+1.3% Sessions

+75.6% Revenues

With a further development of the SEO strategy applied to the multi-language and multi-country context (2021 ON 2020)

+96% Revenues

AGILE WORK-FLOW

Establishment of an agile and efficient work-flow, which, after solving the issues identified, supports the project maintenance and evolution

**WANT TO LEARN
MORE?
LET'S TALK :)**

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