



SEO CASE STUDY FRESH LENS



Executive Summary

Fresh Lens, a prominent contact lens brand in the US and Canada, contracted Out Origin to revamp their SEO strategy and website experience to boost visibility, direct sales, and move away from the limitations of non-prescription contact lens sales. Our aim was to craft a digital space that informed, engaged, and converted their audience more effectively.



Strategic Improvements and Execution

Content Strategy & User Experience

A comprehensive content and user experience strategy was implemented with focus on the following areas:

Keyword Mapping & Content Silos

Created for both contact lenses and eye drops, refining the content strategy to target relevant searches.

Enhanced Collection Pages

Recommended new collections and essential pages for reviews, affiliates, subscriptions, and discounts to improve user engagement and diversification of content.

Link Building Campaigns

Launched tiered link-building initiatives to strengthen the domain's authority and enhance its backlink profile.



Off-Page SEO Strategy & Execution

In tandem with on-site enhancements, our off-page SEO strategy was robust, aiming to strengthen the brand's domain authority and improve its reputation across the internet.

Tier 1 Link Building

We initiated a comprehensive link-building campaign, securing high-quality tier 1 backlinks from authoritative domains. This effort was directed at boosting the brand's visibility and SERP positioning.

Tier 2 Link Amplification

To power our tier 1 backlinks, we implemented a tier 2 link-building strategy. By strengthening the backlinks to our backlinks, we enhanced the overall link equity flowing back to our site, solidifying our link profile.

Review Improvement Initiative

Understanding the impact of social proof on SEO and user trust, we worked in concert with other teams to generate new, authentic reviews across various platforms. Simultaneously, we addressed previous poor reviews, aiming to resolve customer issues and improve overall sentiment towards the brand.



Technical and On-Page Optimizations

In tandem with on-site enhancements, our off-page SEO strategy was robust, aiming to strengthen the brand's domain authority and improve its reputation across the internet.

404 Error Resolution

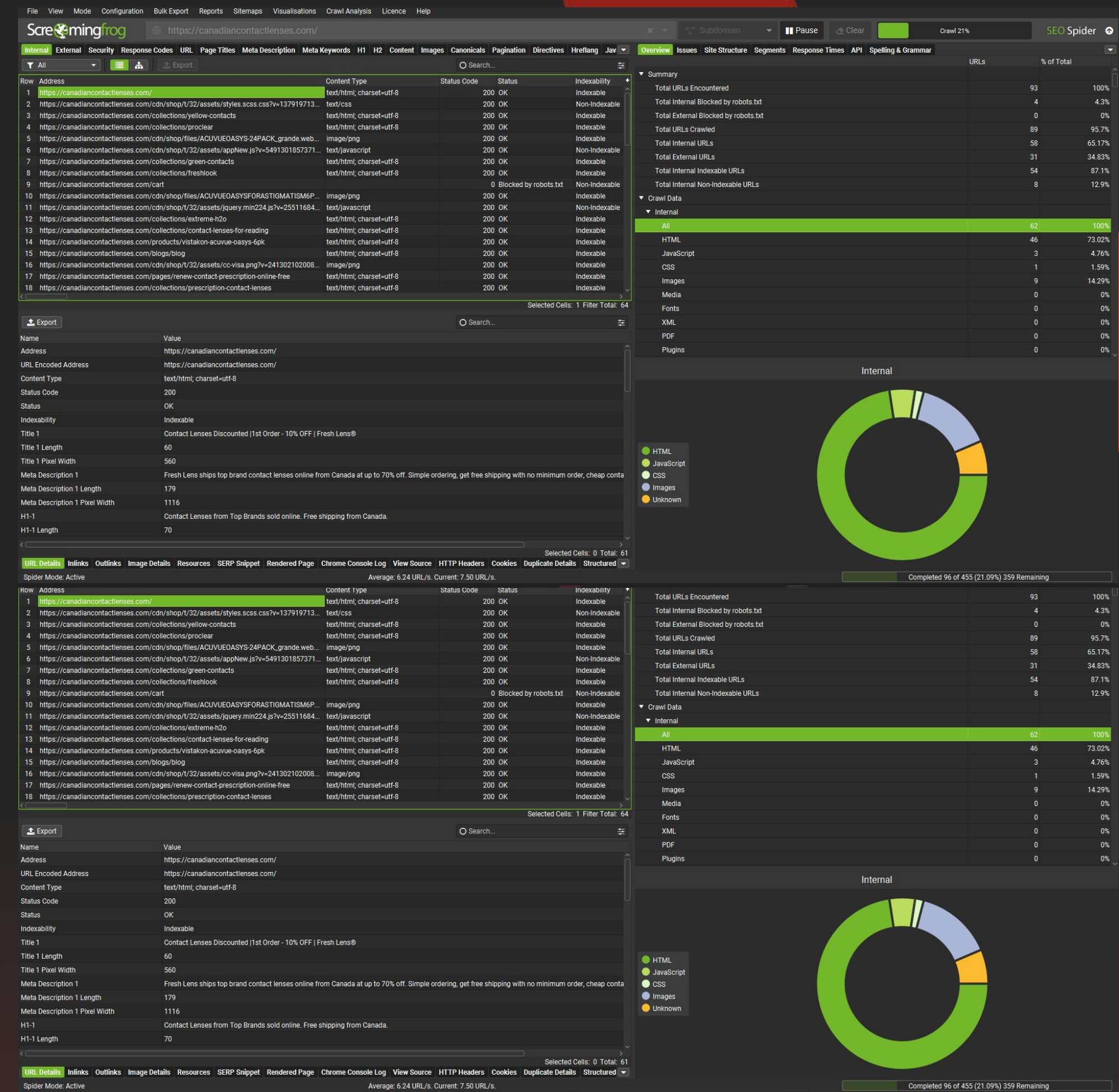
Addressed and fixed 112 of 404 errors, improving site credibility and user experience.

Redirect Optimization

Streamlined over 100 redirects to ensure seamless user navigation and efficient link equity distribution.

Navigation Bar Enhancement

Overhauled the navigation bar for consistency across mobile and desktop, resulting in 27% decrease in user drop-off.



Sitemap Update

Revised the sitemap to better reflect the updated site structure, which facilitated more efficient crawling by search engines.

Heading Structure Optimization

Reconfigured heading tags across money pages to align with SEO best practices and content hierarchy.

Content and Review Relevance

Purged irrelevant reviews and content, particularly from the homepage, to bolster page relevancy and trustworthiness.

Page Rationalization

Eliminated about 15 obsolete pages that were diluting the site's focus and authority.

Brand Association Updates

Removed references to non-associated brands, streamlining the brand message and product offerings.

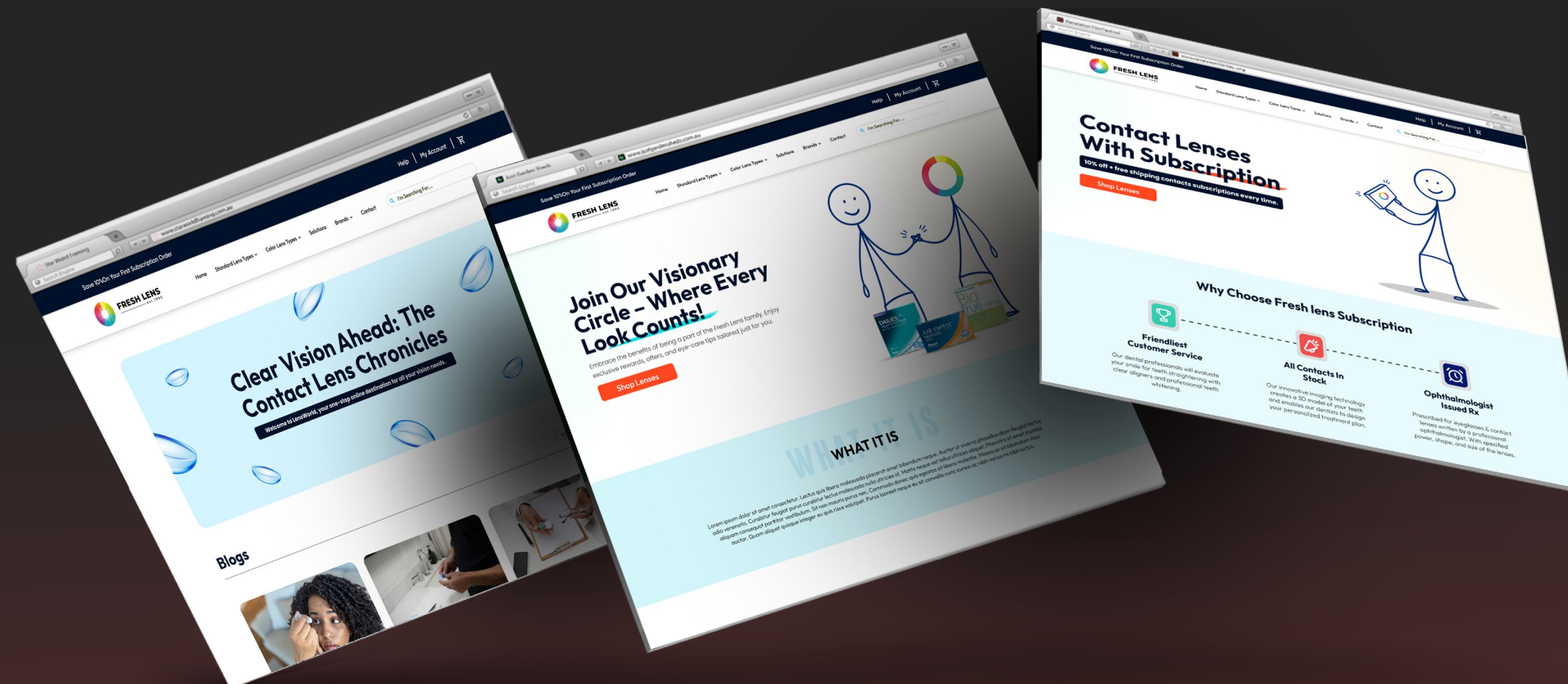
Canonical Tag Correction

Corrected self-referential canonicals, resolving duplicate content issues over 40 pages.

Filter Functionality Improvement

Refined product filters, adding relevant manufacturer options and removing irrelevant filters, enhancing the user shopping experience.

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Technical and On-Page Optimizations

Merchant Center Optimization

Adjusted product details and implemented proper schema markup for rich search results.

Conversion Analysis

Improved tracking and analysis of conversion events to better understand and enhance the customer purchase journey.

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Results Overview

Traffic and Engagement

Traffic Analysis

Sessions by traffic source showed an increase of 20% increase in search traffic.

Enhanced Interactions

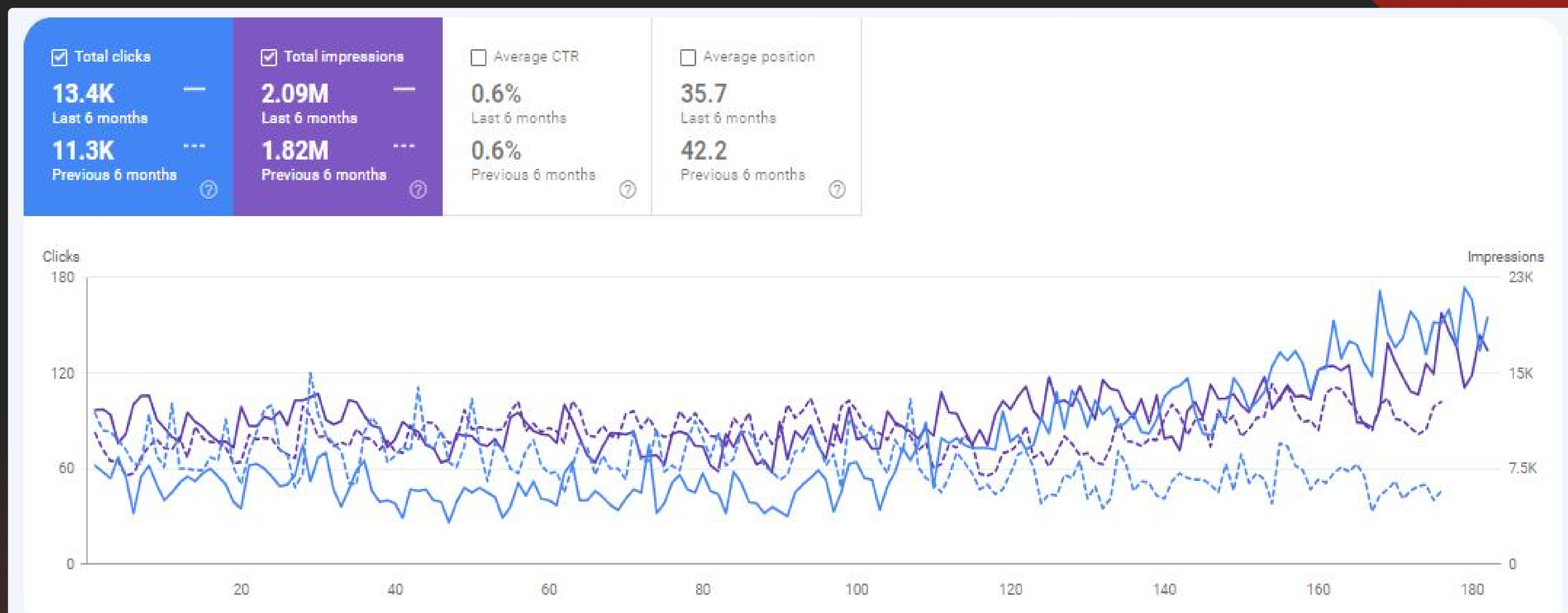
User interactions, including add-to-cart and checkouts, improved significantly, with a 11% increase in checkouts completed.

Landing page +		↓ Sessions	Users	New users	Add to carts	Checkouts	Conversions All events ▾	1-day repeat purchasers	2-7-day repeat purchasers	Total revenue
SHOW ALL ROWS		18,753 vs. 16,689 ↑ 12.37%	15,577 vs. 13,026 ↑ 19.58%	15,039 vs. 12,741 ↑ 18.04%	19,603 vs. 16,132 ↑ 21.52%	1,404 vs. 1,512 ↓ -7.14%	203,492.00 vs. 163,169.00 ↑ 24.71%	39 vs. 31 ↑ 25.81%	57 vs. 57	\$111,591.00 vs. \$113,520.00 ↓ -1.7%
1	/									
	Mar 1 - Mar 29, 2024	3,815	3,255	2,909	6,830	493	54,076.00	4	6	\$39,059.00
	Feb 1 - Feb 29, 2024	6,014	5,288	4,953	5,848	466	50,878.00	6	1	\$38,595.00
	% change	-36.56%	-38.45%	-41.27%	16.79%	5.79%	6.29%	-33.33%	500%	1.2%
2	/collections/top-sellers									
	Mar 1 - Mar 29, 2024	3,754	3,715	3,613	3,734	364	44,790.00	0	0	\$30,314.00

SEO Performance & Click-Through Rates

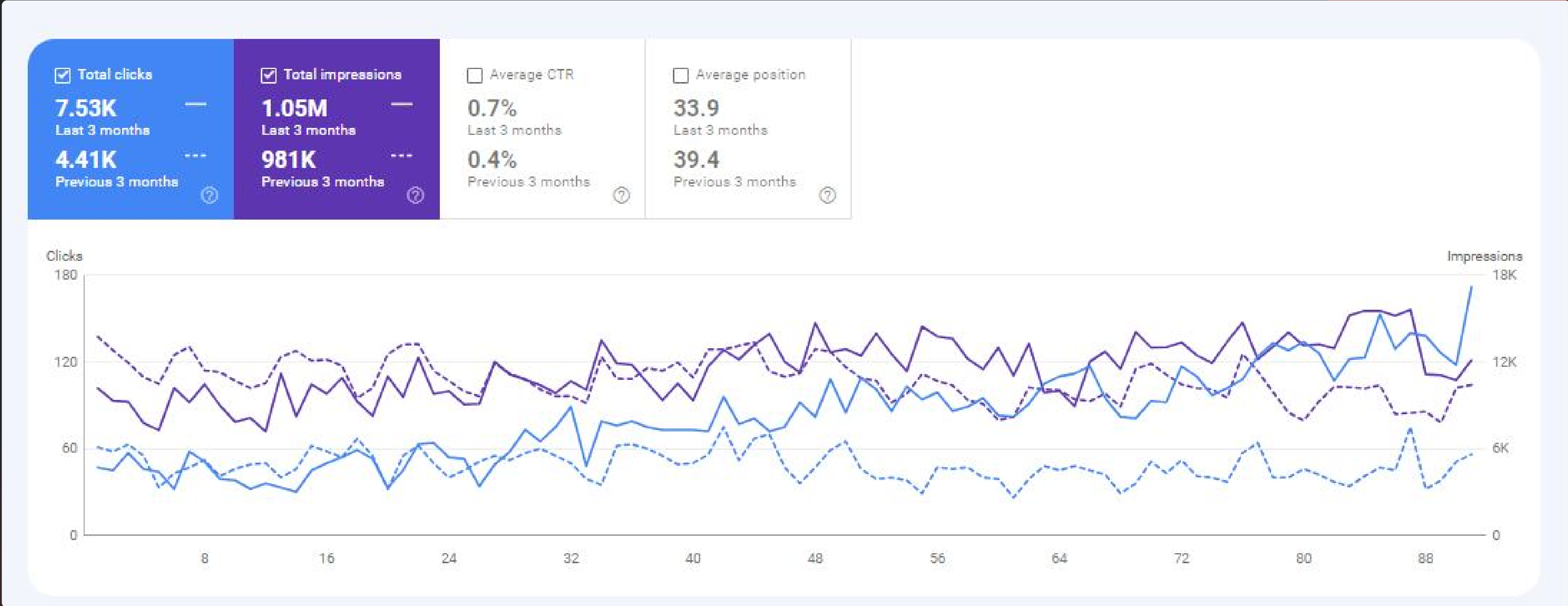
Visibility and Reach

Improved total clicks from 40 to 130 clicks and with an increase in impressions.



Search Engine Positioning

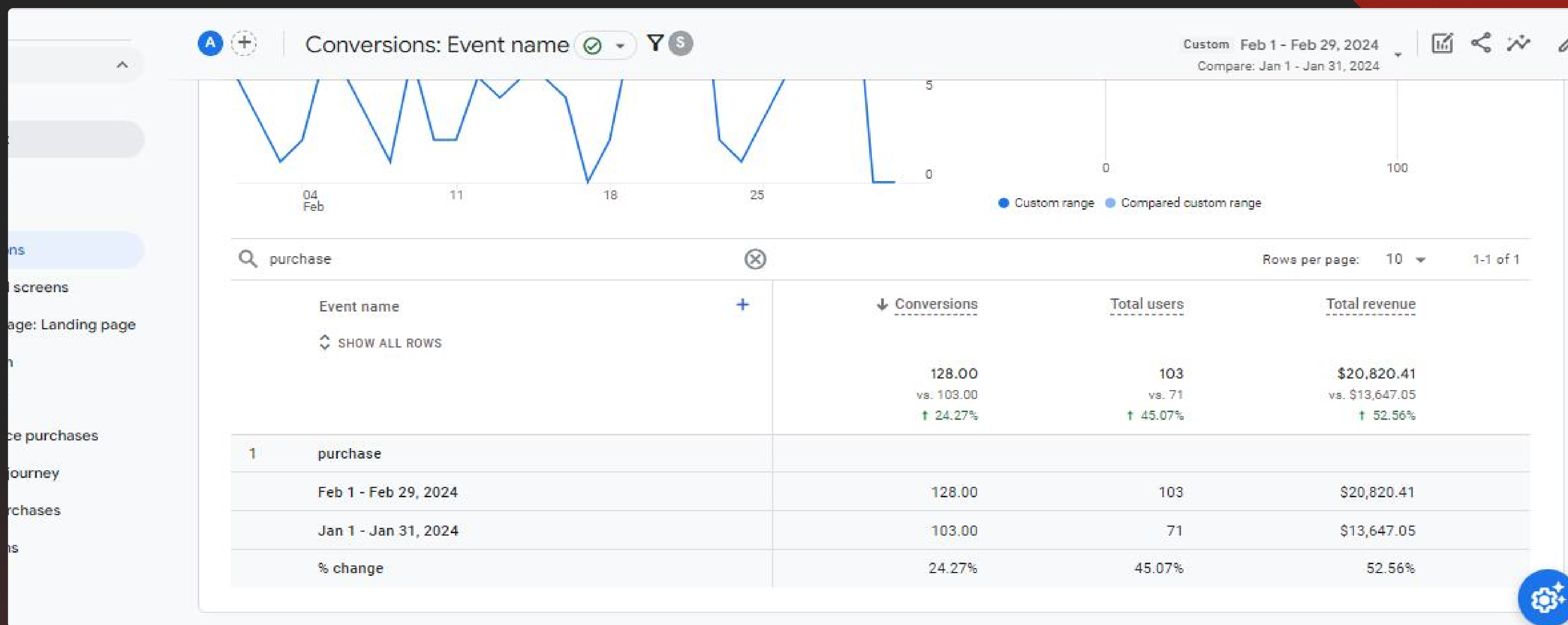
Enhanced average position in SERPs from top 30 to top 10, showcasing the effectiveness of on-page optimizations.



Conversion & Revenue Growth

► Purchase Behavior

Notable increase in the number of transactions and higher average order value, indicating a more effective conversion path.



► Sales Uptick

Recorded a 24% rise in total revenue, in sync with the site optimization and CRO efforts.

Campaign	OAS	📊 Purchases	📊 CV	📊 CPA	📊 AOV	📊 NC CPA	📊 Sessions
google		190	US\$26,481.60	-	US\$139.38	-	4,737
coupons.usatoday.com		21	US\$3,819.76	-	US\$181.89	-	35
dealspotr.com		22	US\$3,425.09	-	US\$155.69	-	29
android-app		26	US\$2,590.11	-	US\$99.62	-	82
app.govisibly.com		16	US\$2,375.06	-	US\$148.44	-	73
secure.livechatinc.com		21	US\$2,219.72	-	US\$105.70	-	44
duckduckgo.com		10	US\$1,744.24	-	US\$174.42	-	122
www.shareasale-analytics.com		13	US\$1,693.43	-	US\$130.26	-	4
verify.addressvalidator.com		9	US\$1,601.46	-	US\$177.94	-	14
(101 Campaigns)	0	415	US\$57,403.02	US\$0.00	US\$138.32	US\$0.00	5,742

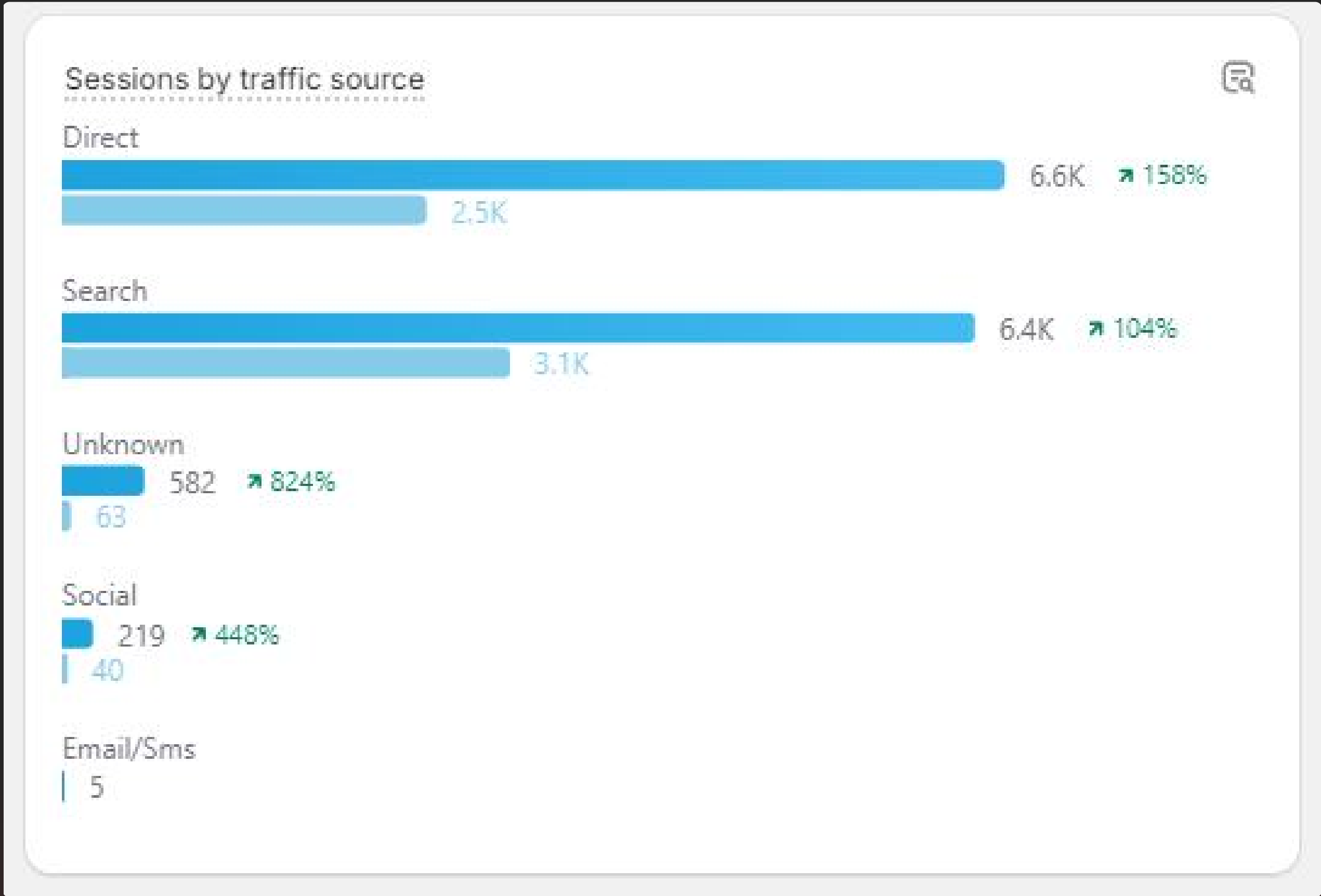
User Behavior & Site Performance

A comparison of user behavior metrics before and after the strategic implementation highlighted a favorable shift in user interactions, including additions to cart and checkout completions, underscoring the success of the user experience optimizations.

Landing page +	↓ Sessions	Users	New users	Add to carts	Checkouts	Conversions All events ▾	1-day repeat purchasers	2-7-day repeat purchasers	Total revenue
SHOW ALL ROWS	6,721 vs. 4,303 ↑ 56.19%	5,728 vs. 3,504 ↑ 63.47%	5,576 vs. 3,356 ↑ 66.15%	4,763 vs. 2,536 ↑ 87.82%	271 vs. 213 ↑ 27.23%	68,353.00 vs. 42,693.00 ↑ 60.1%	3 vs. 4 ↓ -25%	6 vs. 5 ↑ 20%	\$16,852.60 vs. \$20,232.90 ↓ -16.71%
1 /									
Mar 1 - Mar 29, 2024	995	825	710	1,863	158	16,133.00	1	0	\$10,138.70
Feb 1 - Feb 29, 2024	1,046	855	754	2,007	155	15,910.00	0	0	\$16,173.60
% change	-4.88%	-3.51%	-5.84%	-7.17%	1.94%	1.4%	0%	0%	-37.31%
2 /collections/top-sellers									
Mar 1 - Mar 29, 2024	977	963	952	304	25	9,492.00	0	0	\$818.50
Feb 1 - Feb 29, 2024	91	88	82	20	2	656.00	0	0	\$101.90
% change	973.63%	994.32%	1,060.98%	1,420%	1,150%	1,346.95%	0%	0%	702.61%

Search... Rows per page: 10 Go to: 1 < 1-10 of 1421 >

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Feb 1 - Feb 29, 2024	1,949	1,805	1,697	4,117	483	33,851.00	0	2	\$37,740.00
% change	92.61%	105.82%	112.91%	-9.3%	-24.64%	32.32%	0%	-100%	-19.6%



Ongoing Efforts & Next Steps

Website Speed Optimization

Aiming to reduce load times further, enhancing the user experience, particularly on mobile devices.

UX Redesign

The ongoing redesign of the website interface will prioritize intuitiveness and aesthetic appeal to foster deeper user engagement.

Get Started



Conclusion

The strategic SEO overhaul and meticulous attention to user experience have led to quantifiable improvements in the brand's online performance. This case study demonstrates the effectiveness of a multifaceted approach to digital optimization, highlighting the brand's commitment to ongoing improvement and excellence in the digital realm.

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