

FOAM PARTY SUPPLIES

Case Study



Client website

www.foampartysupplies.com

Campaign

On Page SEO
Off Page SEO (X2)
Enhanced Back Linking
Content Creation

Type



Contact Us

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Client

National E-Commerce



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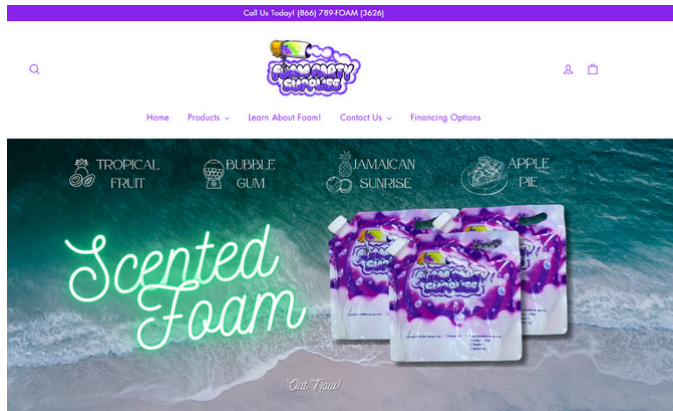
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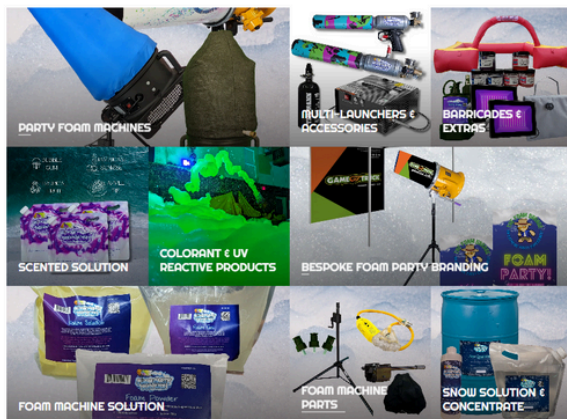
Foam Party Supplies

Unleash the ultimate foam-tastic experience with Foam Party Supplies - Your one-stop-shop for everything you need to make a splash at your next party or event! From state-of-the-art foam machines and cannons to high-quality foam concentrate and accessories, we've got you covered. Let the fun begin!



WELCOME TO FOAM PARTY SUPPLIES

Unleash the ultimate foam-tastic experience with Foam Party Supplies - Your one-stop-shop for everything you need to make a splash at your next party or event! From state-of-the-art foam machines and cannons to high-quality foam concentrate and accessories, we've got you covered. Let the fun begin!



The Problem

In analyzing the Foam Party Supplies e-commerce website for a, numerous issues were detected that could be detrimental to the business's success. Firstly, the website was not optimized for search engines, making it difficult for potential customers to find the website through organic searches. This lack of optimization was due to poor keyword research, inadequate metadata, and a low-quality backlink profile. As a result, the website was not able to attract enough traffic, limiting their visibility to potential customers.

Another issue with the website was its clunky and unresponsive user interface. The site was slow to load, had a confusing layout, and had poorly written content that failed to resonate with customers. This led to low engagement rates and increased bounce rates as customers found it difficult to navigate the website.

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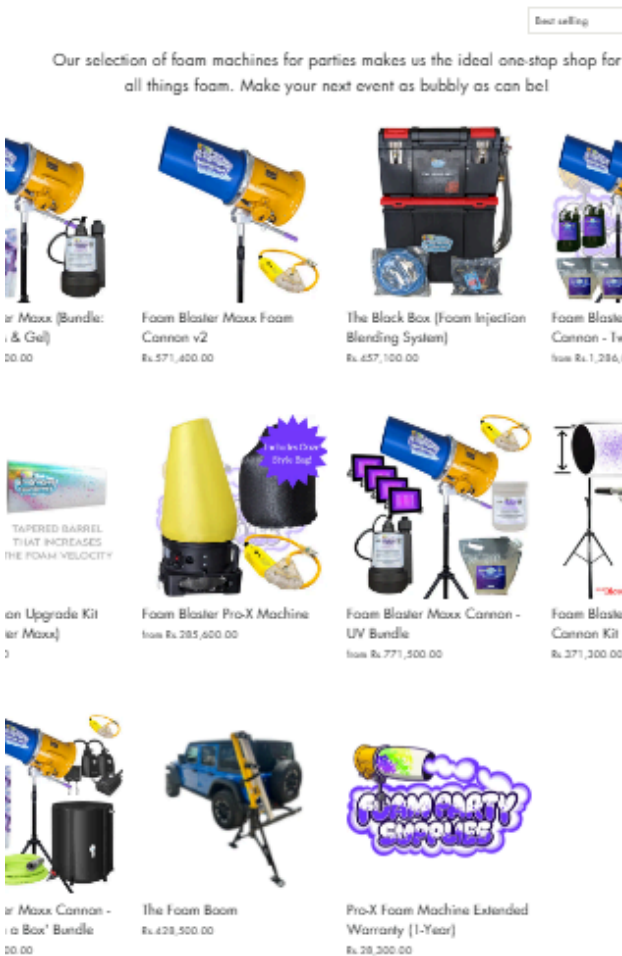
Unleash the ultimate foam-tastic experience with Foam Party Supplies - Your one-stop-shop for everything you need to make a splash at your next party or event! From state-of-the-art foam machines and cannons to high-quality foam concentrate and accessories, we've got you covered. Let the fun begin!



The Solution

We implemented a holistic approach to improve Foam Party Supplies search engine rankings, resulting in over 400% increase in sales. One of the first steps was building high-quality backlinks, which were crucial in boosting the website's domain authority. We worked to secure backlinks from reputable and authoritative sources in the industry. Additionally, monthly content was added to the website, keeping it fresh and engaging for visitors and search engines alike. This content included blog articles, product updates, and industry news, which helped target and capture new traffic from search engines.

Furthermore, we identified and fixed all on-page SEO issues, including optimizing metadata, improving internal linking structure, and enhancing website speed and mobile responsiveness. These optimizations played a critical role in boosting the website's search engine visibility and ranking, making it easier for potential customers to find the website.



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Performance Analysis

Massive Traffic Growth:



Website traffic increased by **437%** year-over-year, with **6,147** website visitors in **July 2023** alone.

Increased Lead Volume:



Over **55,809** event conversions were recorded in **July 2023**, highlighting the campaign's success in driving high-intent interactions.

Search Engine Domination:



Google accounted for the majority of traffic, delivering over **4,000** sessions, underscoring the effectiveness of **SEO** efforts in organic search visibility.

Content Optimization Success:



Regular monthly content additions, including blogs and product updates, directly targeted user queries, helping capture **1,637** organic leads.

Mobile Optimization Results:



The site's mobile responsiveness improvements contributed to reduced bounce rates and increased conversions.

Keyword Explosion:



The number of keywords the site ranked for grew from **113 to 408**, achieving a **261%** increase in ranked keywords.

Call Volume:



The website generated **43** tracked calls, including **26** first-time calls and **3** manual call leads, emphasizing direct engagement with potential customers.

Improved Engagement Metrics:



The site achieved an average session duration of **1** minute and **4** seconds, reflecting better user engagement and content relevance.

High-quality Backlink Strategy:



Enhanced backlinking efforts boosted domain authority, making the site more competitive and visible in search results.

Revenue Impact:



The **SEO** strategy led to a **400%** increase in sales, showcasing how visibility directly translated into significant business growth.

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Performance Analysis

Before

113 Total
Keywords
Ranked For

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL	Updated
foam party	4	4.8K	2	0.36	25	0	14	https://foampartysupplies.com/	31 Dec 2022
foam machine	3	2.7K	3	0.34	18	0	13	https://foampartysupplies.com/collections/foam-machines	31 Dec 2022
foam party supplies	7	70	4	0.27	15	0	1	https://foampartysupplies.com/	29 Dec 2022
foam solution	6	150	0	1.15	6	0	8	https://foampartysupplies.com/collections/foam-solution	12 Dec 2022
foam machine solution	4	100	0	0.28	5	0	7	https://foampartysupplies.com/collections/foam-solution	1 Jan 2023
foam party machine	5	450	3	0.31	4	0	13	https://foampartysupplies.com/collections/foam-machines	29 Dec 2022
party foam	4	70	4	0.36	3	0	7	https://foampartysupplies.com/	15 Dec 2022
foam party kit	6	20	4	0.26	3	0	2	https://foampartysupplies.com/	20 Dec 2022
foam solution for foam machine	4	80	0	0.27	3	0	8	https://foampartysupplies.com/collections/foam-solution	29 Dec 2022
foam party stds	4	90	0	N/A	2	0	12	https://foampartysupplies.com/	14 Dec 2022
foam machines	5	250	11	0.34	2	0	16	https://foampartysupplies.com/collections/foam-machines	31 Dec 2022
foam maker machine	6	250	3	0.34	2	0	16	https://foampartysupplies.com/collections/foam-machines	22 Dec 2022
foam machine for party	4	150	2	0.31	2	0	14	https://foampartysupplies.com/collections/foam-machines	25 Dec 2022
foam party solution	6	50	0	0.31	1	0	10	https://foampartysupplies.com/collections/foam-solution	7 Dec 2022
foam party cannon	6	350	4	0.28	1	0	19	https://foampartysupplies.com/products/foam-blaster-pro-hd-bundle	14 Dec 2022
foam machine price	3	50	2	0.23	1	0	12	https://foampartysupplies.com/collections/foam-machines	13 Dec 2022
foam party foam	4	20	6	0.25	1	0	10	https://foampartysupplies.com/	22 Dec 2022
party foam solution	7	40	0	0.52	1	0	12	https://foampartysupplies.com/collections/foam-solution	31 Dec 2022

**After
Design Me**

408 Total
Keywords
Ranked For

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL	Updated
foam machine party	5	800	12	0.31	61	0	5	https://foampartysupplies.com/	1
foam party machine	4	1.1K	12	0.31	56	0	5	https://foampartysupplies.com/	3
foam party	3	7.5K	7	0.36	48	0	13	https://foampartysupplies.com/	3
foam party cannon	6	350	12	0.28	48	0	2	https://foampartysupplies.com/	8
foam cannon party	5	400	12	0.28	29	0	5	https://foampartysupplies.com/	8
party foam cannon	5	300	12	0.28	24	0	5	https://foampartysupplies.com/	1
foam machines	5	250	9	0.34	19	0	5	https://foampartysupplies.com/	2
foam machine for sale	4	450	8	0.34	18	0	8	https://foampartysupplies.com/	1
foam machines for sale	6	350	10	0.34	17	0	8	https://foampartysupplies.com/	1
foam party supplies	4	70	6	0.27	15	0	1	https://foampartysupplies.com/	1
foam solution	6	150	1	1.15	15	0	4	https://foampartysupplies.com/collections/foam-solution	1
party foam machine	5	200	10	0.31	14	0	5	https://foampartysupplies.com/	1
foam machine for party	5	150	12	0.31	11	0	6	https://foampartysupplies.com/	3
foam supplies	4	350	47	1.15	8	0	11	https://foampartysupplies.com/	1
foam party kit	5	20	6	0.26	8	0	1	https://foampartysupplies.com/	5
foam party solutions	4	20	2	0.22	8	0	1	https://foampartysupplies.com/collections/foam-solution	2
foam cannon near me	4	500	3	0.49	6	0	14	https://foampartysupplies.com/	8
foam party decorations	6	40	0	0.26	6	0	2	https://foampartysupplies.com/	1

261% INCREASE!

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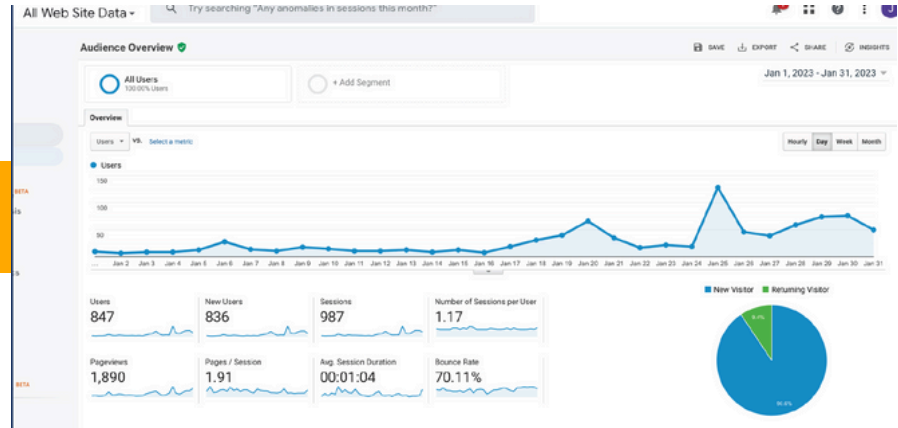
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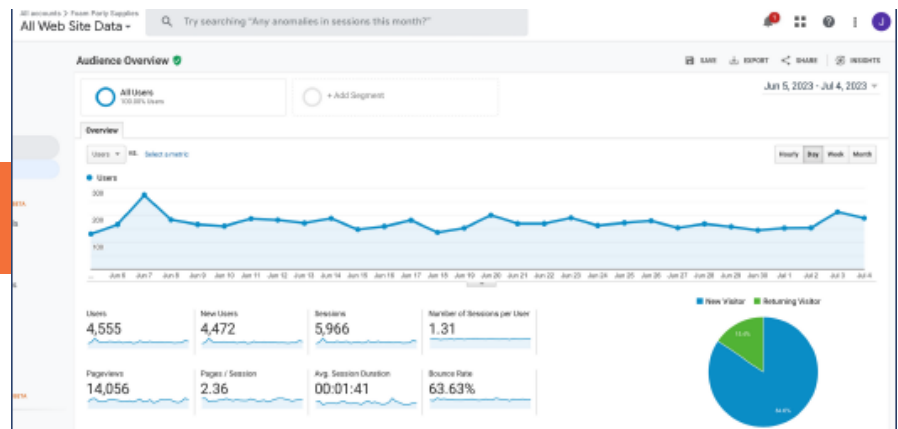
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Website Hits

January 2023

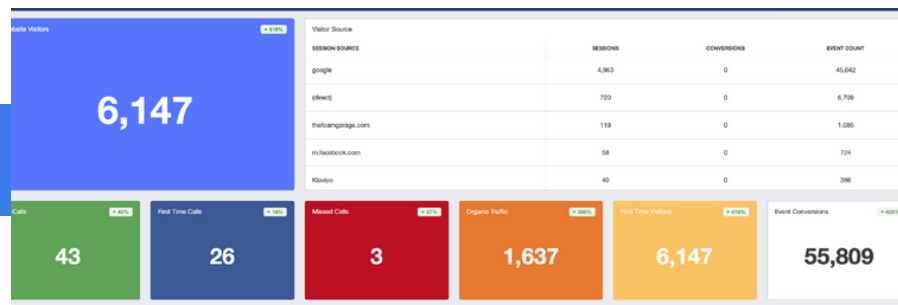


July 2023




437% INCREASE!

This is July of 2023



Look At These Results! LEADS LEADS LEADS!

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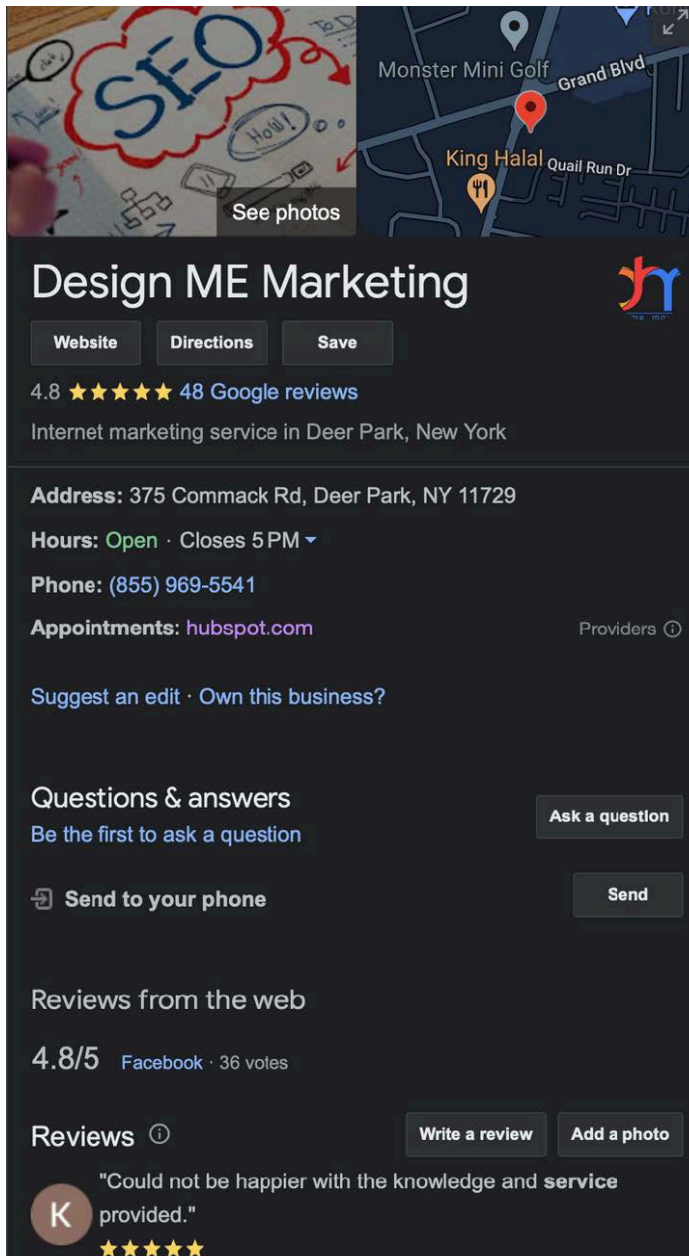
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The Benefits of Using Design ME



In business since 2011



Works with businesses small to large



3rd Google certified business in New York



Top of the line reporting



Easy to understand deliverables



The #1 company agencies use for White Label services.



Friendly/Knowledgable staff



Our clients speak for us ---->

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THANK YOU

WE LOOK FORWARD TO
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