

SEARCH ENGINE OPTIMIZATION PROJECT FOR  
CLARKS TO IMPROVE TRAFFIC, REVENUE &  
RANKING

## About The Brand

Founded in 1825, by brother Cyrus and James Clark in the street, Somerset, England. Clarks is recognised worldwide as one of the most affectionately loved brand in the footwear sector. It has over 1,000 branded stores and franchises around the world and also sells through third-party distribution.

## Key Requirements

- To Provide a site which focussed initially on brand awareness.
- Drive sales revenue up through online SEO marketing.
- Rank on First page of Google SERP through highly searched brand/generic footwear related keywords.

## The Challenge

- Ranking the website on highly competitive keywords including both Brand and Generic.
- Driving Huge Traffic to the website to get more sale than Amazon, Flipkart, Myntra and other Partner sites.
- Re-structuring the site so that it can be indexed and Crawled by the Google.
- To make the website user Friendly and provide a smooth interference.

## Approach

To raise awareness, the site was structured with a focus on making the brand information using product content and moved towards promoting products on high domain sites, introduced special offers and putting focus on Highly searched category.

Clarks is a strong brand and was well represented in the search engines when people conducted searches through the brand name. We had to focus on non-branded searches and we had an opportunity to showcase our work in terms of growth in Traffic and revenue.

## Key Requirements

- To get more traffic, we focused on high volume searched keywords and tried to understand our website structure and its content. We had close look on the behaviour and location of our audience.
- Sales were conducted and discounts were offered to hold a large audience.

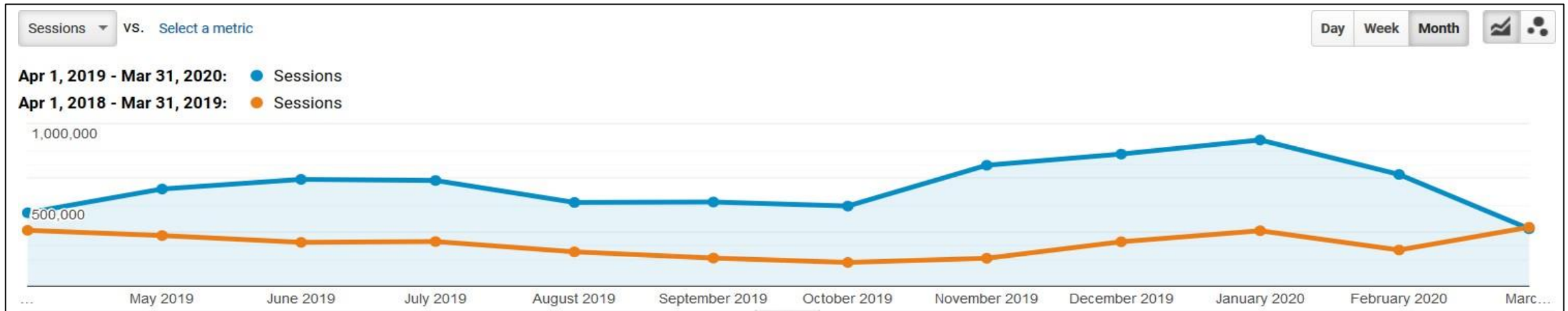
## Execution

From the previous result, the deep study guided our strategic and tactical plan for the project and included:

- Technical audit focused on Google quality algorithm and guidelines
- Keyword research and selection of the most relevant terms for the brand and related to sales
- Product and category page optimisation following best SEO practices
- Interlinking of category and sub-category to help user navigate and to get effectively navigate through search engine crawlers.
- Internal link structure optimisation
- Gaining links in niche blog news portals
- Monthly Performance reports.

## The Results

Over a period of 1 year of continuous on-Page and Off-page SEO activities, beginning April 2018 to April 2020 we saw huge Improvements in traffic. We saw traffic and footfalls to Clarks site increase by 125.29% in a short interval of time.



## Highlights

- 125.29%** increase in revenue from April'18 to March'20
- 51.45%** increase in Organic Traffic from April'18 to March'20
- Drove more than **9K new transactions**
- Increased **brand visibility** on Google search engine
- 51.25%** increase in new website visitors