

Case Study – Rigged and Ready

Client Name: Andy

Industry: Ecommerce – Fishing Rods

Country: Kendal, The English Lake District, LA97AN, UK

Website: <https://riggedandready.net/>

Website Logo:



Client Overview:

Rigged and Ready is the world's leading travel fishing brand based in the English Lake District. Our extensive range of unique travel rods are very compact and multi-purpose, uniquely designed for the travelling angler; or anyone that favours a different approach to traditional fishing tackle. As well as our rods, we also design and manufacture innovative fishing accessories.

Project Scope:

- 1. Website Revamping:** Perform a comprehensive website audit to spot usability issues, technical glitches, and navigation problems. Revamped the UI/UX of the home page. Redesign the

architecture for better user experience, efficient navigation, and easy access to products. Enhance page speed by optimizing code, compressing images, and using browser caching.

2. **Online Marketing:** The primary focus of the SEO project for riggedandready ways to improve on-page SEO elements, create high-quality content, and implement a comprehensive keyword strategy to enhance the website's ranking and organic traffic.

Website Analysis Report when Started

Analytics | All accounts > Rigged & Ready | Rigged and Ready Travel Fis... | Try searching "property ID"

Traffic acquisition: Session primary channel group (Default Channel Group) | Custom | Dec 1 - Dec 31, 2023

Session primary...Channel Group	Users	New users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
	4,954 100% of total	4,625 100% of total	7,957 100% of total	4,894 100% of total	2m 10s Avg 0%	0.99 Avg 0%	13.13 Avg 0%	61.51% Avg 0%
1 Organic Search	2,425	2,166	4,168	2,767	2m 44s	1.14	14.57	66.39%

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Traffic acquisition: Session primary channel group (Default Channel Group) | Custom | Dec 1 - Dec 31, 2023

Session primary...Channel Group	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Key events	Total revenue	Session key event rate
	2m 10s Avg 0%	0.99 Avg 0%	13.13 Avg 0%	61.51% Avg 0%	104,436 100% of total	146.00 100% of total	£12,062.18 100% of total	1.81% Avg 0%
1 Organic Search	2m 44s	1.14	14.57	66.39%	60,714	72.00	£6,170.51	1.73%

Challenges:

1. Intense Competition:

The client operated in a highly competitive industry with several established competitors and large e-commerce platforms dominating search results.

2. Limited Organic Visibility:

The client's website struggled to appear on the first page of search engine results for critical industry-related keywords.

3. Lack of On-Page Optimization:

The website lacked proper on-page optimization elements such as meta titles, descriptions, header tags, and keyword-rich content.

4. Technical Issues:

The website suffered from slow loading times, broken links, and mobile responsiveness issues, impacting user experience and search rankings.

5. Ineffective Content Strategy:

The existing content strategy lacked focus on user intent and failed to address user queries effectively.

Elevate Digitally Strategy and Implementation:

1. Website Development:

A comprehensive website audit was performed to identify usability issues, navigation challenges, and technical glitches.

The website's architecture was redesigned to enhance user experience and streamline navigation, ensuring that visitors could easily find and explore products.

Load times were optimized through code refinements, image compression, and leveraging browser caching, contributing to a faster and smoother browsing experience.

2. Keyword Research and Analysis:

Conducted thorough keyword research to identify high-potential keywords with reasonable competition.

Prioritized keywords that aligned with the client's product offerings and user intent.

3. On-Page Optimization:

Revamped meta titles and descriptions to be more compelling and keyword-rich.

Implemented header tags (H1, H2, H3) to organize content hierarchy and include targeted keywords.

Optimized product descriptions and category pages with relevant keywords.

4. Technical SEO Audit:

Performed a comprehensive technical audit to identify and address issues affecting website performance and crawlability.

Resolved slow loading times, fixed broken links, and improved mobile responsiveness.

5. Content Strategy and Creation:

Developed an engaging and informative blog content plan to address common customer queries and provide value to the audience.

Created high-quality blog posts incorporating long-tail keywords and actionable information.

6. Backlink Strategy:

Identified authoritative websites in the electronics and technology niche for potential backlink opportunities.

Engaged in outreach campaigns to secure relevant and quality backlinks to the client's website.

7. Regular Blogging:

A consistent blogging strategy was implemented, aiming to publish 10-15 well-researched and informative blog posts each month.

These blog posts covered a variety of topics related to industrial equipment, maintenance tips, industry trends, and customer stories, establishing Riggedandready as an authority in its niche.

8. Keyword Research:

A comprehensive keyword research was conducted to identify high-value, relevant keywords that aligned with Riggedandready's products and target audience.

We categorized keywords based on search intent, competitiveness, and relevance to the products offered.

Results:

After 6 months of dedicated efforts and strategic implementation, the results achieved were significant:

Organic Traffic Growth:

Month-on-month organic traffic increased by an average of 75.28%, indicating the successful impact of the SEO strategies implemented.

Keyword Rankings:

All targeted keywords experienced a significant improvement in rankings, with most of them achieving positions within the top 10 search results.

Content Impact:

The enhanced product descriptions and blog posts not only contributed to better search visibility but also engaged and educated the website's visitors, leading to longer on-site durations and reduced bounce rates.

Brand Authority:

The regular publication of informative blog posts positioned riggedandready as an industry thought leader, fostering trust and credibility among its target audience.

Current Analysis Report

Analytics | All accounts > Rigged & Ready | Rigged and Ready Travel Fis... | Try searching "property ID"

Traffic acquisition: Session primary channel group (Default Channel Group) | Custom Jun 1 - Jun 30, 2024

Session primary...Channel Group	Users	New users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
	7,495 100% of total	6,977 100% of total	11,727 100% of total	7,565 100% of total	2m 05s Avg 0%	1.01 Avg 0%	13.57 Avg 0%	64.51% Avg 0%
1 Organic Search	4,633	4,222	7,306	5,099	2m 15s	1.10	14.53	69.79%

Analytics | All accounts > Rigged & Ready | Rigged and Ready Travel Fis... | Try searching "property ID"

Traffic acquisition: Session primary channel group (Default Channel Group) | Custom Jun 1 - Jun 30, 2024

Session primary...Channel Group	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Key events All events	Total revenue	Session key event rate All events
	2m 05s Avg 0%	1.01 Avg 0%	13.57 Avg 0%	64.51% Avg 0%	159,174 100% of total	176.00 100% of total	£16,098.14 100% of total	1.48% Avg 0%
1 Organic Search	2m 15s	1.10	14.53	69.79%	106,183	113.00	£10,855.59	1.53%

Check the Comparison Report Below:

Parameter	Before (Dec 2023)	After (June 2024)	% Growth
Organic Users	4,168	7,306	75.28%
Keywords Visibility (Keywords Count)	28	92	228.51%
Revenue (£)	£6,170.51	£10,855.79	75.92%

Budget Planning:

Budget	Up to 50K USD
Organic Marketing	50%
Guest Posting	20%
Web Development	20%
Content Writing	10%

Conclusion:

The SEO project for Riggedandready demonstrated the effectiveness of a well-rounded approach that includes on-page optimization, content creation, and consistent blog posting. The remarkable increase in organic traffic and keyword rankings underscored the success of the strategies employed. By establishing a strong online presence, Riggedandready solidified its position as a leading player in the industrial equipment market, ultimately boosting its sales and revenue.

Team Structure:

