

eCommerce SEO for an Industry Adjacent to PPC-Restrictions

It's long been known that **eCommerce SEO services** offer the highest ROI of all marketing channels, and that, on top of that, it's superior to channels like PPC in other ways, too.

Consider that even with the best minds in the business working on an eCommerce PPC management strategy, ads typically get 2% click-through or less. And, on top of that, if you cancel a PPC campaign, results will drop off immediately.

While it takes a great deal of time and effort to get a search engine optimization campaign off the ground and produce results, the truth is that you get to keep a lot of the equity you produce. Even if it takes 6 months to generate results with SEO, if you cancel after a year, you will often see results continue to accrue even after another 6 months, if not longer. And, with really high-quality evergreen content, results may continue to build for years and years afterwards.

So eCommerce SEO services really are an investment in a business model, and it is one that pays dividends long into the future.

That being the case, that is exactly the channel we recommended for one of our clients that sells hunting and shooting accessories, specifically thermal optics used by night hunters.

Here are some of the challenges we faced, how our process overcame them, and what the results looked like.



The Issues of PPC Restriction

The client in question sells not just thermal optics, such as thermal scopes and monoculars, but also a wide variety of shooting accessories, including hunting calls, trigger locks, red dot sights, and Picatinny attachments.

There's a bit of gray area here with respect to restrictions. Guns and gun parts are restricted by Google and other platforms, which makes it difficult to market them through PPC. Actually it is effectively impossible.

The issue is that when you sell items that are seen by Google and other platforms as related to, or accessorial to, items that are restricted, sometimes an account gets flagged. This happens sometimes with retailers that sell gun holsters, despite the fact that holsters themselves are patently harmless.

There's a similar situation surrounding the industry for optics, which includes both conventional optics and the thermal optics that this client sells.

That made PPC a risky move, and one that would be too likely to run the risk of wasting money, positioning SEO as a much more lucrative digital marketing channel despite the length of time it would likely take.

Broadening the Organic Footprint with SEO

To a degree, you're always going to be up against it when you commit to engaging in SEO, regardless of the industry in which you operate. There are the challenges of competition and the fact that rankings cannot be bought and must be earned.

Largely this comes down to how effective the copy on a website is. This is the main manner in which eCommerce merchants (and other websites) differentiate themselves. Product listings and meta data only go so far. They help with SEO but what really makes a business shine is content marketing level quality copy.

With companies that sell products in the outdoor space, effective content that reviews products, answers product queries, and offers real-life insights into the sports users pursue is the sort of stuff that gets results, and it just so helps that the line between SEO and content marketing is not just blurring, but that high-quality SEO copy also **improves visibility in AI engines**.

That is the bulk of what our process is built on, and it is the sort of thing we delivered on for this client.



What the Process Looks Like

As with any eCommerce SEO client, we started with a website and industry audit so we could see where the current domain stood and who the other big players in the field were.

From there, we identified a cohort of target keywords that were relevant to the products and categories in thermal optics that this company sells, and in fact, many were branded keywords representing his top brands. In a few select instances we targeted product-specific keywords.

From there we made specific optimizations to the client's key target pages with metadata and on-page copy, along with a select technical optimizations, where needed. From there our content team started pounding the pavement.

We researched the industry, found similar domains and pages that were ranking for this campaign's keywords, and modeled our optimizations after what was performing. We created offsite copy used for building links filled with information that answered questions about the products and which offered tips and insight into outdoor sports, shooting, and night hunting.

We also created a variety of onsite copy in the form of blogs that answered FAQs, served as buyers guides, and which was overall filled with rich content that was not just designed to attract the attention of search engines, but which was designed to attract the interest of AI engines.

The process has been ongoing, and results were challenging to come by, but in time, we started to see those organic increases.

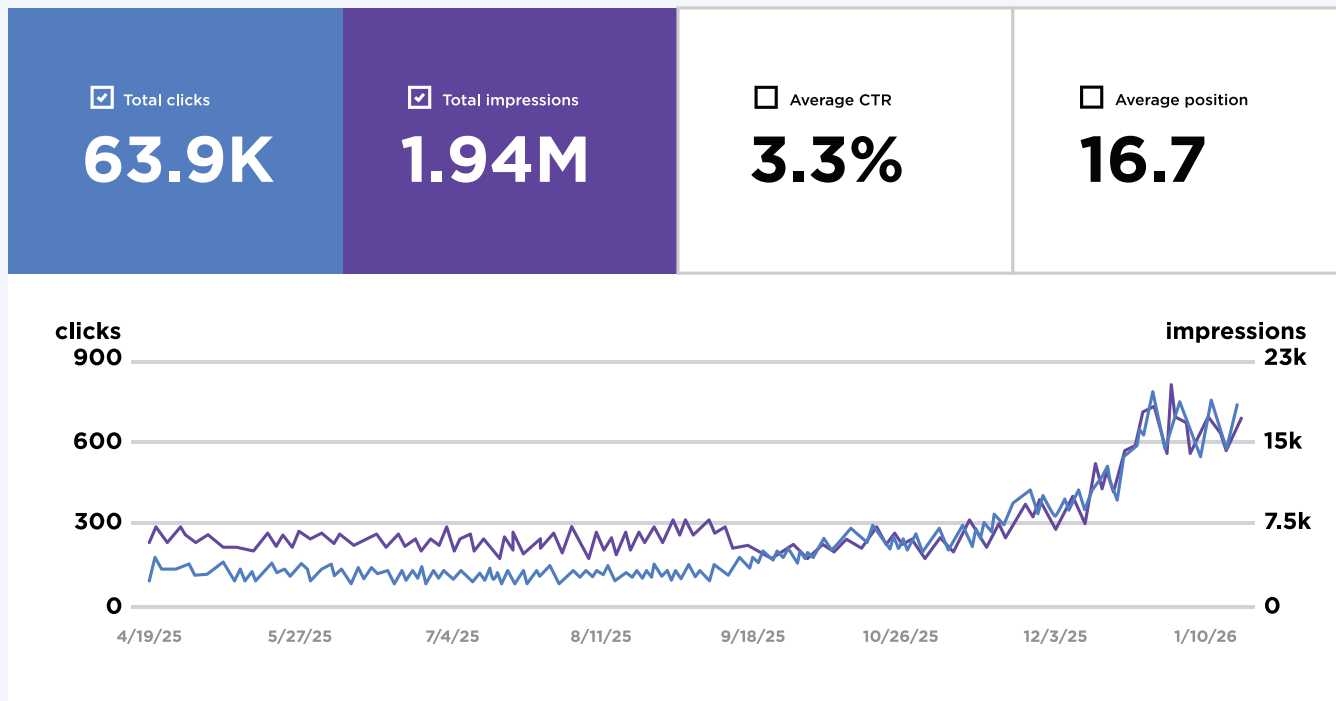


The Results

There are lots of things you can look for if you want to evaluate the health and performance of an eCommerce SEO campaign.

You can look at keyword movement, but that doesn't often tell the whole picture because even if keyword rankings improve, without clicks, it's all moot.

So we prefer to look at impressions and clicks. The screenshot below covers roughly the past year of our service to this client.



You can see results took their sweet time to build but ultimately, they started to grow. I didn't even bother to compare because you can see the growth quite clearly in the picture.

Of course, impressions and clicks are only good for SEO if they result in conversions, so I grabbed a screenshot of this client's analytics comparing the past month to the same month last year, and can see for yourself what 117% growth in revenue looks like.

	<u>Views</u>	<u>Active users</u>	<u>Views per active user</u>	<u>Average engagement time per active user</u>	<u>Event count All events</u>	<u>Key events All events</u>	<u>Total revenue</u>
Total	8,249 vs 7,093 ↑ 16.3%	2,074 vs 1,867 ↑ 10.98%	3.98 vs 3.80 ↑ 4.79%	1m 51s vs 1m 44s ↑ 6.03%	29.502 vs 25,633 ↑ 15.09%	50.00 vs 80.00 ↓ 37.5%	\$28,241.54 vs \$12,993.24 ↑ 117.36%

When you have these two things together – growth in impressions and clicks corroborated by growth in revenue (and higher views and engagement, too) you can tell that SEO is doing its job.

Kickstart Your Organic Growth Today

It might take some time, but now is better than never. If you want to see more examples of work we've done for our clients, check out our full collection of [eCommerce case studies](#), and if you're curious what marketing channel (or channels) will work best for your business model, get in touch with us and we will help you out.

Read 1Digital® Related Case Studies



1DIGITAL
SEO Success Story
Powering a Niche Business through eCommerce SEO

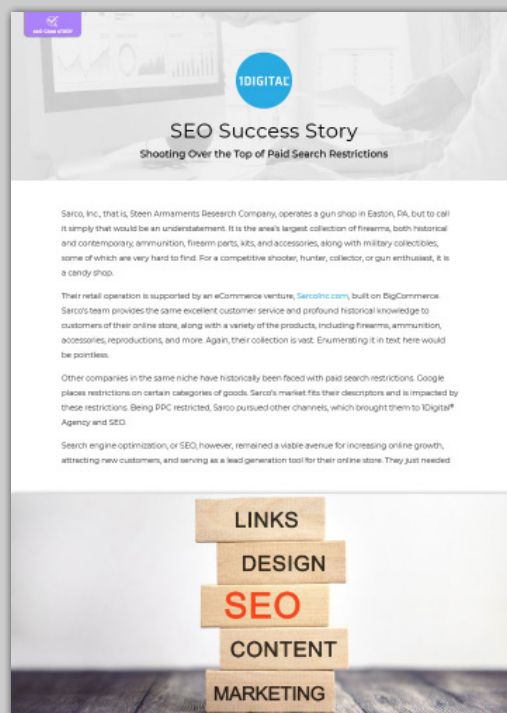
Local Battery has a simple but effective proposal. They sell special batteries, particularly for hearing aids and other hearing devices like cochlear implants. These batteries are often expensive and can be hard to find, but to the people that use them, they're vital to everyday life.

This is only one small portion of their proposal. They set out to be a low-cost leader with a comprehensive selection that offered fast, secure shipping. While they were at it they figured providing excellent customer service in their industry would help business along. It did, and they have built a loyal customer base.

One might think that in this industry, the products would sell themselves, especially if those who used the products were a captive audience. After all, those who rely on hearing aids don't just simply go without.

On some level, this is true, but as the online marketplace floods with more and more shoppers and traditional retail avenues fall in preference to eCommerce, competition scales. Even in niche markets, sellers are competing for limited real estate at the top of the search engine results pages.

Local Battery, like any business, had goals of growth, growth in higher sales and bringing in new customers organically. Their corner of the market, however, was not without its challenges.



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SEO Success Story
Shooting Over the Top of Paid Search Restrictions

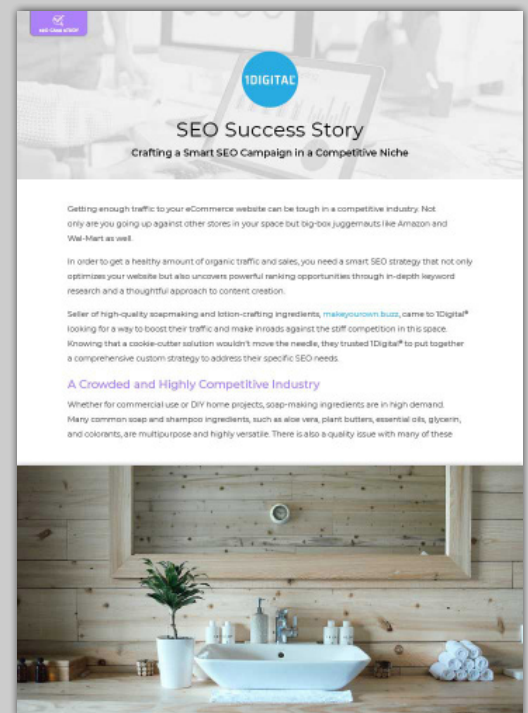
Sarco, Inc., that is, Steen Armaments Research Company, operates a gun shop in Easton, PA, but to call it simply that would be an understatement. It is the area's largest collection of firearms, both historical and contemporary, ammunition, firearm parts, kits, and accessories, along with military collectibles, some of which are very hard to find. For a competitive shooter, hunter, collector, or gun enthusiast, it is a candy shop.

Their retail operation is supported by an eCommerce venture, [SarcoInc.com](#), built on BigCommerce. Sarco's team provides the same excellent customer service and profound historical knowledge to customers of their online store, along with a variety of the products, including firearms, ammunition, accessories, reproductions, and more. Again, their collection is vast. Enumerating it in text here would be pointless.

Other companies in the same niche have historically been faced with paid search restrictions. Google places restrictions on certain categories of goods. Sarco's market fits their descriptors and is impacted by these restrictions. Being PPC restricted, Sarco pursued other channels, which brought them to 1Digital® Agency and SEO.

Search engine optimization, or SEO, however, remained a viable avenue for increasing online growth, attracting new customers, and serving as a lead generation tool for their online store. They just needed

LINKS
DESIGN
SEO
CONTENT
MARKETING



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SEO Success Story
Crafting a Smart SEO Campaign in a Competitive Niche

Getting enough traffic to your eCommerce website can be tough in a competitive industry. Not only are you going up against other stores in your space but big-box juggernauts like Amazon and Wal-Mart as well.

In order to get a healthy amount of organic traffic and sales, you need a smart SEO strategy that not only optimizes your website but also uncovers powerful ranking opportunities through in-depth keyword research and a thoughtful approach to content creation.

Seller of high-quality soapmaking and lotion-crafting ingredients, [makeyoursoaps.com](#), came to 1Digital® looking for a way to boost their traffic and make inroads against the stiff competition in this space. Knowing that a cookie-cutter solution wouldn't move the needle, they trusted 1Digital® to put together a comprehensive custom strategy to address their specific SEO needs.

A Crowded and Highly Competitive Industry

Whether for commercial use or DIY home projects, soap-making ingredients are in high demand. Many common soap and shampoo ingredients, such as olive vera, plant butters, essential oils, glycerin, and colorants, are multipurpose and highly versatile. There is also a quality issue with many of these

Considering Our SEO Services?

SEO for eCommerce is a hard-fought battle. Everybody in your industry is competing for just 10 spots on Google's first page. In order to be one of those people, you need to be smarter, quicker, and work harder than everybody else. 1Digital is the marketing partner that can help you get there. We employ intelligent SEO strategies that grow organic ranking, traffic and conversion. We have highly skilled eCommerce SEO experts that focus on eCommerce merchants and we're widely recognized as one of the best eCommerce SEO companies online.

SEO Experts. 1Digital employs a talented team of eCommerce experts that focus on e-Commerce only. We've been working on eCommerce SEO since our inception and we've slowly grown into one of the top eCommerce digital agencies in the country. Our eCommerce search engine optimization skills have propelled us to the top of the talent pool and we've been helping our clients win more business with more sales and leads since early 2012. Our founder and CEO, Dan Kogan has been involved with eCommerce SEO since the late 1990s and he's carved out our path to being the best in the eCommerce space ever since. If you've been looking for a top company that handles eCommerce SEO, you've found it.

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