



36%

increase YOY in organic revenue

38%

increase YOY in organic traffic

## New York & Company drives visitors and conversions through SEO strategies

### Objective

Increase traffic and revenue for New York and Company's Ecommerce website through organic search.

Monthly Objective: Meet New York and Company's monthly traffic and revenue growth predictions.

### Challenges

**Minimal SEO Visibility.** New York and Company's existing site failed to rank for non-branded keywords.

**Unfriendly Site Hierarchy.** New York and Company's site needed to be restructured from a page hierarchy perspective for optimal search engine crawlability and indexing.

**Decreasing Organic Visibility.** New York and Company's previous site migration was not adequately implemented.

### Solutions

To drive more qualified traffic to the site, Acronym developed a customized SEO strategy that incorporated:

- Content and Digital Asset Optimization
- Technical SEO Corrections & Optimization
- Mobile SEO Corrections & Optimization

Acronym spearheaded the content and site structure optimization process by providing the following:

#### Technical Recommendations:

- Canonical and 301 redirects Implementation
- XML Sitemap and Robots.txt Corrections
- Link Reclamation Tactics
- Internal Category Re-organization and Linking
- Backlink detox & prospecting to remove toxic links
- De-indexing of Low Quality Content
- Content and digital asset on-page restructuring
- Mobile user enhancement implementation

#### NEW YORK & COMPANY

#### case study

#### Results

36% or over \$4M increase YOY in organic revenue over 7 months

38% or over \$1.6M increase YOY in organic traffic over 7 months

1,513 increase in # of traffic-producing organic non-branded keywords



## Solutions

### On-Page Recommendations:

- Optimization of Meta data
- Optimization of digital assets
- Optimization of header tags and structures
- On-page content creation, optimization, and implementation
- Keyword and competitive market share research for content focus
- New category creation based on competitive analysis
- Structured Data Markup implementation
- Social integration

## Results

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- 38% or over \$1.6M increase YOY in organic traffic over 7 months
- 1,513 increase in # of traffic-producing organic non-branded keywords

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