

# How We Helped Planet Inflatables

SEO Case Study

## 32.71%

INCREASED BY ORGANIC SESSIONS

Data based on MOM results.

## 10.46%

IMPROVEMENT IN BOUNCE RATE

Data based on MOM results.

## 3 to 9

INCREASED DOMAIN AUTHORITY

Data based on MOM results.

### Result (SEO)

## 32.71 % - FROM 532 TO 706 IN TWO MONTHS

INCREASED BY ORGANIC SESSIONS

## 10.46 % - FROM 63.91% TO 57.22% IN TWO MONTHS

DECREASED IN BOUNCE RATE

## 9 - FROM 3 TO 9 IN TWO MONTHS

INCREASED DOMAIN AUTHORITY

Default Channel Grouping	Acquisition			Behavior
	Users	New Users	Sessions	Bounce Rate
All Users	54.25% <span style="color: green;">▲</span> 3,540 vs 2,295	52.74% <span style="color: green;">▲</span> 3,510 vs 2,298	48.06% <span style="color: green;">▲</span> 4,082 vs 2,757	14.70% <span style="color: green;">▲</span> 56.00% vs 65.65%
Organic Traffic	32.77% <span style="color: green;">▲</span> 624 vs 470	31.21% <span style="color: green;">▲</span> 597 vs 455	32.71% <span style="color: green;">▲</span> 706 vs 532	10.46% <span style="color: green;">▲</span> 57.22% vs 63.91%

Source: Google Analytics

Metrics	Aug-19	Jul-19	Jun-19	May-19	Apr-19
Domain authority	9	9	6	6	3

Source: Moz



## Here What They Said

“Our sales team have been quite busy lately. Your digital marketing team have improved the number of leads coming in. I highly recommend Glorywebs to any company who want to re brand themselves and position on top ahead of competitors”

- JUAN VELEZ | PRODUCT MANAGER

## The Brief

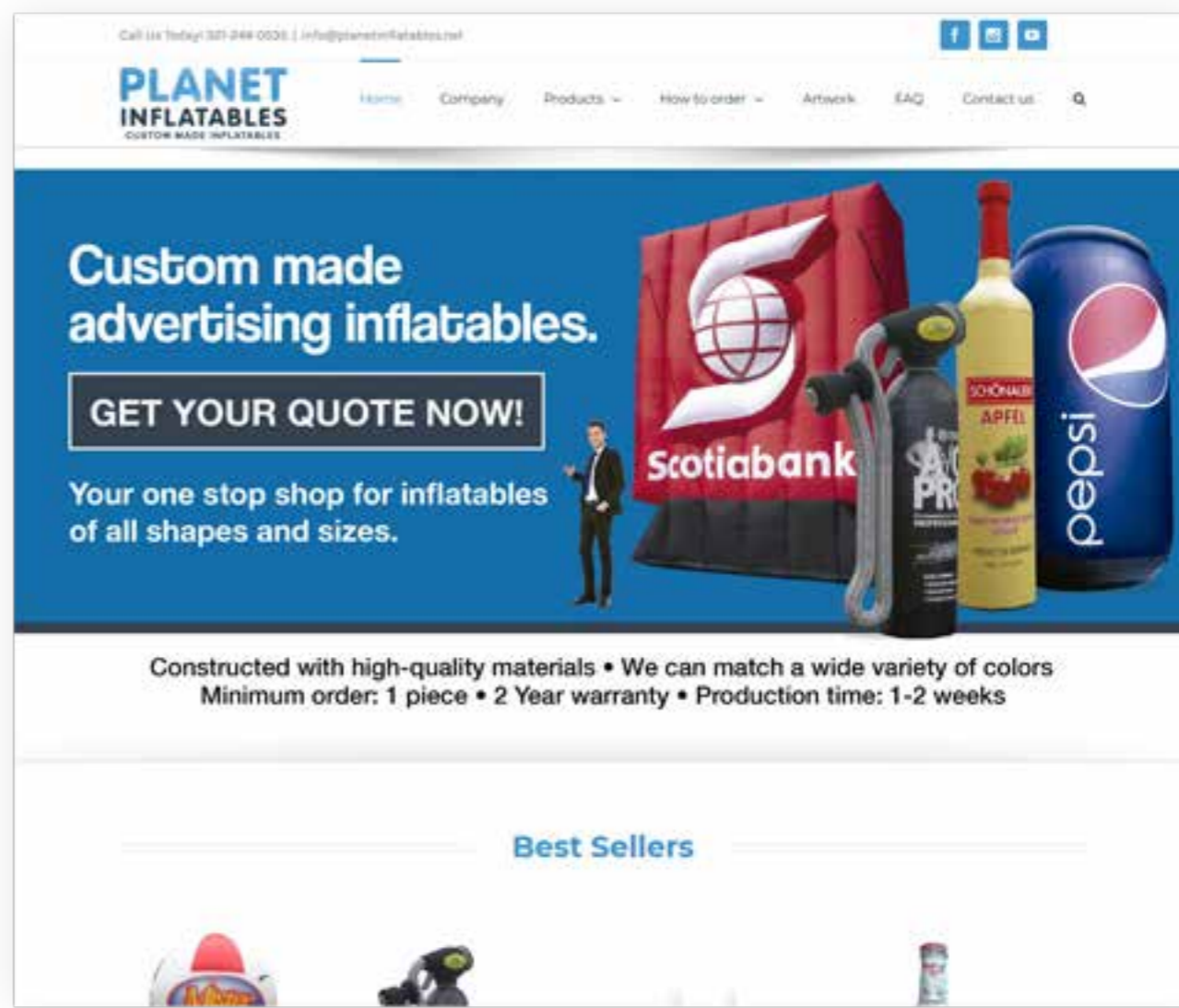
An Online Custom Advertising Inflatables Seller in USA

Planet Inflatables, Inc. is providing advertising inflatables that allow businesses to get better recognition in their industries. Their goal is to exceed the customer’s expectations with an enjoyable purchasing experience on custom made inflatables.

## Challenge

The biggest challenge associated with this website was on site optimization. The website was facing some crawling and indexing issues. There were many category URLs creating duplication which needs to be resolved along with some other areas like implementing proper breadcrumb navigation.

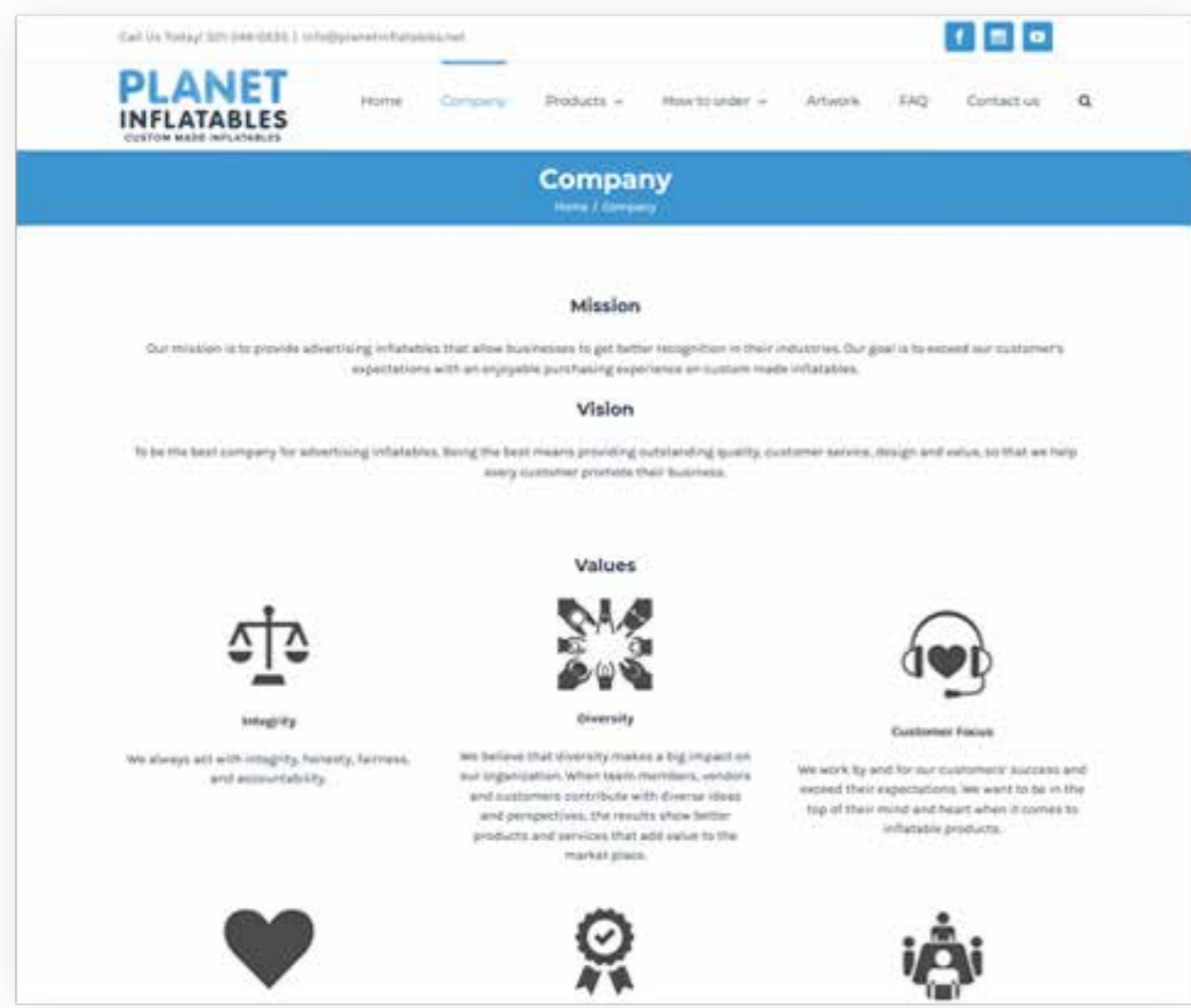
- Implementing proper breadcrumb navigation
- Fixing Category URL duplication
- Implementing Proper Meta Title & Description including all product pages
- Increase Backlinks to the website



## Solution

We have audited site and identified all the area of improvement needed on website. This include various on page as well as off page activities as shown below:

- Identified and fix all major on site issue as mentioned in above challenges
- Optimized its Google My Business listing to improve the position of their local search queries
- Increased Backlinks through various activities including Local Citations building and more.



**32.71% INCREASED**  
BY ORGANIC SESSIONS

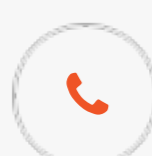


**10.46% IMPROVEMENT**  
IN BOUNCE RATE

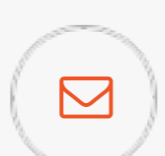


**3 TO 9 INCREASED**  
DOMAIN AUTHORITY

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