

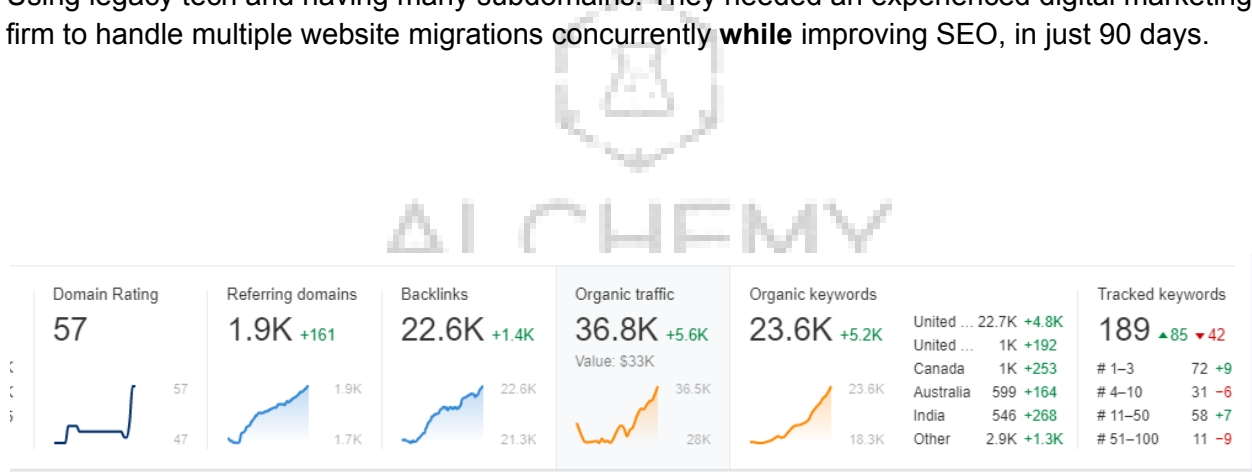


Shopify SEO & Site Migration Case Study

How We Helped a Business Sign & Printing Company Add \$850K in New Revenue from SEO in the first 90 Days

The client is a **B2B Supplies** company, with a robust and extensive Shopify store.

Using legacy tech and having many subdomains, they needed an experienced digital marketing firm to handle multiple website migrations concurrently **while** improving SEO, in just 90 days.



- We helped to plan and execute 4 large subdomain site migrations concurrently, moving from WordPress to Shopify, using a 12 step migration framework. Read more about that, here: <https://alchemyleads.com/wordpress-to-shopify-migration-checklist/>
- We were able to execute on the migrations within 10 days, and spent the next 8 weeks implementing the necessary redirects and fixing 404 pages. In total, our team fixed 282,000 errors or redirects over the course of 60 days.
- Finally, in the same 90 day time frame, we earned 119 highly relevant backlinks from across the web pointing to key client pages, improving rankings, traffic, leads, and the most important metric, gross revenue.



- The client saw a 35% increase in overall revenue, during the 90 days of the migration, up over \$850k from the previous period.

Google Analytics Home

Users

176K

↑15.9%

Revenue

\$2.4M

↑34.3%

Conversion Rate

3.89%

↑12.0%

Sessions

280K

↑22.3%

