



MYLEE CASE STUDY

UK Gel Nail Polish Brand

AT A GLANCE

- 400+ page updates
- Technical SEO
- Site architecture updates
- Backlinks and link building
- Product description updates
- Internal linking
- Meta titles and descriptions
- Data analysis & forecasting
- Seasonal SEO campaigns



The team have been helping our business to increase our organic search, make our keywords stronger, get us to higher rank, increase quality of SEO and take our search another level. Wouldn't ask more than what they have done for us! 100% recommended to anyone who wants to take their business in another level on SEO wise.

Eren Selcuk

Marketing Manager, Mylee

THE BRIEF

At the end of 2021, Mylee, a beauty products company, was looking for new ways to make the most of search and turned to Neural Edge, an AI-driven digital marketing agency to help.

The challenge for brands like Mylee, is quickly identifying customer trends to generate actionable insights and campaigns that move the needle. We wanted to use data and AI to drive more traffic and sales from Organic Search.

RESULTS

60% Increase Organic Traffic

Our SEO work led to an increase in organic traffic to the Mylee website through category pages and blog posts.

25% Increase In Organic Revenue

Increased traffic led to increased revenue from non-branded keywords and a higher conversion rate.

5000+ New Keywords

The site ranked for over 5000 new keywords across information and commercial intents.

SUMMARY

From the latest nail trends and celebrity looks to how-to guides and nail art ideas, we developed hundreds of ideas that could be turned into branded content for the Mylee website.

Over several months, the content was rolled out across collection and product pages, blog posts and landing pages.

Every element of our campaign was aligned with a clear, data-driven strategy and the results were tracked closely to ensure our work met the objectives of driving more traffic and online sales.