

RIRI HAIR EXTENSIONS CASE STUDY

UK Hair Extensions Brand



AT A GLANCE

- Shopify website build
- Blog post creation
- Product description writing
- Category page copy
- Backlinks and digital PR
- Technical SEO fixes
- Internal linking
- Pinterest campaigns
- TikTok Shop set up
- TikTok shop management



*Neural Edge, have been a
incredibly professional to work
with.*

*Working closely together they
have transformed our brand and
website to our dream vision and
excited to see where it will take
our brand in the months to come*

Hayley Hanlon

Marketing Manager,
RiRi Hair Extensions

THE BRIEF

RiRi Hair Extensions approached us for help increasing the volume of search traffic coming to their new Shopify website. 80% of traffic came direct and they only had 16 non-branded keywords bringing traffic to the site.

We were tasked with diversifying the range of keywords to website ranked for to reach new visitors across organic and paid channels.

RESULTS

3.5x More Non-Branded Keywords

Our SEO work led to an increase in non- branded keywords across PLP, PDP and blog post pages.

100% Increase In eCommerce Revenue

As a result of better rankings and higher traffic we saw a significant increase in eCommerce revenue.

25k Clicks & 1m Impressions

With a better optimised site clicks and impressions shot up to the highest levels since the site was launched.

SUMMARY

During the first three months we added thousands of words of SEO content to the website across product descriptions, category pages and blog posts. We also built authority with backlinks and PR outreach.

After 6-months traffic from search had doubled and they rank for 3.5 x more non-branded keywords.

Their website pages have been viewed 1.2 million times in the SERPs driving over 25 thousand clicks. As a result revenue from search has doubled.