



shopify

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ADL↑FT

Acquire. Amplify. Advance.

A CASE STUDY



Shopify is a platform that *needs little introduction* ✨

Today, it has built over **4 million e-commerce stores** worldwide! Shopify is an e-commerce platform that allows users to create, manage, and customize their online stores. It offers tools for inventory management, product listings, payment processing, and more. Shopify merchants can sell their products on social media, seller marketplaces, blogs, websites, and via email, text, and chat.

AdLift partnered with Shopify in 2012 to boost the platform's online visibility and organic traffic.



The AdLift Approach:

Step 1 of our strategy was to start working closely with the Shopify team to **identify the most valuable keywords** that would drive business growth.

We did a deep dive into their website's technical health and content with an **SEO technical audit**, pinpointing areas for improvement.

This **gave us the perfect road** map that highlighted four action areas: keyword optimization, meta titles and descriptions and headings, content creation and marketing, and internal linking.

1 Keyword *Research*:

We mapped keywords to specific URLs on their site, ensuring search engines understood exactly what each page was about. We also crafted compelling meta descriptions, titles, and headings that incorporated those keywords naturally.

2 Content Strategy:

We analyzed competitor trends and **identified gaps** in Shopify's content strategy. Based on these insights, we recommended **creating new content** that targeted valuable keywords and provided a more comprehensive shopping experience. This included **blogs** and **new landing pages**.



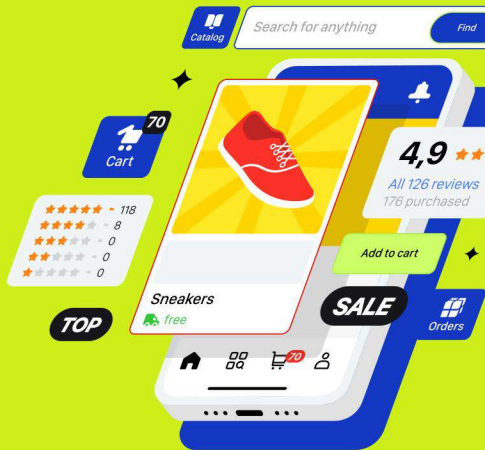
3 Content Marketing:

We **acquired links** on high-quality sites through content marketing.

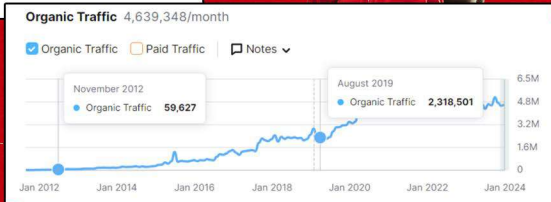


Ongoing Support:

SEO is a marathon, not a sprint. We provided ongoing support with **monthly monitoring of Google Search Console**. This allowed us to identify and address any technical issues hindering Shopify's ranking potential. By staying on top of search engine trends and continuously **tweaking their strategy**, we were able to improve Shopify's visibility and organic traffic significantly.



WE WERE ABLE TO INCREASE
SHOPIFY'S ORGANIC TRAFFIC
FROM 59,627 IN 2012 TO
2,318,501 IN AUGUST 2019.



CONTACT ADLIFT

The Agency Brand Love to Work With

