Case Study: BARNES & NOBLE

BARNES & NOBLE Increases In Non-Branded Traffic by +86%

Objective:

Enhance the barnesandnoble.com website by increasing organic search traffic through targeted SEO strategies and boosting conversions with a focus on relevant, targeted business keywords.

Insights:

- Robust keyword research across all pages
- On-Page & Technical SEO implementation to UI/UX issues, canonical tag issues, page speed for better visibility.
- Content marketing across core verticals to increase page and domain authority



All

Traffic

31%

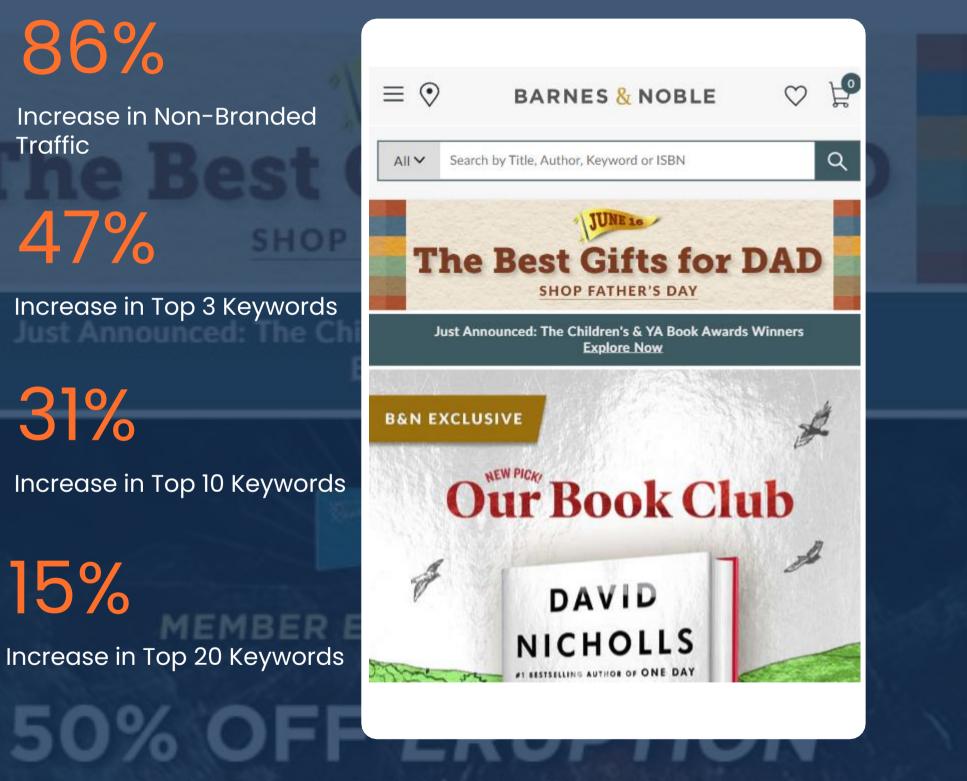
15%

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BARNES & NOBLE





(Hardcover and/or Audiobook)