

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

Tools Used

