

Case Study: Website Redesign

Segment

Skin Care Products / Indoor Tanning Lotions

Key Outcomes

- All original website traffic reclaimed after redirects implemented
- Organic traffic increased 29% over one year period following new website launch
- Home Page pageviews increased from 10,000 to almost 115,000 over same one year period

Focus

Reclaim lost traffic after client-designed website update

Strategies Applied

- Page redirect implementation after website redesign
- Keyword research and optimization
- Aggressive backlink and citation strategy

Overview

A skin care/indoor tanning lotion company, in business since 2003, is a developer of high quality tanning products which are distributed through tanning salons in the United States and Europe. This client sought help from Foremost Media when they experienced almost complete website traffic loss after their in-house website redesign was launched in October 2014.

Foremost Media conducted an analysis of the website structure, its traffic history, and other SEO factors like backlink quality. Foremost determined the website traffic was lost due to non-existent page redirects from the old website structure to the new design.

Foremost compiled a list of redirects using website history and archived on-line files. The redirects were implemented by October 31, 2014. Traffic levels immediately returned to previous levels.

Sample Phrases

- Tanning skincare
- Indoor tanning lotions
- Tanning bed lotion
- Tanning lotions for tanning beds