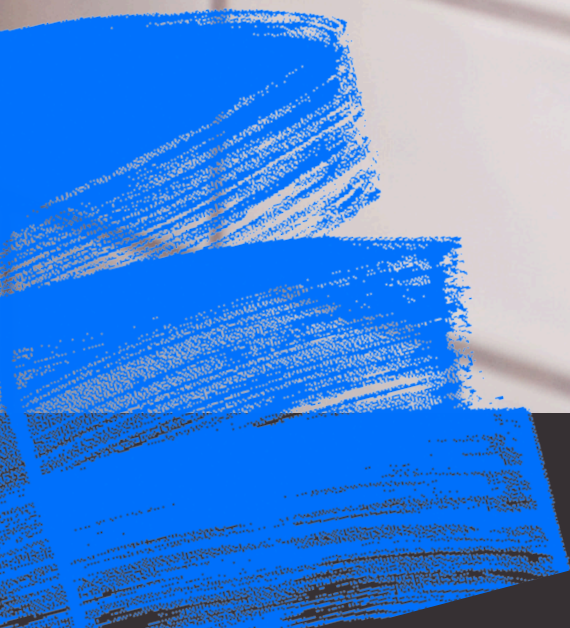


Blue Wheel 

SKINCARE BRAND CASE STUDY

SEARCH
ENGINE
OPTIMIZATION
(SEO)

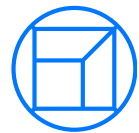


BLUE WHEEL CASE STUDY

A Popular Canadian Pharmaceutical-Grade Skincare Brand

The client is a popular Canadian pharmaceutical-grade skincare company committed to delivering the beauty of results with its products. The brand's product range includes cleansers, toners, serums, retinols, moisturizers, eye creams, masks, etc.





Contents

The Skincare Brand case study has four sections, showcasing different aspects of our SEO strategic efforts and accomplishments.

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The Challenges & Goals

The challenges we encountered and our client's goals.

The Actions

The strategic steps we took to achieve desired results.

The Results

The results we accomplished for our client.

The Conclusion

Our final thoughts.





The Challenges & Goals

The Challenges & Goals

Before partnering with Blue Wheel, a well-known Canadian pharmaceutical-grade skincare brand had a respectable domain rating of 55 and a solid technical foundation. However, their website needed additional quality content, well-optimized page titles, effective meta descriptions, etc. They produced engaging articles, but much of the content lacked the searchable elements required to generate significant organic traffic to stand out from their competitors.

The skincare industry is highly competitive, with many established brands and well-optimized websites competing for top rankings. For our client, thriving in this environment required a precise SEO strategy and a focus on niche opportunities.

These challenges were amplified following a Google Core Update, which significantly increased the visibility of medical articles and content written by experts in search results. This shift made it harder for brands like our client to compete for high-traffic keywords related to skincare science and expertise, especially as the blog section was still in its early stages.

To navigate these hurdles, the brand needed a tailored approach that acknowledged the limitations of competing directly with globally recognized institutions like Harvard Health and Scientific American. This required an SEO strategy focused on identifying untapped topic opportunities, carving out an authoritative niche, and positioning the skincare brand as a trusted expert in its unique domain.



The Challenges & Goals

The Canadian skincare brand partnered with Blue Wheel to achieve its SEO goals—shift focus toward organic search results, strengthen its website, and increase organic reach and engagement.

We focused on building their SEO foundation by producing well-optimized content to help drive organic growth. The main goal was to create engaging and informative blog posts, drive traffic, and generate new leads for our client's blog section.

Our blogs aimed to help their customers solve real problems while positioning the brand as a thought leader and industry expert. We worked on an SEO strategy to attract visitors and establish their authority in the skincare industry, ultimately driving long-term organic growth and fostering customer trust.



The Challenges & Goals



The Actions

The Actions

Blue Wheel began by evaluating our client's brand and strategic objectives. We collaborated closely with their internal marketing team to ensure our SEO strategies aligned with their ongoing initiatives. This process involved understanding their current projects and weaving their content strategy into our SEO research and planning.

We started the campaign with a search engine optimization sprint to lay down the SEO foundation. Our team conducted comprehensive research on their key product pages, crafted a keyword strategy for each one, and re-optimized their existing page titles, meta descriptions, and product descriptions. This 3-month sprint was the base for our SEO efforts, setting the stage for an ongoing content strategy.

Tasked with writing two blog articles each month, we maintained open communication with their marketing team to ensure our content accurately reflected their brand voice and messaging.

Our team analyzed the latest trends in the skincare industry and employed effective SEO strategies to identify high-potential topics. We focused on targeting SEO opportunities aligned with the website's existing strengths, aiming for quick wins and enhanced rankings in the short term. This helped us to produce content that resonated with their audience while setting the brand up for measurable SEO success.



The Actions

1. Understanding Brand's Goals & Content Marketing

Our first step was thoroughly understanding the brand's overall goals and specific content marketing initiatives. It allowed us to align the SEO strategy with their business objectives, ensuring our efforts supported the brand's vision.

2. Collaborating with Our Client's Marketing Team

Blue Wheel collaborated closely with our client's marketing team, maintaining regular communication to ensure our SEO content seamlessly integrated with their overall content strategy. This collaboration was essential for staying consistent with their brand voice and messaging.

3. Researching Lucrative SEO Topics

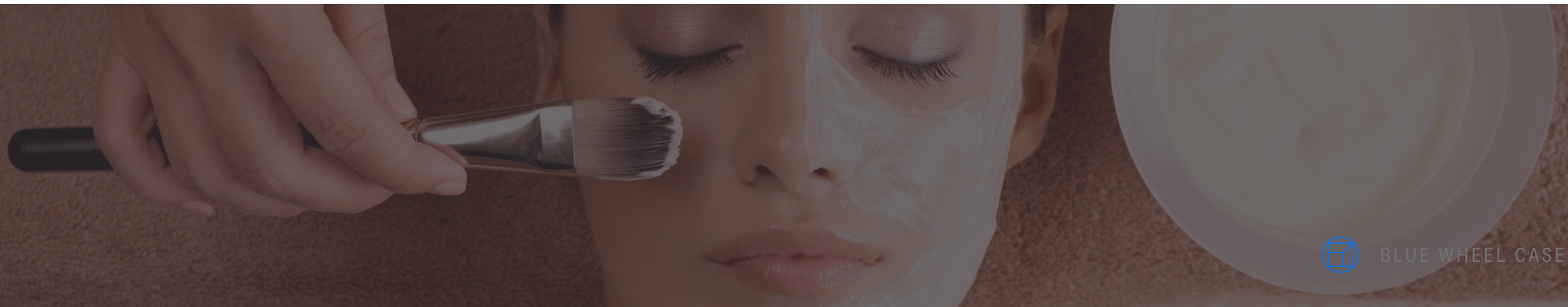
Our SEO research aimed to identify lucrative topics that could yield quick results. We focused on keywords and subjects aligned with the brand and considered their website's current domain authority for realistic ranking potential.

4. Creating Well-Optimized Articles

We implemented SEO best practices to create engaging and informative articles optimized for search engines. Each article was crafted to rank effectively while delivering value to readers, enabling our client to attract traffic and establish itself as an industry expert.

5. Providing SEO Clarity

We clarified SEO best practices and the reasoning behind each strategy component. This helped them comprehend how and why we selected particular topics and the significance of specific content formats for ranking. We guided the client towards adopting a more strategic SEO content approach that reflected their brand identity and voice.



The Results

The skincare brand saw remarkable results with our SEO campaign, highlighting the impact of a targeted SEO strategy on blogs and overall site traffic.

- The blog section went from zero organic traffic to 4K monthly visits in just 8 months.
- The website's organic traffic grew from 2K to 10K in 9 months, representing a 400% increase.

The main gain for our client was the ability to see measurable results within just a few months of signing up. Early wins showed they could achieve significant organic growth, even with minimal SEO efforts.

We achieved standout results with one of our articles, which started ranking immediately. This was an unusual outcome, as it typically takes 6-12 months to see SEO impacts in the search engine results pages. The article generated over 2,500 monthly visits and won SERP placement over numerous feature snippets.

+400%

Overall Site Traffic Growth

+4K

Blog Traffic Growth

+2.5K

Single Article Monthly Visits





The Conclusion

The Conclusion

The skincare brand chose Blue Wheel over other agencies for several key reasons. We offered a customized SEO strategy that aligned with their specific needs and goals, which stood out in contrast to the more generic approaches suggested by our competitors.

Our SEO and content creation expertise greatly influenced the brand's decision to work with us. They saw the potential to boost their organic traffic by leveraging our ability to identify high-impact topics and optimize existing content for search engines and user engagement.

Blue Wheel's SEO team demonstrated a strong commitment to working closely with the brand's marketing team, facilitating seamless collaboration and alignment with their ongoing content initiatives.

We focused on delivering measurable results, highlighting our track record of achieving early wins. This gave our client confidence that we could provide tangible improvements in their website's organic traffic.





About Us

Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$1B in revenue managed for our clients, we'll help your brand from click to ship, scaling your brand's sales across DTC, Amazon, Walmart, eBay, and retail.

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