



PENDLETON

# Case Study

In mid-2022, **Pendleton USA** engaged **Clarity Digital** for comprehensive SEO and SEM services, later expanding to include Meta ad management, yielding significant achievements.

Our collaboration began with a thorough SEO audit of **www.pendleton-usa.com**, leading to the creation of a detailed SEO roadmap. This roadmap addressed key areas including:

- Technical enhancements
- On-page optimizations
- Content strategy
- Off-page SEO initiatives
- UX/UI improvements

It served as the blueprint for their website overhaul and guided our ongoing SEO strategy implementation.

In addition to our SEO efforts, our Analytics services included in-depth assessments to pinpoint marketing gaps and execute targeted actions. We facilitated the migration to GA4, managed Google Tag Manager, provided detailed SEO and traffic reports, and developed a comprehensive marketing dashboard using Looker Studio Premium. These initiatives underscore our role as a strategic partner to Pendleton, ensuring holistic digital marketing success.

Our approach blends meticulous technical expertise with strategic insights, empowering Pendleton to achieve notable results and enhance their online presence effectively.

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## SEO Improvement Overview

Performed a complete audit and created a comprehensive SEO roadmap addressing technical, on-page, content and off-page SEO for the client to execute

Our SEO roadmap is used to improve these key areas:

1. Website Technical Improvements
2. On-page SEO Improvements
3. Content Writing & Optimization
4. Monitoring & Reporting
5. Strategy & Consulting

## SEO Strategy Implementation

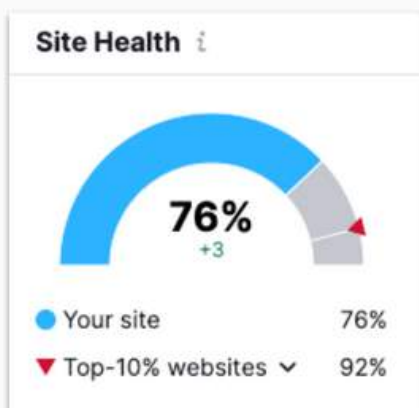
Successful SEO requires a holistic strategy and implementation approach. Many hours were dedicated to researching and gathering data to create an actionable agile SEO Roadmap.

It is continuously maintained and updated as we progress and collect new data. This roadmap is focused on a framework of core SEO fundamentals below:



## Technical & On-page SEO Progress

Improved Technical & On-page SEO, or as SEMrush indicator calls it "Site Health".



Started with an estimated

~40%

Increased by 36%+ ↑

76%

Goal is to exceed

92%

Note: Top 10% of websites are in the 90th percentile, so we still have progress to make to meet our Technical SEO goals. We will achieve this by following the Technical SEO roadmap.

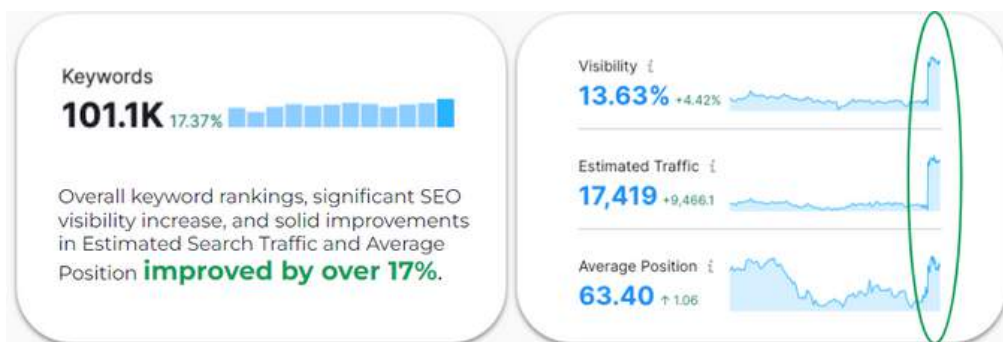
# SEO Performance YoY Snapshot



Our SEO efforts led to a year-over-year increase in GA4 metrics.

## SEO Performance - Keyword Ranking Progress

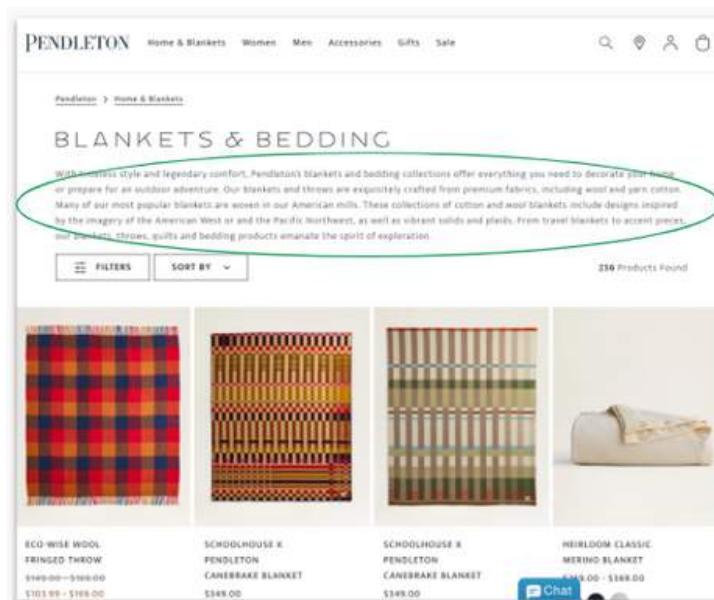
Technical and On-page optimizations have set the foundation for improving our SEO rankings. Recent content efforts are boosting these results, highlighting substantial opportunities. Increasing content will enhance keyword performance and organic traffic.



Note: "Estimated Traffic" reflects potential traffic based on our rankings. However, Google Analytics' "organic traffic" may differ due to factors like product availability, demand, and seasonality, making GA4 less suitable for measuring SEO progress.

## Content SEO Initiatives

- Provided Category & Product SEO content guidelines and conducted an SEO Workshop for the Copy team to support them in writing keyword rich SEO content.
- Conducted ongoing keyword research to support product and category content creation and optimization.
- Created content for various product categories.
- Developed title tags and meta descriptions for new products.



# Social Media

Since September 2023, our team has been leading the implementation and optimization of META ads targeting for Pendleton Woolen Mills, concentrating on precision audience targeting to boost brand visibility and sales.

## Baseline vs. New Campaign Performance:

- Reach: Increased from 713,089 to 2,142,049 (+200.40%)
- Impressions: From 1,986,752 to 13,597,045 (+584.38%)
- Clicks: Increased from 45,761 to 197,950 (+332.46%)
- Revenue: Grew from \$656,029.11 to \$8,199,350.60 (+1149.66%)
- Budget: From \$24,524.36 to \$160,634.44 (+554.91%)

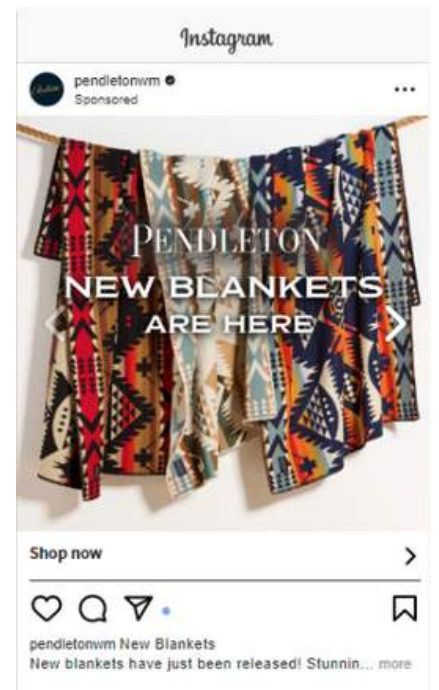
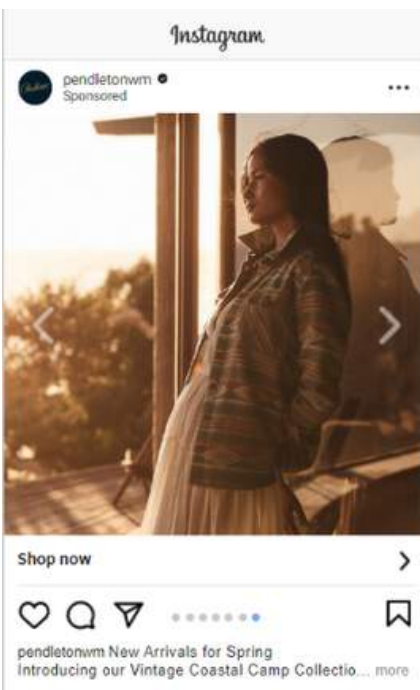
## ROAS Comparison:

- Our Campaigns' Average ROAS: 51.04
- Client's Previous Campaigns' Average ROAS: 24.92



## Snapshot of Campaign Successes

- Total Budget Allocated: \$160,634.44
- Total Reach Achieved: 2,142,049
- Total Impressions Made: 13,597,045
- Total Clicks: 197,950
- Average CPM (Cost per 1000 Impressions): \$11.81
- Average CPC (Cost per Click): \$0.81
- Total Conversions: 40,461
- Average Cost per Conversion: \$3.97
- Total Revenue Generated: \$8,199,358.60
- Average Return on Ad Spend (ROAS): 51.04





**Our team is dedicated  
to ensuring your  
success.**

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