

Case Study



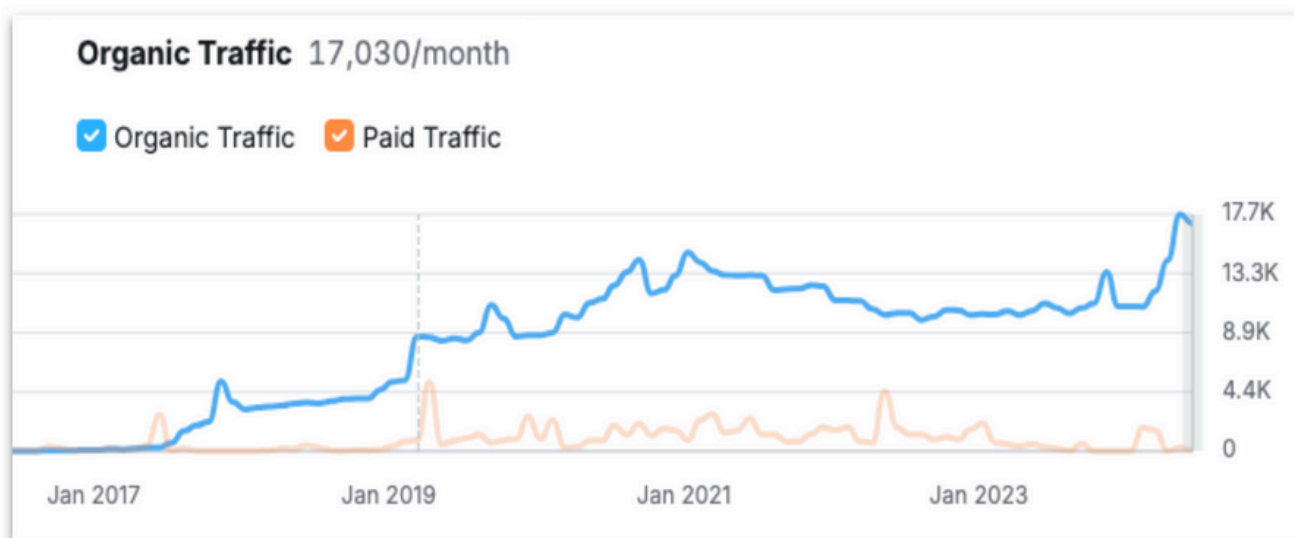
Gooten.com is a globally distributed company offering automated fulfillment and print-on-demand services for e-commerce businesses. It integrates with major online marketplaces, allowing merchants to efficiently produce and ship custom products.

- **Engagement:** In 2019, Gooten hired Clarity Digital to help with their website refresh, and provided them a strategy roadmap with focus on SEO to help improve their organic traffic and leads.
- **SEO Audit:** Clarity Digital conducted a comprehensive SEO & SEO audits, identifying critical areas for improvement and uncovering valuable keyword opportunities.
- **SEO Roadmap:** The SEO strategy was delivered to the inhouse team to implement with the goal to improve and increasing their organic traffic and leads.
- **SEO Consulting:** Clarity Digital provided Gooten consultation throughout the SEO Roadmap implementation.
- **Website Refresh:** In addition, Clarity Digital supported the client with a website refresh, further contributing to the growth of their organic traffic.

SEO Improvement

- Clarity Digital managed Gooten's Google Ads, achieving a solid 1.5% conversion rate for non-branded campaigns—a strong result for a B2B print-on-demand supplier.
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- Branded campaigns exceeded 2% conversion, while competitor (conquering) campaigns, despite a lower conversion rate of under 0.5%, effectively raised brand awareness for future remarketing efforts.
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Gooten continues to optimize these highly profitable Google Ads campaigns today, as shown by the orange line, though its impact is understated.



Jan 2019
Organic traffic

8K

Current 2024
Organic traffic
increased by **112.5%**

17K

Non-branded
Campaigns
Conversion Rate

1.5%

Branded
Campaigns
Conversion Rate

2%



Our team is dedicated to ensuring your success.

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