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Twelverays.



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CASE STUDY



Despite having an existing customer base and an excellent product, Nesting Days wanted to increase their visibility online.

Wanting to put their product in front of more new parents, Nesting Days strategized with Twelverays on ways to improve their website.



TARGETED KEYWORDS

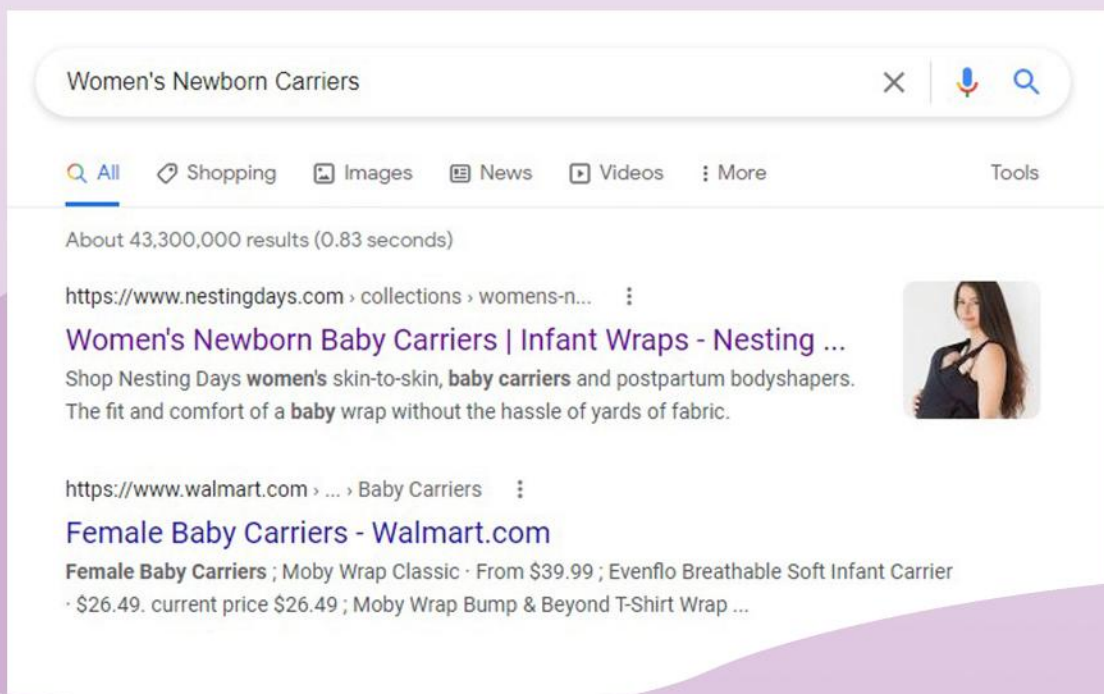
The first step to bringing in more clients for Nesting Days was to conduct extensive research regarding what parents wanted in their baby carriers and the descriptors (keywords) they used to find such products online.

Following an research process, our team concluded that the most efficient method of rising through the ranks on Google was to use **visual descriptions** of the products as our targeted keywords.

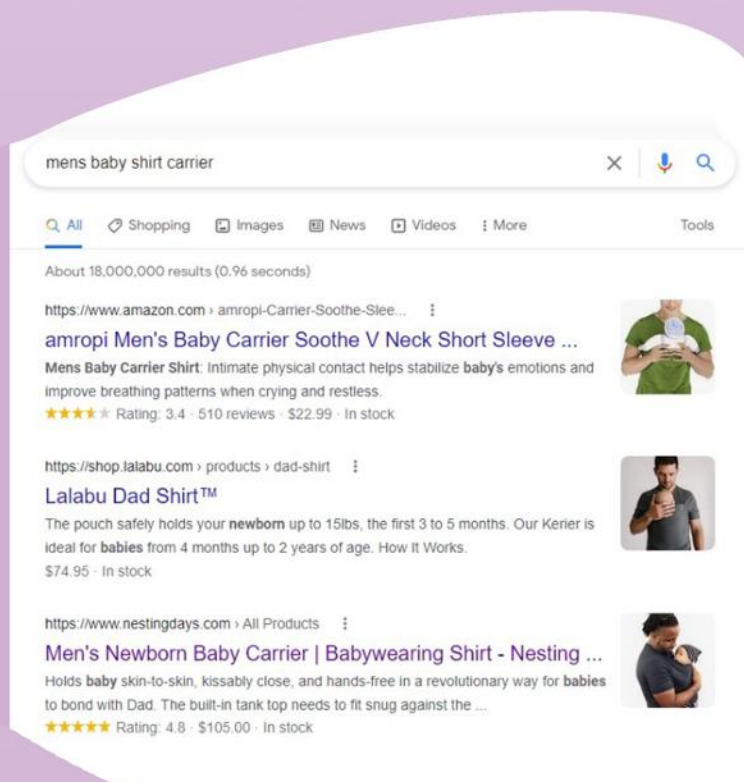
The reasoning behind this was that parents not only wanted a product that functioned to bring them closer to their newborns, but also wanted something that would match aesthetically with their existing attire.

Another such focus was to differentiate between **men's and women's baby carriers**, as both were often searched for and cater to different demographics.

Lastly, an emphasis on the term '**skin to skin**' was identified, as new parents doing their research on child development would come across that term quite often.



Following Twelveray's implementation,
Nesting Days started ranking in the top 5 for
relevant Keywords on Google.



Twelverays also prepared the Nesting Days website to be more SEO compliant, by removing dead links, ensuring website stability, and introducing backlinks.

All of these efforts made it easier for Google to index the Nesting Days website, thereby organically improving their search ranking without resorting to paid ads.



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