

# SEO Case Study: Tea Company Reaches 1.29m Views



Refresh Ideas is a [top eCommerce marketing agency](#) that provides comprehensive digital marketing services for a wide range of brands and businesses.

Today, we want to share a case study for a tea company we helped grow online by 50% in just six months with SEO.

## SEO Case Study for a Tea Company

Here is our detailed case study for a tea company whose brand and business we helped grow online.

### Client Overview

The client came to us with an existing website for their tea company and a relatively small customer base. Their products were top-quality, and they were well-respected in the tea industry. However, their online presence, website visits, sales, and marketing analytics did not reflect their good standing in the industry.

Refresh Ideas stepped in to help them achieve their goals and exceed expectations.



When we analyzed the client's tea company, website, and online footprint, we identified many marketing challenges preventing the client from [growing their business online](#).

## High Competition

The tea market is highly competitive, especially considering the high demand for loose-leaf teas and Darjeeling teas. These products are also our client's best-selling items. This scenario posed a challenge as it was crucial to make the client's tea company stand out in a sea of competitors.



## Website Optimization

The client had not optimized its existing website; this included content and on-page SEO.



## On-Page Issues

The client's tea website was comprehensive but had plenty of [on-page SEO issues](#), such as missing tags, broken images, duplicate content, incorrect meta details, low word count, low text-to-HTML ratio, broken links, etc.



These issues prevented search engine algorithms from correctly crawling, understanding, and ranking the client's tea website.

## Brand Positioning

While the tea company had an excellent reputation in the tea industry and a rich cultural heritage, they could not brand this to their online and global customers. Nothing significantly differentiated the tea company from competitors or made the brand memorable for customers.



Our [strategy](#) for this tea company was to resolve its SEO issues, optimize its website, improve its user experience (UX), and help its brand position itself ahead of competitors.

- **Develop an Integrated Site-Wide Keyword Strategy**

Our first objective was to conduct extensive keyword research and develop an integrated site-wide keyword strategy for the tea company's website. We set goals, set parameters to track those goals in analytics, and produced a comprehensive strategy to target relevant keywords now and in the future.

- **UI/UX Enhancements**

We knew that the company website's user interface (UI) was not user-friendly or responsive. These issues caused visitors to have a poor user experience (UX), which, in turn, caused them to leave or 'bounce' from their [website](#).

We enhanced the UI to make it easy to use and improved page load speeds. We also reduced unnecessary steps in processes like purchasing, made everything more accessible, and introduced compressed images. Ultimately, these optimization measures helped the tea company enhance its site-wide UX.

- **Website Content Optimization**

We optimized the client's website content to ensure that search engine algorithms fully captured the details. We added meaningful content, increased the text-to-HTML ratio, removed duplicate content, and introduced blog posts targeting keywords.

- **Resolved On-Page Errors**

We resolved all the on-page SEO errors and issues mentioned earlier, including incorrect meta details, missing tags, broken images, broken links, etc.

- **Regular Competitors Review**

We conducted regular competitor reviews to highlight all the positive initiatives helping the competition and the things hurting their business. We helped our client learn best practices from these insights and note the mistakes to avoid.

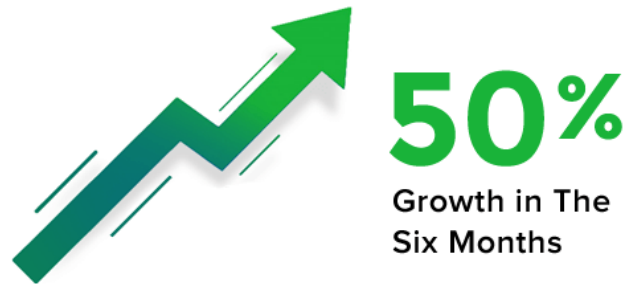
Most importantly, it helped our client, the team from the tea company, understand what separates it from the competition and how it can position its brand to stand out in customers' minds.

- **Frequent Link Building**

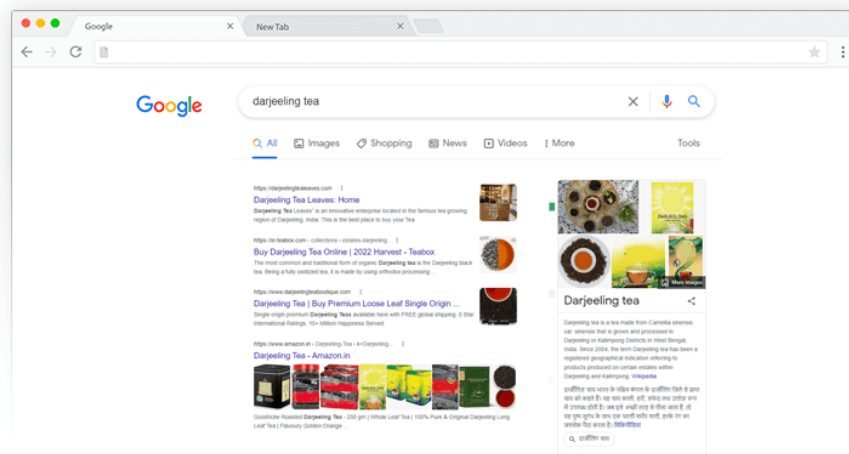
We continually helped the tea company build links with other popular domains in their industry that could help them capture greater target audiences. We ensured that they maintained a healthy amount of inbound and outbound links to help them increase reach and rank on search engines.



Ultimately, the fruits of our labor paid off, and the results speak for themselves. The tea company experienced 50% growth in the six months period to reach a whopping 1.29 million visitors. Their online sales are higher than ever, and their future projections show immense growth in the coming fiscal quarters.



Currently, their website ranks top for most of their target keywords, which is what SEO is all about. So, any time prospects search for relevant teas, search engines like **Google show our client's website on the top** of the first page of results.



Please visit our website today if you want to learn about more [digital marketing](#) successes or want Refresh Ideas' top digital and eCommerce marketing services for your tea or coffee brand.