

## CASE STUDY



# HOW STRATEGIC SEO TRANSFORMED BULK APPAREL GROWTH

[www.bulkapparel.com](http://www.bulkapparel.com)

BulkApparel.com, a trusted name in wholesale blank apparel for over 20 years, offers top-quality products from leading brands at unbeatable prices with no minimum purchase required.



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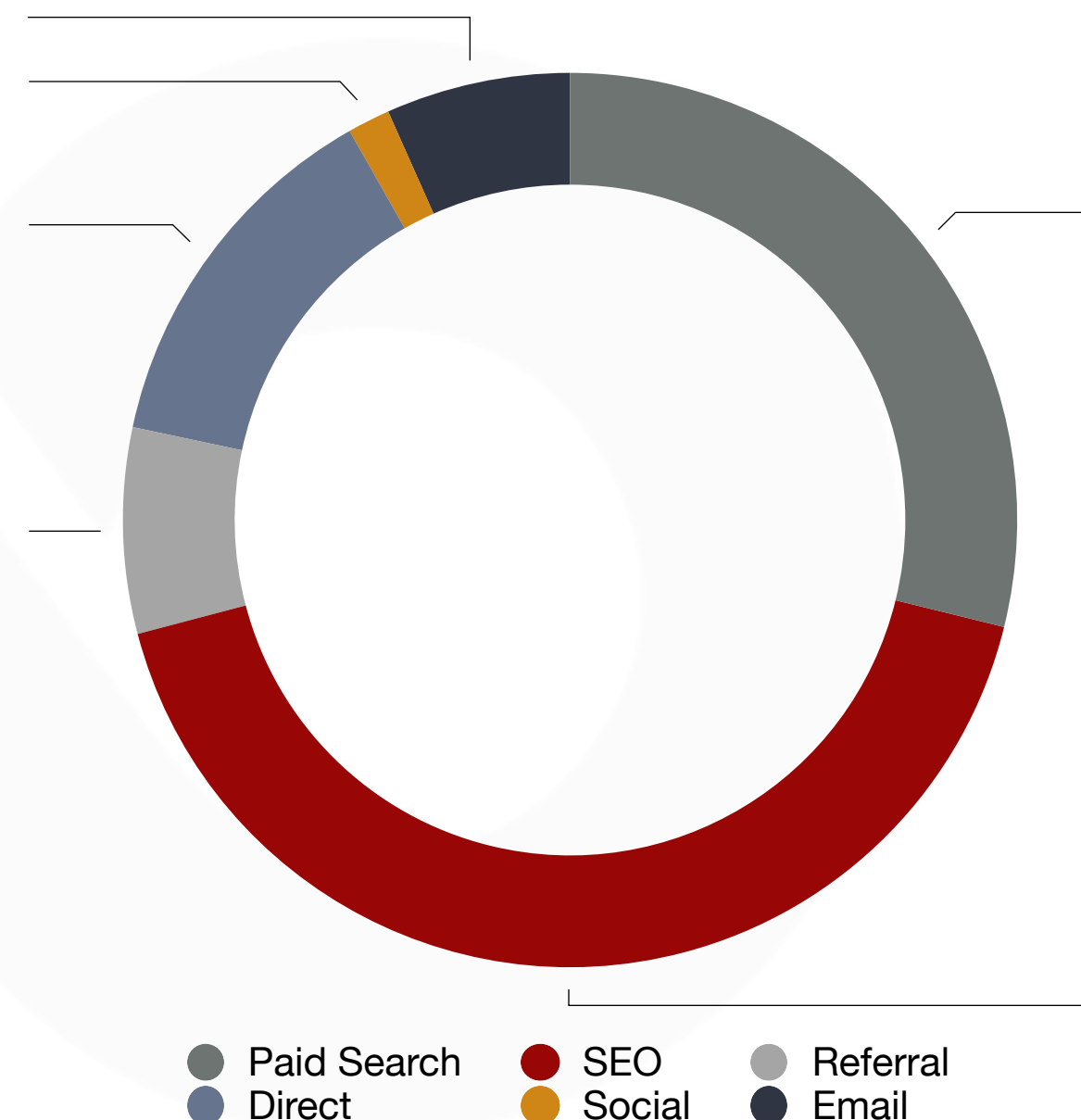
## Introduction

BulkApparel.com launched in 2019 and partnered with Smartboost in January 2020 to optimize their new website for success.

The collaboration focused on creating a fully optimized website with advanced schema markup, achieving an SEO health score above 95%, implementing strong on-site SEO, and enhancing accessibility. Key initiatives included adding valuable content to critical pages, such as a "Read More" feature on collection pages, and leveraging insights from paid search campaigns to integrate high-performing organic keywords.

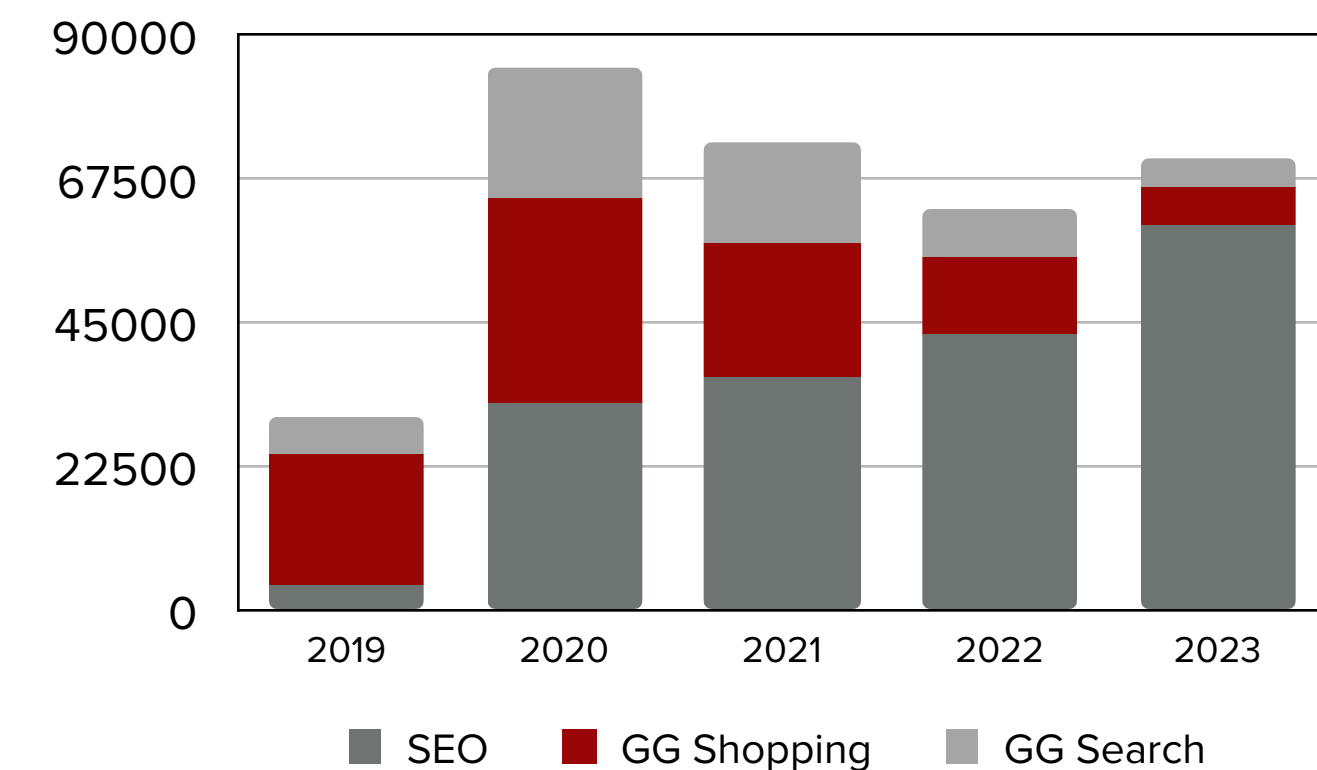
Additionally, Smartboost scaled link-building efforts with strategic high-DA placements and competitive analysis to boost the brand's visibility and authority.

## Marketing Channels



## Performance

By focusing on data-driven strategies from search campaigns, BulkApparel.com achieved impressive SEO performance by September 2023. The website ranked 1,298 keywords in the top 3 positions and 4,832 keywords in positions 4-10, out of a total of 26,000 keywords tracked. Notably, 24% of these keywords secured a spot on page 1. This success was driven by a fully optimized website, a strong emphasis on on-site SEO, and the acquisition of high-quality referring domains.



## Conclusion

The partnership between BulkApparel.com and Smartboost demonstrates the power of a data-driven, strategic approach to SEO. By focusing on website optimization, accessibility, high-quality content, and targeted link-building, the brand achieved remarkable search engine performance and established itself as a leader in the wholesale blank apparel industry. With 24% of keywords ranking on page 1 by September 2023 and a strong foundation for ongoing growth, BulkApparel.com is well-positioned to continue its success in a competitive market.