

How Red Land Cotton Increased Transactions By 185%

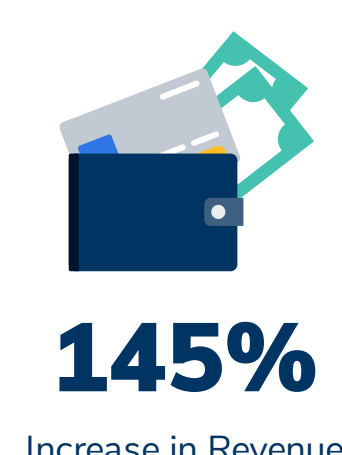
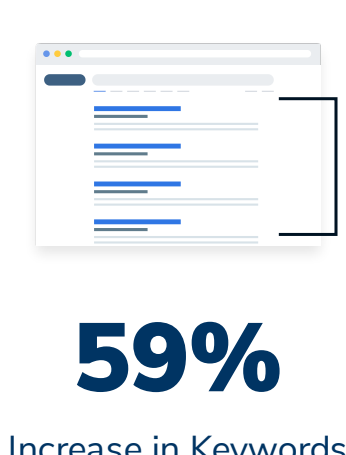
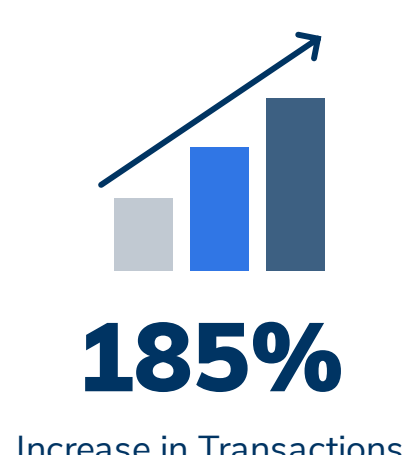
RED LAND COTTON



Background

Red Land Cotton is growing the best upland cotton that the rich red earth of North Alabama can produce to bring you luxury linens that are fresh from the farm. Their American made cotton bed sheets and towels are created with the cotton grown on their family farm, which creates a farm-to-home difference they take pride in. Discover the Red Land Cotton difference for yourself with their signature soft, durable, and ever comfortable bedding and bath towels. Red Land Cotton's luxury linens are available in various patterns and styles that feature classic, timeless, and heirloom inspired designs.

Red Land Cotton's cotton bed sheets and bath towels are proudly made in the USA and crafted exclusively with cotton sourced directly from their North Alabama farm.



"The team at Logical Position has put together a strategy that is really working for our business. The smart SEO tweaks along with updated monthly blog content keep us relevant and searchable. Their strong SEO campaigns combined with their Bing and Google ad campaigns have allowed us to see significant growth within six months of implementation."

-Anna Brakefield, Owner of Red Land Cotton

Goals

- 🎯 To increase overall targeted traffic to the site
- 👁️ To increase brand awareness
- ☰ To increase "american made" and "made in USA" keyword rankings
- 🛒 To increase sales and users to their online storefront

Approach

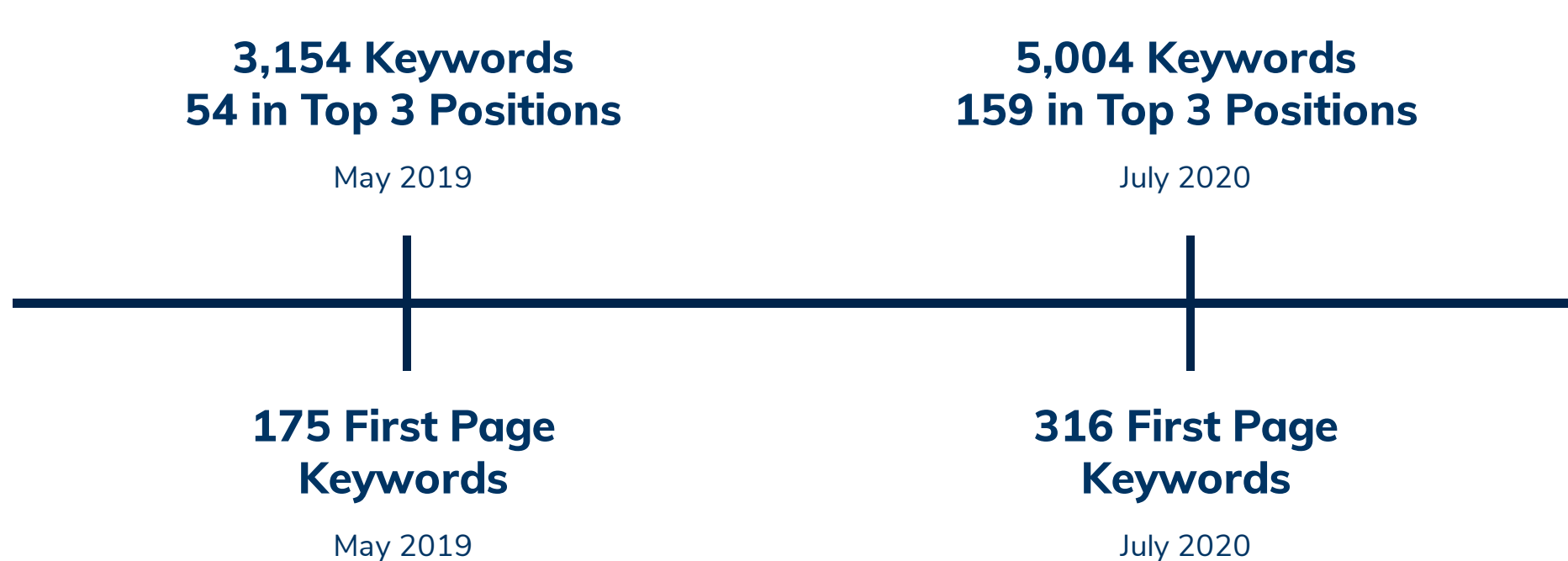
Throughout the campaign, Logical Position prioritized optimizing existing product pages while creating new resource pages. LP was able to reach Red Land Cotton's goals of ranking for "American Made" terms through extensive keyword research, creation of unique content, and completing website technical work. To further increase the site's domain authority, LP also works on consistent backlinking and blogging efforts.

Results

In May 2019, Red Land Cotton partnered with Logical Position for 20 hours of SEO consulting (SEOC). They then signed up for an additional five hours of SEOC in June 2019. Then in September 2019, as Red Land Cotton was experiencing outstanding results, they decided to increase their SEO package to a National – Intermediate campaign.

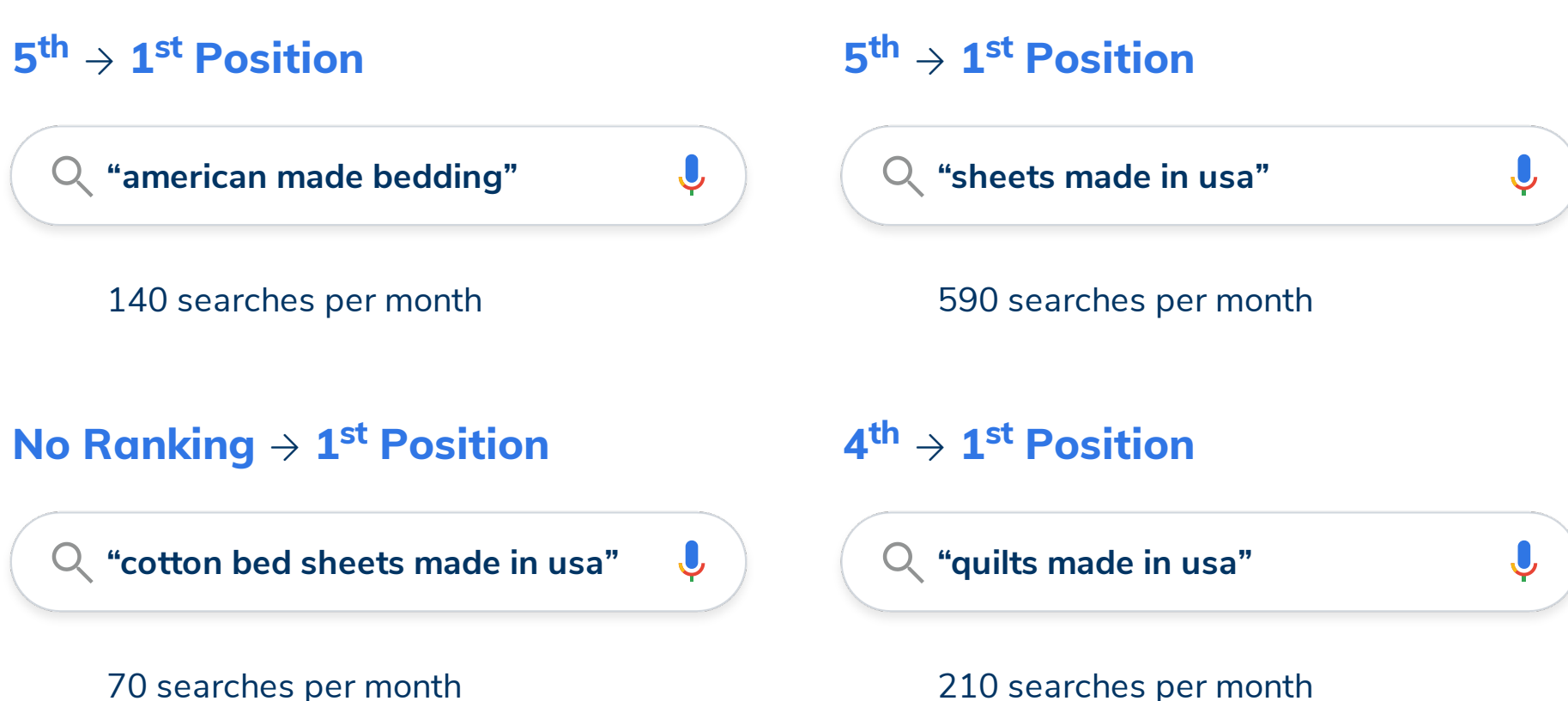
Since working together, Red Land Cotton has experienced incredible growth in numerous areas. Logical Position was able to maintain existing organic rankings and traffic, and they helped Red Land Cotton continue to grow throughout the campaign. Due to Logical Position's efforts, comparing the start of their partnership to July 2020, Red Land Cotton keywords have grown 59% (3,514 to 5,004). When comparing first page keywords, there was an increase of 81% from May 2019 with 175 keywords to July 2020 with 316 keywords.

Keywords



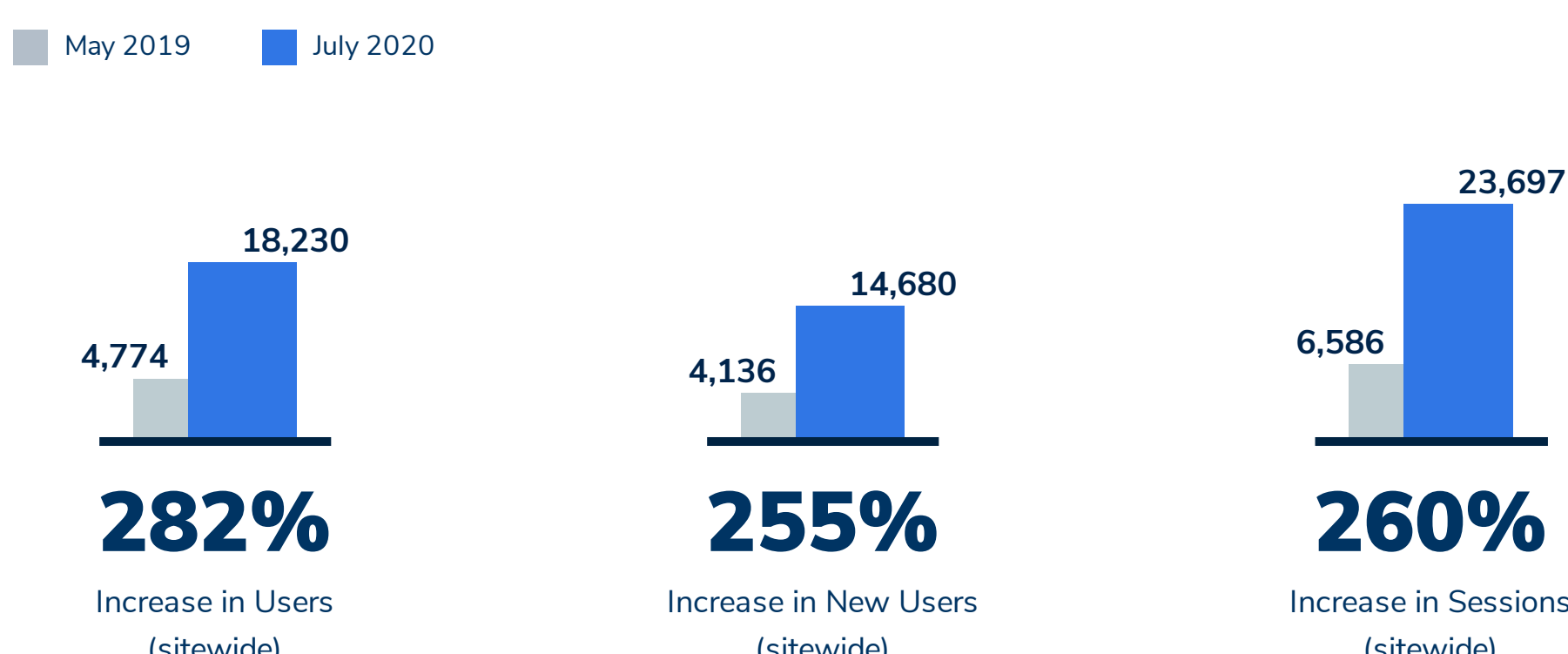
Target Keywords

From May 2019 to July 2020



Based on Google Analytics' data, the site's overall organic traffic improved significantly from May 2019 to July 2020. Red Land Cotton saw a 282% increase of users to their site (4,774 to 18,230), a 255% increase in new users (4,136 to 14,680), a 260% increase in sessions (6,586 to 23,697), and an increase in revenue of 145%.

Analytics



Ready to Find Out What Makes Us Different?

GET STARTED NOW



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