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## About Ecokid

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Ecokid AB  
Stockholm Sweden  
Email: [info@ecokid.com](mailto:info@ecokid.com)

Ecokid is an online shop, selling organic children wears. The site is owned by Ecoliving AB, based in Stockholm Sweden. Ecokid started its online operations in autumn 2007.

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## RESULTS

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- 225% increase in the natural traffic to the website, resulting in a 7.27% sales conversion.
- Top rankings achieved for several keywords like ekologiska barnkläder, babykläder, and miljövänliga barnkläder.
- There has been 55% increase in page views.

## SCENARIO

In the current rapidly changing online world, a nicely designed website is just half of the battle won. The problem with Ecokid was that they had a great looking website along with quality and unique products on offer. But unfortunately there were almost no qualified traffic from search engines! Their website's natural traffic stood at 10%.

Ecokid approached VIXDAR in order to provide them with search engine optimization solutions which can bring qualified traffic to their website and in turn increase their online sales.

## CHALLENGES

- Landing page optimization
- Low keyword listing
- Low link popularity
- Low sales conversion rates
- No metric to keep track of Key Performance Indicators (KPI's).

## SOLUTIONS

With our Whitehat SEO Philosophy, we converted these challenges into opportunities.

- We made architecture recommendations for their landing page.
- We carried out a competitor's analysis, which helped us to understand competitors' SEO strategy.
- We carried out an extensive keyword research and identified a list of primary keywords and phrases.
- We optimized their site content by improving keywords' density.
- We implemented an analytics package for their website, which helped us to track the KPI's (Key performance indicators) on regular basis.
- We researched and requested high quality one-way relevant links for their website, which increased their website's link popularity, and keywords' position.

**"It has been a pleasure working with the SEO team at VIXDAR; they really did a great job. I would highly recommend them."**

Sophia Anderson  
CEO Ecokid