

## TreeStuff Improves Technical SEO and Increases Organic Traffic with Sitemap.io

### A Two-year decline in SEO Performance and Organic Traffic

Starting in 2019, TreeStuff noticed a steady decline in organic traffic to its website. Newer competitors and established brands who began competing started to outrank them for key product terms.

### The Search for an Expert SEO Agency

This led TreeStuff to work with an agency that didn't specialize in eCommerce SEO. After a short period, they realized they needed an agency with eCommerce expertise and hired Sitemap.io to optimize their online stores.

### SEO Work with Sitemap.io

Sitemap.io's deep experience with online stores helped us identify the issues quickly. We started with a comprehensive SEO audit of TreeStuff.com and a review of the website architecture to determine the gaps and opportunities facing TreeStuff.

Within just a few months, Sitemap.io had performed extensive keyword research for product pages, which helped us reorganize their entire website architecture and optimize their categorization.



#### About TreeStuff

**Website:** TreeStuff.com

**Background:** TreeStuff is the leading eCommerce store for Arborists and Tree Climbers worldwide. After over 2 years of SEO neglect, they needed an agency with eCommerce expertise.

With on-page SEO, content creation, and link building, We got a full SEO campaign up and running and started seeing the results they were looking for.

## SEO Results

### Traffic and Revenue Growth

TreeStuff saw a substantial increase in organic clicks to TreeStuff's product pages. The website picked up thousands of new product keywords thanks to the optimizations and category structure which helped Google understand their website even better.

This led to a rise in revenue from organic traffic and target keyword rankings, especially for their target product category pages and keywords. The competitors which were once overtaking them began to lose ground to TreeStuff, a pattern that continues to this day.

### Positive Impact

TreeStuff's partnership with Sitemap.io led to a complete turnaround in their SEO performance. Their key product category pages picked up target keywords and ranked higher for them. This led to increased revenue for their most important product lines and featured brands.

### Conclusion

With Sitemap.io's help and proficiency in eCommerce SEO, TreeStuff was able to go from losing organic visitors to reclaiming its online authority. Sitemap.io's ability to deliver targeted eCommerce solutions quickly that lead to tangible growth.

## Results Highlights

- Substantial increase in organic clicks
- Rise in revenue from organic traffic and keyword rankings
- Improved keyword rankings against competitors



*Over 15 months, TreeStuff.com received an 80% increase in clicks for its target product keywords*