

## Ring's End Exponentially Expands Its Organic Footprint with Sitemap.io

### Explosive Online Growth for a 120-Year-Old Brand

When COVID hit, Ring's End realized the need to expand beyond traditional advertising and marketing to create an online footprint. What they didn't know was how competitive the space would be, and how much expertise is required to grow from the bottom up.

### The Search for an eCommerce SEO Agency

Although the brand held a respected position in its region, its non-branded keyword rankings were inadequate for producing any national traffic. The opportunity to grow their eCommerce traffic and sales was clear, but the highly competitive nature of their industry required a strategic eye. As Sitemap.io dug into the campaign, we saw that a comprehensive digital marketing plan and web design would be needed to make the eCommerce optimizations successful.

### SEO Work With Sitemap.io

Sitemap.io worked with Ring's End to craft a complete SEO strategy, encompassing expert content development, on-page optimizations to product pages, and product categorization. A targeted backlinking campaign added to the plan's robustness, increasing domain authority and helping Ring's End compete successfully with nationwide home improvement retailers.



#### About Ring's End

**Website:** ringsend.com

**Background:** Ring's End is a 120-year-old brand based in the Northeast United States, specializing in supplying premium home improvement and building products.

## SEO Results

The result was a flourishing eCommerce platform, with significant growth in organic traffic, keyword rankings, and revenue.

The focus on their product pages, including categorization and link building, drove their eCommerce revenue up by 40%.

The new content development massively increased their organic traffic site-wide, driving new users and growing targeted brand awareness nationwide with an increase from 15% to 77% in non-branded keyword traffic.

## Website Design

Sitemap.io's website updates played a critical role in enhancing Ring's End's online profile. The redesign of key landing pages, navigation, categorization, and blog templates tackled issues of dated design, slow website performance, user experience inconsistencies, and difficult navigation. This overhaul was not only for better SEO but to provide a more enjoyable user experience.

## Conclusion

The success story of Ring's End and Sitemap.io represents a harmonious blend of insightful strategies, content expertise, and design innovation. Their continued partnership is poised to further solidify Ring's End's position as a leading supplier in the home improvement space.

### Results Highlights

- 40% year-over-year eCommerce revenue increase
- 37% year-over-year organic traffic growth
- 2,800 new top-10 organic keywords

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*Sitemap.io has been an instrumental partner in our growth the past three years.*