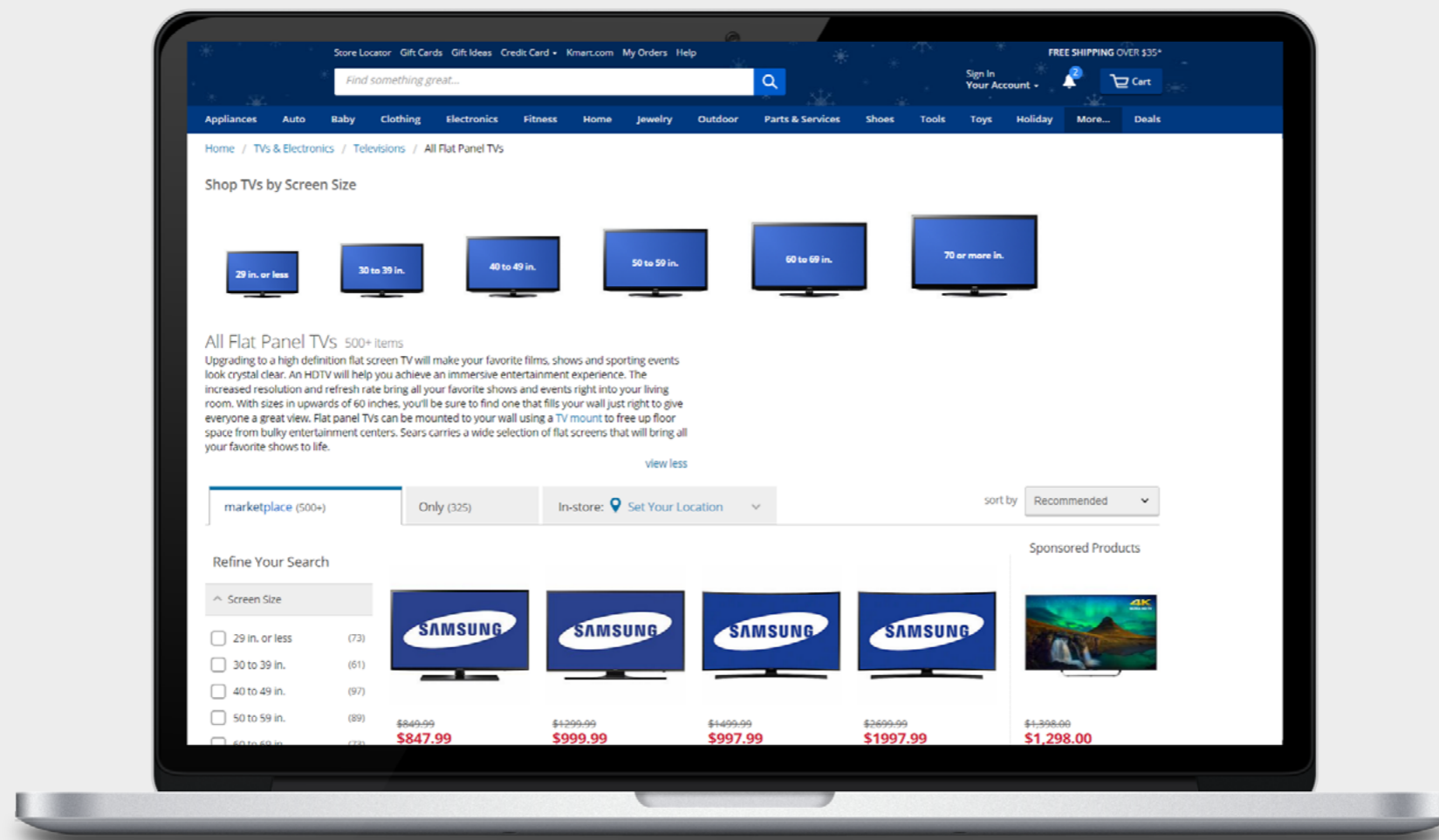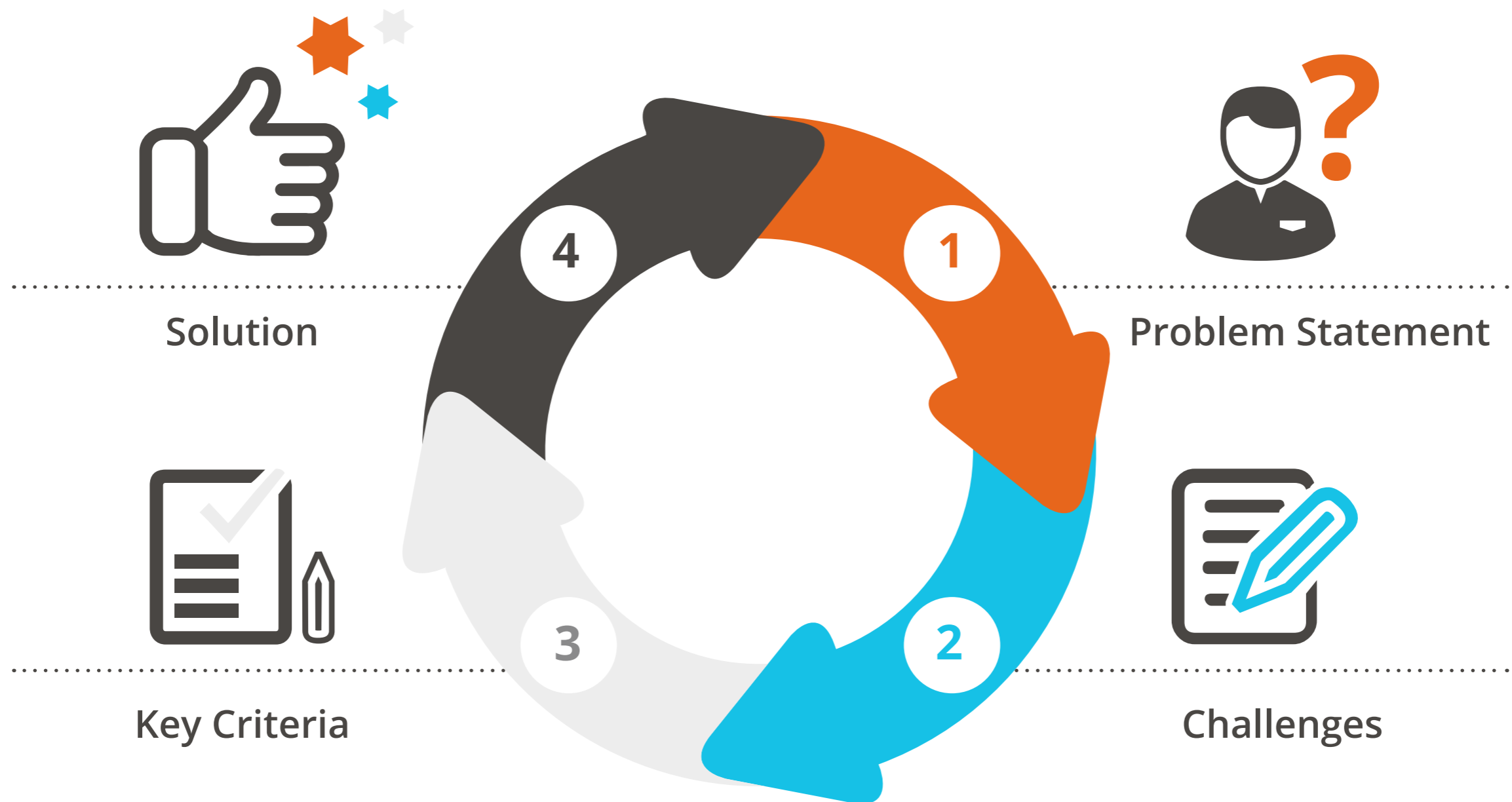# Case Study:
Writing Category Descriptions
for a Top 10 Internet Retailer

Project Overview

Solution

Problem Statement

Key Criteria

Challenges

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Case Study: Category Descriptions for a Top 10 Internet Retailer

Problem Statement

- ✓ Raise the profile of Ecommerce site

- ✓ Increase organic search ranking for product and category pages

- ✓ Include internal links to high value brands
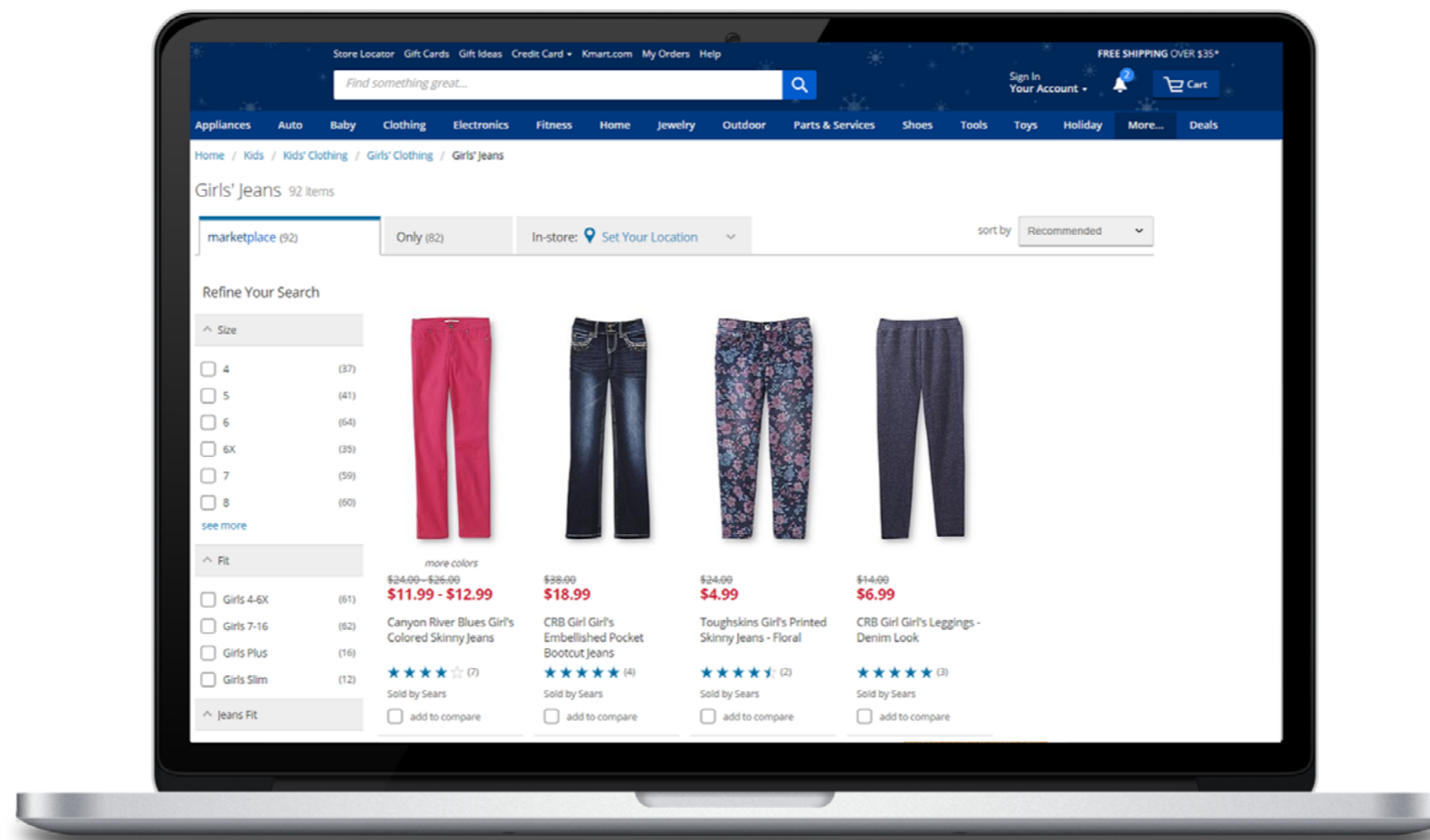
- ✓ Improve customer experience

Challenges faced by the Client

- ✓ Update 5,000 category pages with original content

- ✓ Clean up Taxonomy

- ✓ Develop consistent guidelines for internal linking

- ✓ Develop consistent guidelines for HTML and CSS generation

Before Textbroker:
Category Page Example

Without category descriptions on their product category pages, the top 10 retailer's SEO performance metrics were suffering. This opportunity was apparent on the category pages across their site.

Established Criteria for Success

✓ Collaboratively defined an end state

✓ Delivered content with HTML and CSS

✓ Provided internal links for high value brands

Delivered Excellent Results

- ✓ Delivered 5,000 category pages with original content

- ✓ Content is providing a measurable increase in organic search results

- ✓ SERP increase of almost 5% across all pages

- ✓ Customer has ordered additional content for next phase

Case Study: Category Descriptions for a Top 10 Internet Retailer

After Textbroker:
Category Page Example

The top 10 retailer significantly increased SEO across their category and product pages by adding 100 – 150 word category descriptions to thousands of category pages.