

Case Study

# Album Design Store



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**Sun Media Marketing**

Maximize your Visibility

# Album Design Store Case Study:

Album Design Store is an Album Printing Company that is into printing, binding, and manufacturing of wide variety of Flush Mount Wedding Albums. Manufacturing customized high-quality creative Album Presentation Boxes and Album Bags is what makes us one of the top album companies across the United States and worldwide.

Album Design Store is one of the best-rated, full range Photo and Video Post-Production & Album Printing company serving Wedding and Event Photographers, Videographers and Cinematographers for a decade. They provide high-quality one-stop post-production services which include custom designing album layouts, color corrections, photo retouching, restorations, album printing as well as video editing services. Their wedding albums for photographers include linen wedding albums, handcrafted wedding albums, leather wedding albums and more.



# How We Helped

Sun Media Marketing was approached by Album Design Store to create a new organic search campaign for increasing the website traffic and sales through enhanced keyword optimization. Our digital marketing professionals started with an SEO audit initially to analyze the website visibility, speed, indexed pages, and keyword rankings in the search engines. We conducted the competitor analysis to identify the most frequently used keywords by the audience.



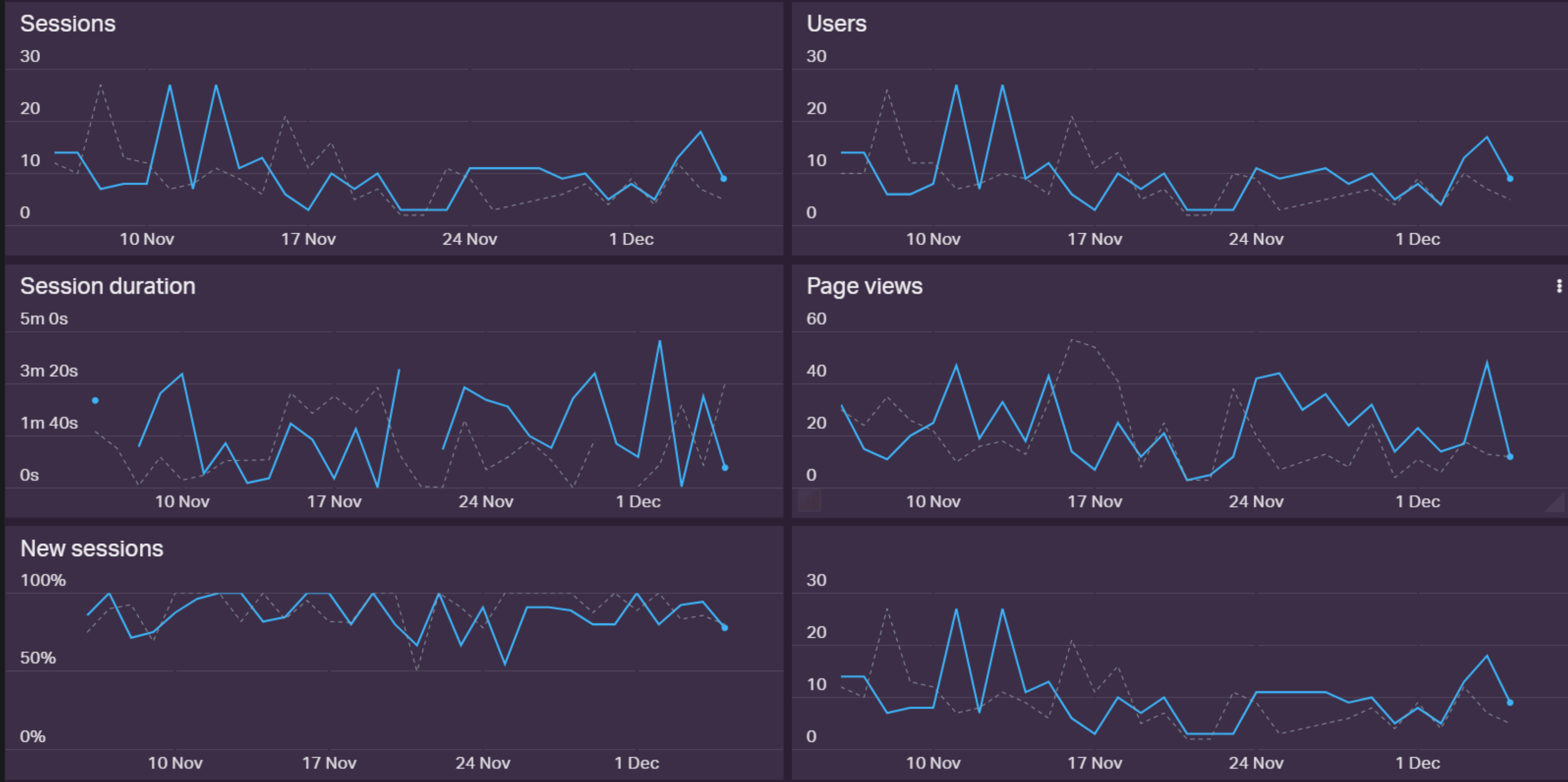
# Strategy & Tactics

- Content and category expansion added content to all category pages.
- Improved home page design and content to strengthen credibility and incorporate high-converting, relevant keywords.
- Improved internal linking to allow link equity to flow from popular informational content to key service pages.
- Acquired links from prominent industry websites via business profiles, guest blog posts, and local listings.
- Optimized Meta Tags with valuable search phrases from our keyword strategy.



# The Results

## Website Traffic



# Contact Us

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