

Beautifully Modest

Beautifully Modest is a premier online and offline retailer of modest wedding gowns and prom dresses. They offer high quality modest gowns that any daughter would be proud to wear, while making any mother prouder. The company strives to stay on top of the latest fashion trends for girls and women of all ages.



THE CHALLENGE

Beautifully Modest came to OrangeSoda with a simple request: increase online sales. Because they sell a unique product to a unique clientele, they wanted to ensure that their online advertising campaigns connected well with their target market, while reaching as many customers in that market as they could within budget constraints.

THE PLAN

- Provide recommendations for all onsite changes necessary to make the website SEO friendly, including meta-data, keyword density, and URL structure
- Employ an aggressive link building strategy based on keywords targeted specifically to reach the ideal customer
- Optimize online campaigns and website layout to convert traffic to sales

THE RESULTS

- Achieved #1 rankings for client's three highest volume keywords
- Attained top three rankings for three other high volume keywords
- These results achieved across all three major search engines