



## On-Page Optimization Improves Search Engine Ranking

*“We approached three different vendors to redesign our old NetSuite webstore. Explore Consulting had a great portfolio of fashion and style clients that made us confident they would design a great looking website for SalonSmart. Explore also provides full eCommerce solutions such as design, SEO, and campaigns which makes them a great NetSuite eCommerce Partner.”*

*- Miriam Deckert, Marketing Coordinator, SalonSmart*

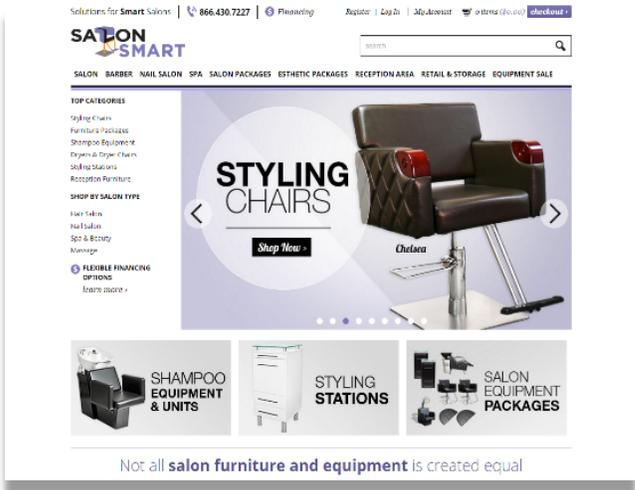
**Background:** SalonSmart is a Florida-based, family-owned and operated business that specializes in manufacturing and distributing salon spa equipment for sale to personal care and healthcare business.

**Issue:** Prior to partnering with Explore Consulting, SalonSmart identified the need to redesign their NetSuite webstore and improve their organic traffic. After approaching three different vendors, SalonSmart chose Explore Consulting based on previous work in the fashion and style industry.

Lack of search engine ranking posed a high risk of losing brand recognition and market share. Additionally, the lack of insight into search trends limited SalonSmart’s ability to forecast their business needs due to limited data.

**Solution:** Explore Consulting’s digital marketing team worked closely with SalonSmart to examine opportunities to optimize their search engine presence and meet their full ranking potential.

After performing an SEO Audit and updating the code and content on the site, Explore went through an extensive series of on-page optimizations. Thousands of pages were affected by the optimizations, accomplished through custom scripting.



Some of the major tasks involved optimizing alt text for over 30,000 images, improving page load time, addressing 404s, adding mobile compliance, and adding language declaration. Other helpful tactics that assisted search engines to understand how SalonSmart.com preferred to be seen were updating the robot.txt file and creating and submitting a custom site map.

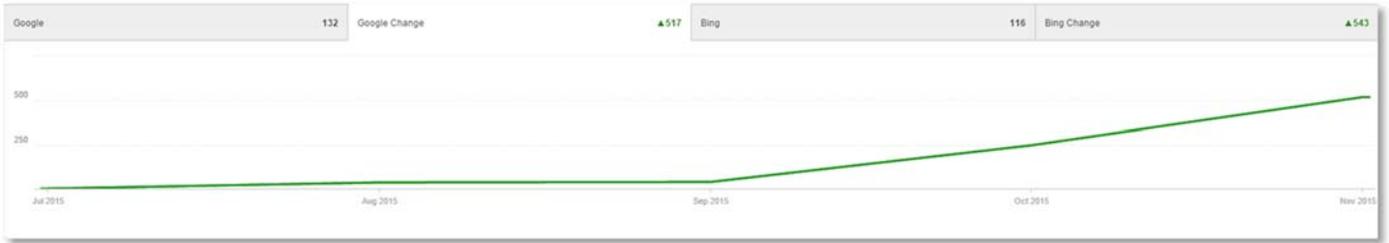
Over four months, SalonSmart’s pages were optimized in an effort to gain SEO rank position, and extensive keyword research allowed for maximum exposure.



**Results:** The new online marketing strategy put into place by the Explore team has resulted in dynamic positive results for SalonSmart.

Rankings in Google improved over 500 positions for non-branded keywords. The number of keywords ranked 1-3 in Google increased 39%. Organic traffic improved 71% compared to the previous year.

Implementing Explore Consulting’s SEO strategic plan immediately optimized SalonSmart’s web presence and has resulted in exceptional visibility that will allow their brand to continue expanding for years to come.



SalonSmart’s non-branded keywords improved over 500 positions in Google

## About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers’ database and IT systems’ needs.

Having specialized in SaaS solutions for more than 14 years, Explore Consulting is the largest and most

experienced NetSuite reseller and solution provider in the Northwestern United States.

Explore Consulting is well-known as a leader in NetSuite implementation, customization, integration and Ecommerce, and has also been a 10-time NetSuite Star Performer, won 24 NetSuite awards and has twice been named NetSuite Partner of the Year, Americas.

For more information, visit <http://www.exploreconsulting.com>.

