

The Client:

The Low Carb Grocery offers quality specialty health foods to Canadians from coast to coast, with multiple storefront locations and a robust e-commerce website. The Low Carb Grocery focuses its product selection on items specifically made for low carbohydrate and ketogenic diets, as well as for dietary considerations related to sugar intake, carbohydrate intake, and other health needs.



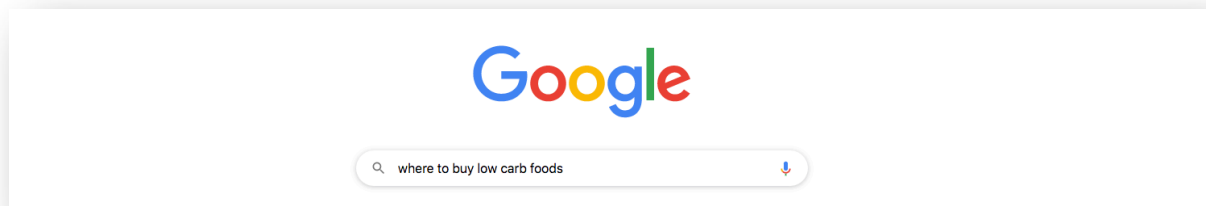
The Challenge:

In a rapidly growing market driven by widespread adoption of low carb and keto diets among health-conscious Canadians, [The Low Carb Grocery](#) wanted to improve their SEO to gain more organic traffic from search engines, as well as overhaul existing SEM campaigns that were struggling to produce a significant ROI.

The Strategy:

WMT developed a plan to help The Low Carb Grocery meet their digital marketing objectives focused on these essential strategies:

- 1 – Update the website with a solid foundation of critical search engine optimization elements**
- 2 – Restructure existing paid search campaigns to focus on revenue and customer acquisition**
- 3 – Implement ongoing optimization and maintenance procedures for both SEO and SEM**



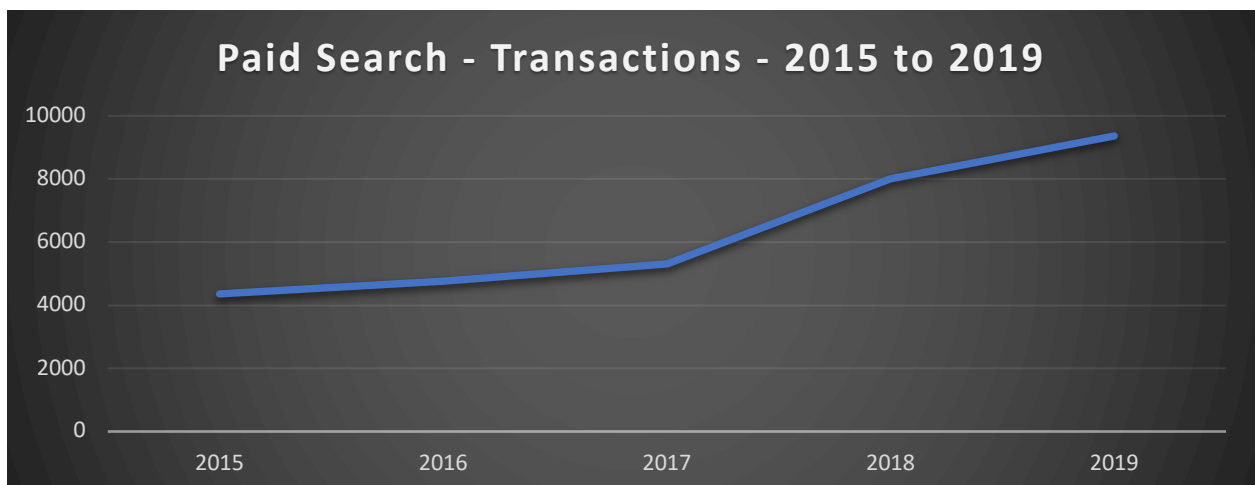
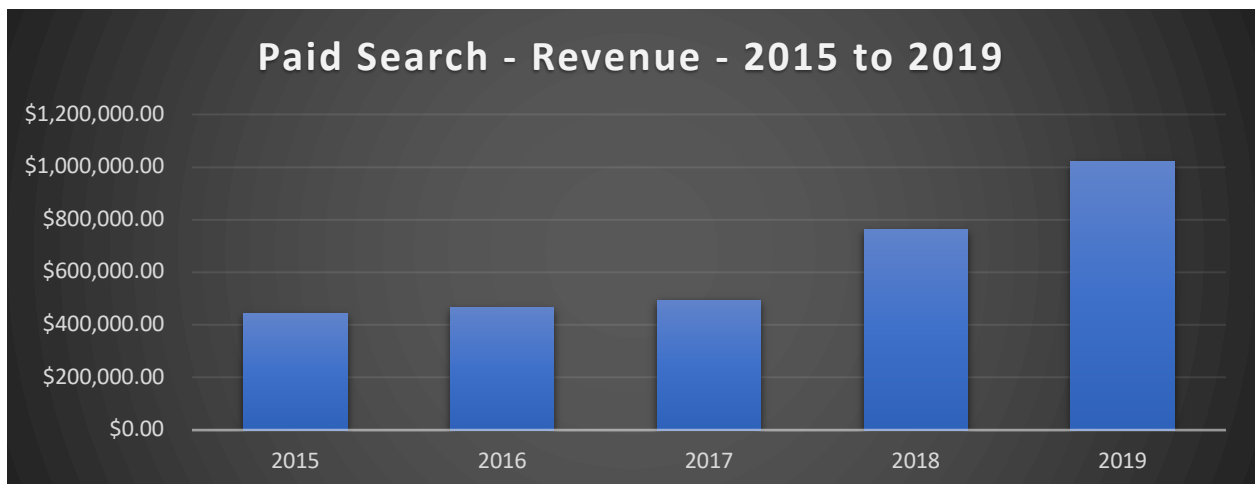
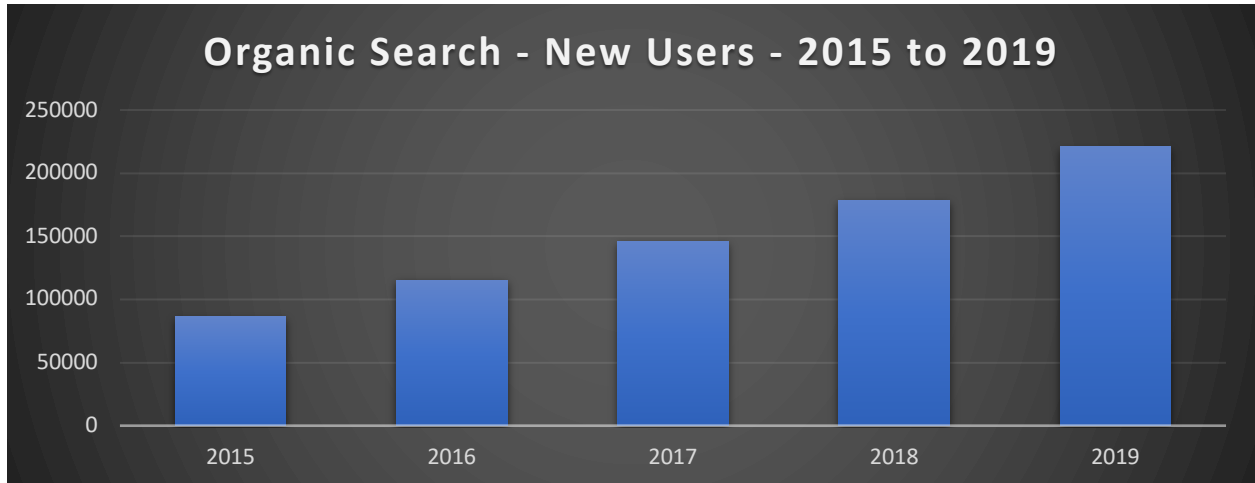
The Results:

“The success of our business hinges on the effectiveness of our digital marketing strategy. Thanks to WMT, we are winning in the digital space with powerful SEO and SEM campaigns that really work to drive sales and bring new customers in.

Without a doubt, WMT has elevated our position in search engines and helped us grow our business the right way. They’re always clear and transparent about their recommendations, and have the research and data to back them up. WMT is a key part of our business, and one of the reasons The Low Carb Grocery is Canada’s preferred source for low carb and keto health foods online.”

– **Justine Yip, Owner of The Low Carb Grocery**

The Results:



The Story:

Very few specialty diets have achieved the widespread adoption of the low carb diet, and fewer still are able to boast such tremendous success rates among those people who follow them. However, even with a rapidly growing demand for healthy, low carb products, most major grocery stores and food retailers in the Canadian market fell dramatically short in meeting the needs of consumers. Paul Yip saw this situation as a unique business opportunity. Mr.

Yip quickly took action and founded The Low Carb Grocery as a company focused on delivering high-quality health foods for low carb, keto, and other specialty diets to Canadians all over the country.



As the competitive situation evolved and more low carb food retailers entered the market, it became apparent that an effective search engine marketing strategy was of critical importance. In order for The Low Carb Grocery to acquire new customers and maintain its position as Canada's preferred source for low carb foods, it needed to be at the top of the search engine result pages for the most relevant keywords and phrases being used by the low carb community.

The Low Carb Grocery wanted to be found by those customers, whether they were searching for a place to buy low carb foods online, or hunting for a very specific product or brand of low carb foods. The challenge was getting to the top of the search results for so many different keywords and phrases across numerous products, brands, and categories available at The Low Carb Grocery. They needed a complete search engine marketing solution that included powerful SEO strategies to rise in the ranks for the most essential core keywords, and a robust set of SEM campaigns to support revenue growth and new customer acquisition.

To achieve these goals, The Low Carb Grocery turned to the experts at WMT.

Starting with SEO Fundamentals:



At the start of the project, WMT conducted a complete end-to-end site scan and SEO audit to identify exactly what was needed to improve the overall search engine authority of The Low Carb Grocery. This audit gave WMT a full view of the existing SEO elements on the site, with clear indicators of what was working, what was broken, and what parts were missing entirely. From there, WMT began the process of cleaning up the existing SEO issues on the site, building in the missing elements, and optimizing content for greater search engine authority.

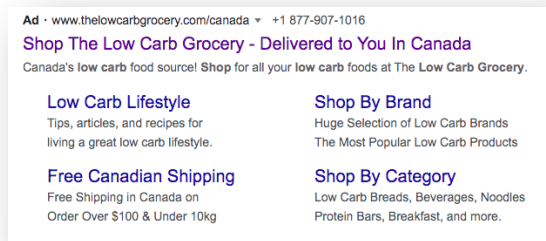
As part of the search engine optimization component, conversion tracking and analytics tool configurations were extensively reviewed to verify the quality and accuracy of analytics data, tighten up revenue and transaction reporting, and monitor the progress of SEO efforts as rankings rose and traffic and revenue increased.

Once the initial phase of the SEO project was completed, WMT continued to work with The Low Carb Grocery on an ongoing basis, providing regular maintenance of the site, scheduled site scans to verify SEO

health and proactively identify any potential issues, as well as delivering monthly performance reporting and strategic search marketing guidance.

Expanding to Paid Search Marketing:

Early in the process of the SEO project, paid search marketing was added to the scope of WMT's work with The Low Carb Grocery. Although they had an existing set of SEM campaigns, results were rather lackluster and the account needed to be refreshed with an updated strategy that better aligned with business goals and supported the multiple improvements that were occurring in the SEO project.



The SEM account was restructured and condensed to focus attention on two core objectives; direct revenue generation and acquiring first-time shoppers. To achieve greater revenue generation, paid search campaigns were designed to dominate the search results pages for a well-defined list of core keywords and phrases. To acquire first-time shoppers and drive new account creations, additional campaigns were created that covered a broad range of product-related and brand-related keywords and phrases.

With the account restructured to achieve these goals, an ongoing optimization and maintenance plan was implemented to ensure continual improvements were made across the account. ROI remains the main influencing force behind SEM optimizations. As new paid search tools have been introduced over time, they have been tested for their ability to supplement the core campaign structure for additional boosts to revenue and new account signups.

Adding Content Marketing:

SEO tactics and best practices have changed significantly since the beginning of the relationship between WMT and The Low Carb Grocery, therefore the overall search engine optimization strategy has evolved along with these changes. One of the most critical elements of modern SEO is the incorporation of a comprehensive content marketing plan in order to boost visibility on core keywords, as well as gain greater volumes of highy-relevant traffic from a wider variety of long-tail search queries.



WMT was instrumental in the development of the content marketing activity currently underway at The Low Carb Grocery. Helpful [blog articles and valuable how-to guides](#) were created with an 'SEO-first' approach to ensure that all content produced has a positive impact to search engine traffic in terms of both quantity and quality. Social media was leveraged for content distribution and customer engagement, enabling the content produced for The Low Carb Grocery to reach a larger audience and generate greater levels of influence among the community.

As traction was gained in SEO by producing a constant stream of high-value content marketing assets, WMT began to place even greater emphasis on improving the conversion rates of traffic coming in to blog content through long-tail searches. With extensive analysis of blog article performance, WMT was able to refine the content production process, topic selection criteria, and article templates to boost conversion rates and improve the overall ROI of content marketing efforts for The Low Carb Grocery.

The Importance of Analysis & Insight:

With such a heavy focus on revenue generation, it was critical that the SEO and SEM strategies deployed by WMT included extensive performance analysis to provide the insights necessary for ongoing improvements to the e-commerce results of these campaigns.

Every month, a complete set of performance reports is generated on all paid search, organic search, content marketing, and social media activity managed by WMT. These detailed reports provide specifics on the results obtained throughout the month for each channel, as well as deep-dive analysis in to factors influencing performance, and actionable recommendations to further optimize the campaigns.

When it comes to the SEO and SEM strategies that WMT employs for The Low Carb Grocery, we start with the end in mind. That means everything we do is done with the purpose of driving real business impact in the form of direct revenue and new customer acquisition. The results speak for themselves, and the strength of the long-term relationship built between WMT and The Low Carb Grocery is a clear sign of our commitment to the success of our clients.

If you're ready to learn how you can leverage WMT's expertise to elevate your search engine marketing, please contact us at [866-409-1729](tel:866-409-1729) or email us at sales@web-marketing-toronto.com to book your free, no-obligation discovery session.