

### The Client:

[PinkCherry](#) is Canada's largest online retailer of adult sex toys and products for sexual health and wellness, with an incredibly diverse array of brands and product types available to suit the sexual desires and erotic pleasure needs of all Canadians. PinkCherry prides itself on unequalled customer service quality, and is 100% committed to providing the best quality products at competitive prices, shipped fast and discreetly anywhere in Canada.



### The Challenge:

Competition in the adult sex toy industry is well-established and aggressive, making search engine visibility of critical importance. PinkCherry had been experiencing a gradual decline in SEO traffic in 2017, and needed to reverse this trend in order to regain lost ground, drive revenue, and acquire a greater share of organic search traffic.

### The Strategy:

For PinkCherry, a comprehensive SEO plan was developed to enhance the site with a solid foundation of search engine optimization best-practices, and gain momentum with continual optimizations and an ongoing content creation strategy.

- 1 – Overhaul the back-end SEO elements of the site to clean up critical issues
- 2 – Complete SEO updates to on-page content to boost authority across relevant keywords
- 3 – Deploy an ongoing content marketing plan to enhance SEO and establish trust



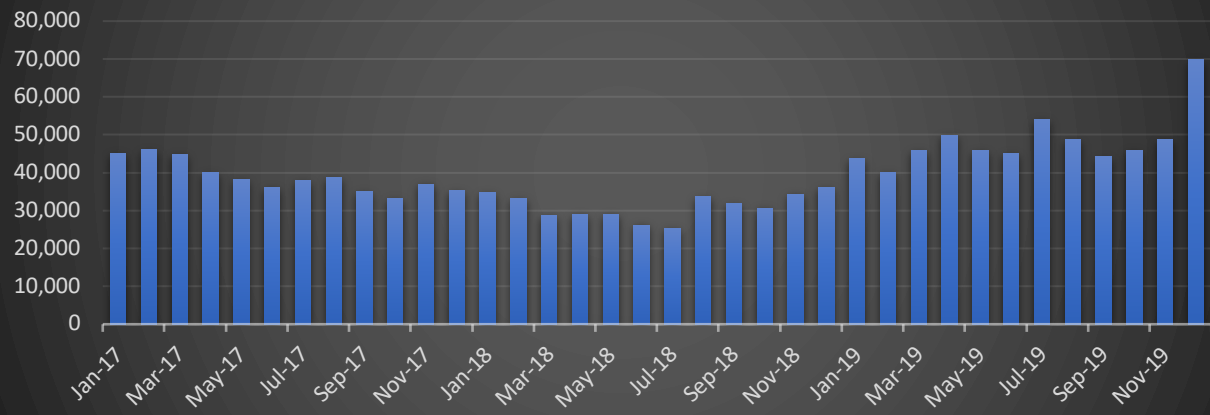
### The Results:

"Competition in the adult toy industry is quite fierce, and being number 1 on the Google results pages is extremely important. With so many products available across so many different categories, it's a big job to try and rise in the ranks for all of them. Our search engine traffic started declining in 2017, and we needed help to fix this problem the right way.

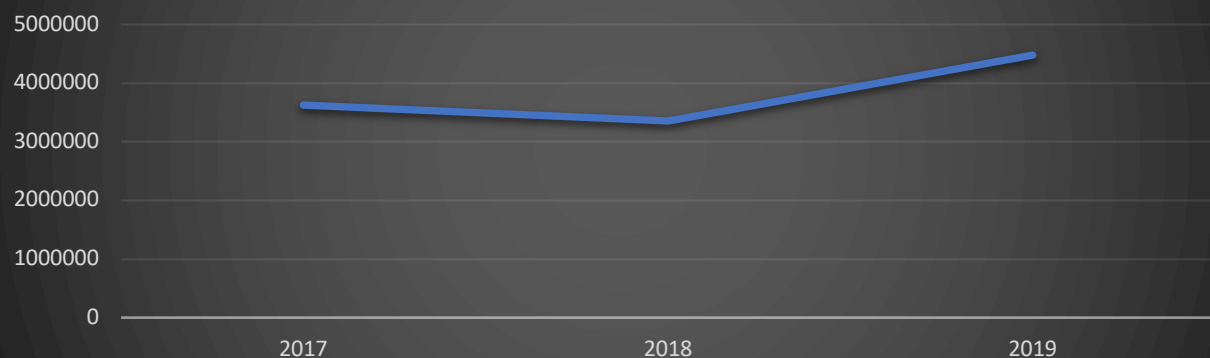
Since WMT started helping us at the end of 2018, we've seen the impact that a solid SEO strategy can have. Our rankings have risen, our traffic is growing, and our revenue is going up. There's no question that we are stronger now than we were before WMT began their work. WMT has been an essential factor in our success online. "

– Lana Morely , Director of Marketing

### 2017 - 2019 Organic Search New Users



### Organic Search - Revenue - 2017 to 2019



#### The Story:

It wasn't that long ago that sex toys and adult novelties were considered by many to be a taboo type of product. However, recent years have seen a surge in widespread acceptance and interest in a wide range of sex toy products, across demographic groups of all types in Canada. The demand for adult toys is growing rapidly, with Canadian consumers expanding their interest in to an even more diverse and varied array of sex toy product types.

These trends offer tremendous business opportunities for e-commerce retailers such as PinkCherry, as consumers are gravitating towards the convenient and more discreet option of buying these types of products online and having them shipped direct to their homes. However, competition in this industry is quite aggressive, with many of the same brands and products being carried by multiple online retailers. This presents several challenges for PinkCherry, where they must compete for the high ground on the digital battlefields called search engines.

PinkCherry needed a complete search engine optimization solution to reverse a gradual decline in organic search traffic that had started to occur in 2017, and bring the business back to the top of the search results pages for their core set of keywords, as well as for a diverse range of product types and categories.

**To achieve these goals, PinkCherry turned to the SEO experts at WMT.**

### Starting with a Complete SEO Audit:

To determine with great precision what was really going on with the PinkCherry website, WMT conducted a comprehensive SEO Audit that pinpointed all the troublespots and missing elements that were responsible for lackluster organic search performance. Extensive site scans and analysis provided clarity in to what the top priority fixes needed to be, as well as bringing to light a host of other optimization tasks that were required.

Once the audit had been completed, a priority list was created that broke the various optimizations in to a logical sequence that could be implemented rapidly, starting with the most critical elements that would have the greatest positive impact once corrected. In addition, this approach enabled WMT to delegate specific optimization tasks to the internal marketing resources at PinkCherry. By working in tandem with WMT, the PinkCherry marketing team was able to support the objectives of the SEO project and help to shorten timelines.



### Implementing a Sitewide SEO Cleanup Initiative:

With the list of optimizations prioritized, and the most critical back-end issues being repaired, the stage was set to move on to the process of revising and refreshing the on-page SEO elements. Essentials such as META, titles, descriptions, and images were reviewed and updated to fall in line with standard SEO best practices. Custom SEO-optimized copy was provided to bolster sections of the site that required it, and existing copy was updated and edited to improve each pages contribution to overall website authority for the core set of keywords.



In addition to the on-page SEO elements, attention was paid to external factors impacting organic search performance. This included a thorough review of backlinks, flagging potentially harmful backlinks to be disavowed to remove the harmful effects that these links create as part of the entire PinkCherry website SEO profile. When performing a complete SEO overhaul for a client, WMT recognizes the importance of looking at the entire set of factors that impact organic search, both on-site and off-site. This holistic approach to SEO ensures that the final result is a website that is scrubbed clean and in optimum condition to achieve the digital marketing goals of the business.

## Incorporating Strategic Content Marketing:

Building on the solid SEO foundation now in place on the PinkCherry website, WMT proceeded to craft an ongoing content marketing plan that would strengthen search engine authority, gain new traffic through long-tail search queries, establish trust and expertise among consumers. This content would be created based on data-driven topic research and developed with an SEO-first methodology to deliver as much impact as possible in each and every piece.



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Through the creation of the [PinkCherry blog](#), valuable content in the form of how-to guides, product reviews, featured brands, and general interest articles helped to simultaneously elevate search engine visibility and educate consumers on the expansive range of sex toys and adult novelty products available. Content was delivered to the website according to a set schedule, providing a consistently increasing SEO boost each and every month.

## The Importance of Communication:

Throughout the entire relationship between WMT and PinkCherry, communication was placed as a top priority and understood by everyone to be of critical importance to the success of the project. With so many individual components in play, and marketing specialists in both teams working in tandem, it was necessary to have a free and open communication policy to ensure that things progressed smoothly and avoided any potential delays.

Weekly team meetings occurred via online conferences and screensharing, allowing all members in the team to stay 100% up to date with the progress of the various parts of the project, as well as to contribute feedback and insights that were valuable to the overall success of the SEO initiative.

It takes a great deal of effort and discipline to do SEO the right way, and the reality is that the benefits can take a significant amount of time to become apparent. As WMT knows from experience, this is simply the nature of the beast. However, with the right approach to search engine optimization, and with a search marketing strategy informed by data and supported by experience, the results will be well worth the investment. For PinkCherry, those results came in the form of significant and continuing growth of overall organic search traffic and steady increases to organic search revenue. With a search-optimized website and a strategic content marketing plan in place, these trends are sure to continue for PinkCherry.

**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 or email us at [sales@web-marketing-toronto.com](mailto:sales@web-marketing-toronto.com) to book your free, no-obligation discovery session.**