

ShippingChimp saw an 8X increase their Organic Traffic through SEO-Focussed Content Strategy



ShippingChimp is a cloud based e-commerce operations platform that helps retailers automatically sync their orders, customers, and logistics information in one place to supercharge their customer-experience and reduce operational expenses with data-driven decisions. From contributing in the post purchase experience to driving repetitive orders, ShippingChimp helps eCommerce companies to significantly scale their businesses.

With an undeniable urge to help other businesses succeed, ShippingChimp wanted to establish their knowledge and tested strategies to the eCommerce industry. However, their ICP was vast and they encountered mixed results on Google ranking. That's when they reached out to TripleDart seeking expert guidance on Full service SEO with a dedicated content strategy and creation of priority pages. Soon after, ShippingChimp generated 500k impressions from organic channels. TripleDart also scaled all their content to rank well ahead in the SERP by applying solid SEO strategies around relevance and authority.

Furthermore, we played around with our content marketing strategies to generate new content for ShippingChimp which increased their organic traffic by 8 times in hardly two quarters.

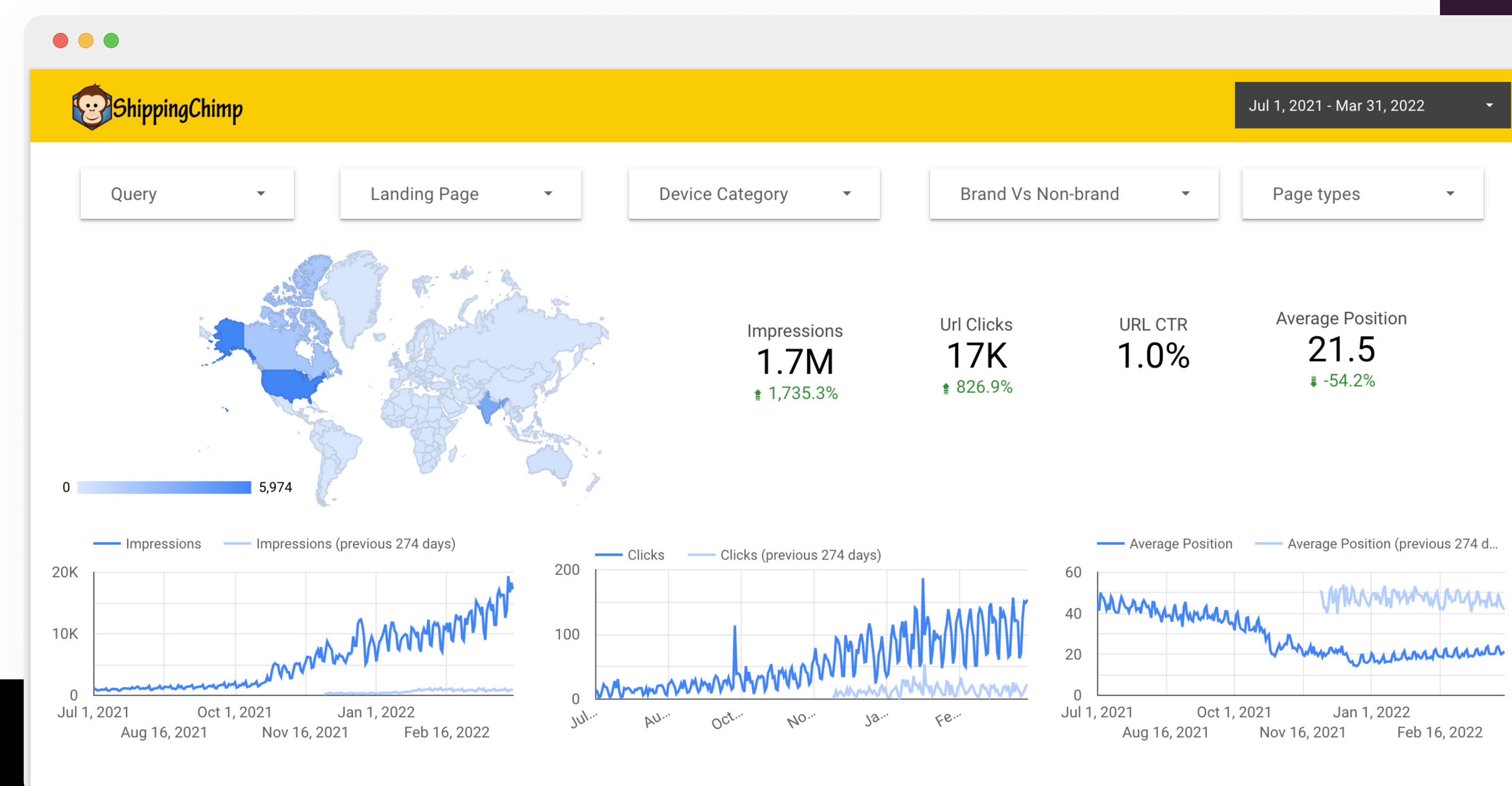
How we did it:

- Webpage migration
- On-Page Optimization
- SEO-Focussed Content Strategy
- Adding relevance to the existing content
- Authority building via interlinking
- Performing frequent technical audits

"Consultants with obsessive penchant for Marketing
The TripleDart team is our extended marketing team. They work in tandem with our in-house campaigns and are not afraid to drill down deep to understand our target audience to help us hit our milestone. A special shout out to their singular focus on attribution."

REVATHI KARTHIK

Co-Founder



RESULTS

▲
8X
Increase in
Organic traffic

▲
2.5X
Improvement in
SERP Ranking

▲
5X
Increase in Pipeline