



## CASE STUDY

# Norm Thompson SEO Case Study

### BACKGROUND

Norm Thompson Outfitters, Inc. is a direct marketing and ecommerce company selling clothing, footwear, food, and gifts online across a variety of websites including NormThompson.com, Solutions.com, and Sahalie.com.

### CHALLENGE

The Norm Thompson websites were basing their keyword strategies off of outdated SEO practices. One of the major challenges of this SEO project was to bring their sites up to speed with current SEO best practices and optimize their content using insights into their customers. Since large technical changes were out of the question for the project, 6D Analytics needed to bring a customer-centric approach to their SEO strategy by improving the content they had onsite all before the busy 2012 holiday shopping season.



### PROJECT

Implement a research-backed keyword strategy for three Norm Thompson brand sites, using insights into customer personas for each site.

### SERVICES

SEO ANALYSIS AND  
STRATEGY

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## SOLUTION

6D Analytics approached the solution for Norm Thompson using a customer-centric, research-backed keyword strategy. 6D Analytics used available materials and additional customer research to inform strategy and program development, including accepted SEO best practices, current and future site structure and design, and stakeholder input.

The SEO team performed keyword research for each site included in the project (three in all), taking into account each of the three different types of customers who shopped on each site. Using that research, the team developed a keyword strategy for all of the main categories and subcategories on the sites that would help direct content. 6D Analytics created 50 to 60 keyword-optimized custom meta descriptions for each site and handed them off to Norm Thompson for implementation. Prioritization was given to product categories that would have the largest impact during the 2012 holiday season.

## RESULTS

Applying a research-based keyword strategy allowed Norm Thompson to target the customers they wanted on each site. By working closely with the Norm Thompson team to understand their customers, 6D Analytics was able to help direct and implement optimized site content throughout the engagement. Demonstrating how to use the keywords, where to use the keywords, and what to keep in mind when creating content in the future, 6D Analytics delivered a comprehensive and scalable keyword strategy that produced significant organic traffic growth.

### **SETH PATTERSON, SENIOR ECOMMERCE PROGRAM SPECIALIST, NORM THOMPSON:**

"6D Analytics provided keyword research & strategy for three of our brands. With a listen-first approach, they learned our business, studied our competitors and used their sharp SEO knowledge to give us usable recommendations. It's notable that any deliverable they provide is formatted in a usable and understandable way for even non-ecommerce departments."

After implementing their recommendations we have seen significant organic traffic growth, much of which we can track to the pages which they recommended making changes to. I've worked with numerous search agencies and 6D Analytics is at the top of the game."



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