

## CASE STUDY FOR STOPSTARINGCLOTHING.COM

**Client:** Stop Staring!  
**URL:** [www.stopstaringclothing.com](http://www.stopstaringclothing.com)  
**Services:** SEO, Content Writing, and Link Popularity

### Background

**Stop Staring!** is one of the leading designers of vintage inspired cocktail dresses and rockabilly clothing. Based in LA, their designs have been featured in the worlds top fashion magazines and are worn regularly by a countless number of celebrity A-listers. Stop Staring! clothes are sold in hundreds of boutiques all over the world, or can be purchased online at [stopstaringclothing.com](http://stopstaringclothing.com).

### Initial Rankings

Stopstaringclothing.com Visibility Statistics January 2009				
First Place Rankings: <b>12</b>	Top 5: <b>41</b>	Top 10: <b>75</b>	Top 20: <b>108</b>	Top 30: <b>122</b>

### Goals

**Stopstaringclothing.com** had some respectable rankings when they contacted SEO Inc. but were not ranked in the Top 10 on Google for several important keywords in a few of their important product categories. While the site ranked very well for long tail keywords like rockabilly swing dress and some of their niche categories e.g. retro dresses, they had little visibility for highly competitive phrases like “cocktail dresses” and they were losing rankings they had held for years for terms like “rockabilly dress” and “rockabilly clothing”. Their goal was to get more traffic by ranking for more highly searched competitive terms and regain their rankings that had slipped as more competitors moved into the market.

### Challenges

Stopstaringclothing.com lacked keyword rich content on the site. Many of the product pages had no content at all. The site also lacked a search engine friendly CSS navigation which made it hard for the search engine spiders to find the internal pages.

### Solution

Once a themed optimization strategy was devised and implemented for each of the pages, we quickly moved onto adding keyword-rich content at the proper density levels to each of the pages. A global CSS menu was added to the site making the previously buried product pages more accessible. This was supported by a solid linking strategy.

## Accomplishments

After just 6 months, the site is now ranking on the first page of Google for all of the keywords they deemed most important: cocktail dresses, rockabilly clothing, rockabilly dresses, rockabilly clothes etc. They have also achieved many top rankings in new categories such as vintage dresses, goth dresses etc. The client is very happy with the results. They have seen a boost in traffic to the site as well as sales. Stopstaringclothing.com is now moving forward with more optimization and a link popularity campaign so that they can improve their rankings even further.

Stopstaringclothing.com Visibility Statistics July 2009				
First Place Rankings: <b>18</b>	Top 5: <b>109</b>	Top 10: <b>211</b>	Top 20: <b>324</b>	Top 30: <b>408</b>
First Place Rankings: <b>12</b>	Top 5: <b>41</b>	Top 10: <b>75</b>	Top 20: <b>108</b>	Top 30: <b>122</b>

## Top Google Rankings

Keyword	Jan 2009	July 2009
Cocktail Dresses	Not in top 150	6
Rockabilly Dresses	29	2
Rockabilly Clothing	32	7
Rockabilly Clothes	Not in top 150	4
Vintage Dresses	97	6