

# CASE STUDY

## SEO



CLIENT: PrimeTime Clothing  
INDUSTRY: Fashion  
TENURE: 28 months

PrimeTime Clothing is a premium wholesale fashion apparel and accessories store.

### CHALLENGE

As a start-up ecommerce business founded in early 2010, PrimeTime Clothing's website was brand new and responsible for driving all of the company's sales.

In order to drive traffic, PrimeTime Clothing relied heavily on paid search ads on Google, but relying exclusively on paid search wasn't cost-effective and limited the growth of the company.

### STRATEGY

When PrimeTime Clothing came to National Positions, it had no top 100 rankings for any of its chosen keywords. Thus, we created an organic SEO campaign to drive traffic from its most popular keywords (such as "wholesale online women's clothing").

### RESULTS

**250%**

increase in website traffic

**100,000**

visits/month

**140%**

increase in total revenue

“ Campaigning with National Positions has been the **best business decision** I have made for my company! ”  
– Danny Dangor, Founder & CEO

