

DIGITAL MARKETING CASE STUDY

LIMELUSH

LimeLush.com is a boutique women's clothing brand that started in the Spring of 2013. They'd quickly grown to a multi-million-dollar business within a few short years and have continued to increase their revenue far into 2021.

THE PROBLEM

While their brand was seeing success, LimeLush.com knew they could see better results in their massive market. They migrated their eCommerce website to Shopify in the fall of 2015, and in 2016 they started seeking SEO Experts to help them grow their brand. In April 2016, they were referred to Rook Digital.

THE PATH

As a women's clothing brand, they were presented with issues other retail brands are not, particularly the sheer amount of clothing they were inventorying at any given moment and the fact that as seasons changed, so did that inventory. After a [Free Website Audit](#), here's what we executed on their behalf:

KEYWORD RESEARCH
KEYWORD MAPPING
ON PAGE SEO & CONTENT GENERATION
LINK BUILDING
CONVERSION RATE OPTIMIZATION
IN HOUSE CONSULTING & TRAINING

19,035% ROI IN 12 MONTHS

THE RESULTS

In the first six months, Rook Digital was able to improve top three rankings by 296% (47 to 139), first page rankings by 259% (169-421), and total keywords 192% (4,398 to 8,485), which led to an increase in sales of 2.3x their previous year totals.

In the first year, we helped LimeLush.com improve top three rankings by 591% (47 to 278), first page rankings by 428% (216 to 925), and total keywords 292% (4,398 to 12,856), which attributed to a 4x in revenue year over year and providing a 19,035% ROI (not a typo) in year one.

We continued to work with LimeLush.com for many years, eventually helping the owner make an exit and sell his business to an eCommerce investment firm which has continued to guide it to success in 2021.

591% INCREASE IN TOP 3 POSITIONS

428% INCREASE ON FIRST PAGE

4x REVENUE IN ONE YEAR

ROOK DIGITAL
A DIGITAL MARKETING AGENCY
(833) 485-5085