

Driving Organic Sales for My Leather Wardrobe through SEO

Client Overview:

My Leather Wardrobe is a US-based online eCommerce store specializing in premium leather apparel and accessories. Their product range includes men's and women's leather jackets, pants, and other stylish leather essentials. The brand had established a strong presence through paid media campaigns but struggled to generate consistent sales through organic search.

Problem Statement:

Despite investing heavily in paid media advertising, My Leather Wardrobe faced:

- High dependency on paid ads to drive sales.
- Low organic visibility on Google for highly relevant keywords in the leather apparel niche.
- Limited website traffic from organic search, resulting in higher overall marketing costs.

The client's main goal was to strengthen their organic presence to reduce reliance on paid ads and create a sustainable flow of sales.



Solution:

On-Page SEO

- Keyword research to identify high-intent and product-specific search terms.
- Optimization of meta tags, headers, and product descriptions.
- Improved internal linking structure and SEO-friendly content.

Technical SEO

- Website audit and fixes to improve crawlability and indexing.
- Enhanced site speed and mobile responsiveness.
- Structured data implementation to optimize product pages for rich snippet

Off-Page SEO

- Quality backlink building from relevant fashion and lifestyle websites.
- Content marketing & outreach campaigns to improve domain authority.
- Local SEO optimization to capture regional search traffic.

Results:

Within a few months of implementing the SEO strategy, My Leather Wardrobe achieved significant improvements:

- **Top rankings on Google** for several high-intent leather apparel keywords.
- **25% increase in organic website traffic**, leading to higher visibility and brand discovery.
- **Substantial growth in organic sales**, reducing dependency on paid media.
- **Lower customer acquisition costs**, allowing the brand to allocate budget more efficiently.

Key Impact:

The SEO efforts not only boosted My Leather Wardrobe's organic visibility but also created a sustainable sales channel, enabling them to lower paid media spending while continuing to grow online sales.

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