

Case In Point: Yoogi's Closet

Retail Commerce Website | Search Engine Optimization

YOOGI'S CLOSET®

Who is Yoogi's Closet?

Yoogi's Closet is a website that sells pre-owned, authenticated luxury items—Louis Vuitton handbags, name-brand jewelry, clothing, shoes, and related items. Users can buy or consign pre-owned luxury items from a large variety of brands (you could literally fill your own closet at Yoogi's Closet!).

Business Challenge

The combination of brands and items available means that there are a lot of individual pages on the site. Problem was, search engines suddenly started thinking there were a lot more pages than there actually were—and that was actually driving down the ranking of the Yoogi's Closet website in organic searches.

Yoogi's Closet, a Point It client for PPC, noticed two things: their revenue from organic traffic was suddenly dwindling while their other sales channels were performing well. And, there were a huge number of pages being indexed by search engines, for no apparent reason. What was going on, and more importantly, how could Yoogi's Closet identify the solution and get its organic search metrics back to a high-performing level?

Solution

Sometimes an SEO solution is simple, and sometimes it's hiding beyond the weeds. Such was the case with Yoogi's Closet, where doing something as simple as changing the way items appeared on a page would change the way that page appeared to search engines.

In a nutshell, when you have too many pages with similar content being indexed by search engines, your site begins to look like a "spam site" and your listing could be demoted. At its height, Yoogi's Closet had almost 5,300,000 separate "pages" being indexed by search engines, when the true number should have been a hair under 1,500,000. (Sound like a lot? This is actually a common problem for large e-commerce websites that sell many different products in various size and color combinations.)

"Point It took over the Yoogi's Closet SEO efforts in August of 2015. After the issue was identified and corrected, Yoogi's Closet saw improvements in traffic as little as three months. Six months later we're seeing traffic improvements of over 50%, year over year."

-Simon Han, Co-Founder, Yoogi's Closet

Point It did a complete website audit in the fall of 2015 and discovered the source of the problem. It had to do with the way search filters were structured on the site and how new pages were generated. Point It made recommendations that helped search engines know not to index certain types of pages (essentially, the

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ones in which the content remained almost exactly the same but due to a new user search looked like a brand-new page). Over the next few months, the number of indexed pages dropped from 5,290,000 to just under 1,500,000. But the proof, ultimately, would be in the pudding: would that fix affect revenue positively, which was Yoogi's Closet's original goal?

Results

Not only did the switch affect revenue, it helped Yoogi's Closet have its second-best performing month ever via organic traffic in March 2016. Yoogi's Closet began making changes to its site based on Point It's recommendations in September and October 2015,

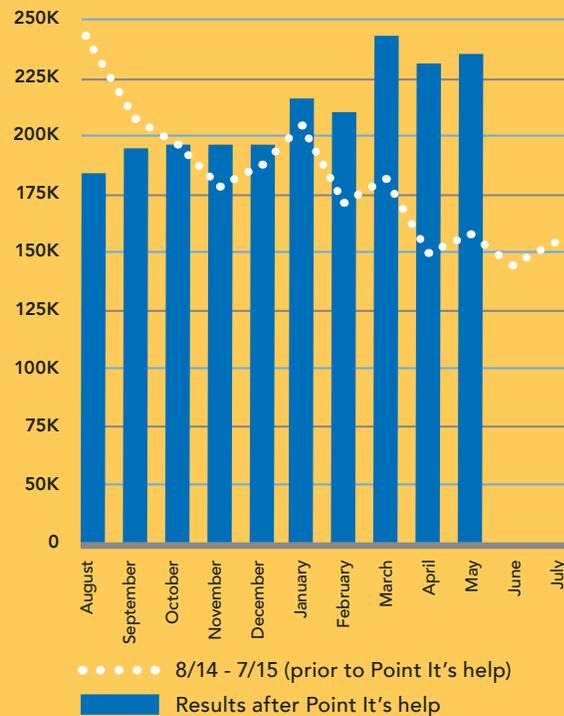
and by November—just one month later—organic revenue suddenly popped up with a 6% year-over-year increase.

By early 2016, the performance numbers were staggering: a 24% year-over-year growth in February, and a whopping 34% year-over-year increase in March. Suffice it to say that the client is pleased: Point It continues to manage both their PPC and organic search efforts, and the site is performing fantastically, all thanks to, well, helping Yoogi clean their closet.

The results — way beyond power dressing!



Organic Search Results:



Point It's involvement from August 2015–May 2016 demonstrates significant stabilization and growth in organic results.