



REGATTA [™]
GREAT OUTDOORS[®]

CASE STUDY
ORGANIC SEARCH (SEO), CONTENT
MARKETING AND DIGITAL PR

ABOUT THE CLIENT

Regatta is one of the UK's largest and most recognisable outdoor clothing brands. The business is well established in a highly competitive market and, like all companies in this industry, the global pandemic had a huge effect on retail.

2020 has been a challenging year, and Regatta is just one brand who have had to adapt to the climate and ensure that their website ranks as high in SERPs as possible for relevant searches.

In a bid to increase performance we not only provided technical assistance to Regatta but also a bespoke SEO strategy. Our content marketing team delivered a number of concepts that would raise brand awareness, generate relevant backlinks, produce media coverage, and which would ultimately spread the campaign message.

SEO OBJECTIVES

With a focus on improving search rankings and making sure that the site was properly optimised to drive sales, our objectives for this project were clear from the outset. We knew that, with the challenges that the retail sector faced, we had to have a clear list of objectives that were both beneficial and measurable. If we focus on the period March to September 2020, the below were our targets.

- Increase average conversion rates
- Increase total conversions
- Increase organic conversions
- Increase search visibility
- Increase the number of keywords ranked excellent (position 1-3)
- Increase the number of keywords ranked good (position 4-10)
- Increase sessions across, social, referral traffic, paid search and through affiliate links.

CAMPAIGN OBJECTIVES

Our campaigns team set the following aims for our campaign:

- Develop a campaign that will appeal to influencers and press.
- Build on the backlink profile of regatta.co.uk
- Engage with influencers to help spread the campaign message
- Identify sites with a DA 20+ to ensure an authoritative but natural backlink profile is built

HOW WE HELPED

Using a combination of industry leading and in-house tools, our team of organic search specialists were able to assess all areas of the Regatta site. Then, following detailed research, they provided a tailored technical on-page SEO strategy to resolve existing problems with site coding and move Regatta forward with its organic search ambitions.

We undertook a vast amount of keyword and competitor research to ensure that the site was not only being found but being found by the right users. Our organic search team set up bespoke SEO dashboards in Google Analytics and meticulously went through a checklist of things such as checking that the tracking code has been implemented on all pages, to enabling filters and goals, to digging into the backend of the Regatta website to ensure the advanced eCommerce tracking is working correctly.

When it came to auditing the site we conducted over 25 site-wide checks and 14 template specific checks. We looked at the domain and server structure, indexing, navigation and webpage speed amongst others.

We also conducted a keyword cannibalisation project to make sure that Regatta was ranking for the right keywords and were competitive in all of their target areas.

All of this was followed with a content audit and a link profile analysis. As always with this type of analysis we look at the following:

- link stats
- top authority links
- top authority domain
- anchor text
- link distribution
- link history
- link toxicity
- link geography and top level domains
- type of links

All of this gave us the basis to move Regatta forward and run a series of link acquisition and digital PR campaigns.

Two of the most popular campaigns that we produced looked at UK holidays at different times of the year. The '[5 Seaside Towns - Then & Now](#)' campaign garnered a lot of interest and coverage for Regatta. This asset, where 5 famous seaside images were restored in full colour was visually striking and promoted the need for Regatta's products. In a similar vein our '[Winter Staycations](#)' asset, a map of the best places to visit this winter in the UK also proved popular.

In total the two campaigns were developed and placed live during Q4 2019 and Q1 2020. We managed to secure a total of 43 links with an avg. DA of 38.

The assets were also popular on social media with 75 social mentions and 475k social impressions of the campaign's hashtag's.