



# Growing online sales by 325% for retail giant

Technical SEO & strategic marketing build top line monthly sales for online powerhouse

**Builtvisible.**



**Client**  
Very

**Industry**  
Retail

**Services**  
SEO / Digital PR

The Very Group is the UK's largest integrated retail and financial services provider, and operator of Very.co.uk and Littlewoods.com.

With over 100 years of history they bring together almost 2,000 brands that customers love, a seamless customer journey, and a range of flexible ways to pay.

## The challenge

The team at Very.co.uk approached us initially to assist in reviewing their technical implementation of the then ATG 7 platform.

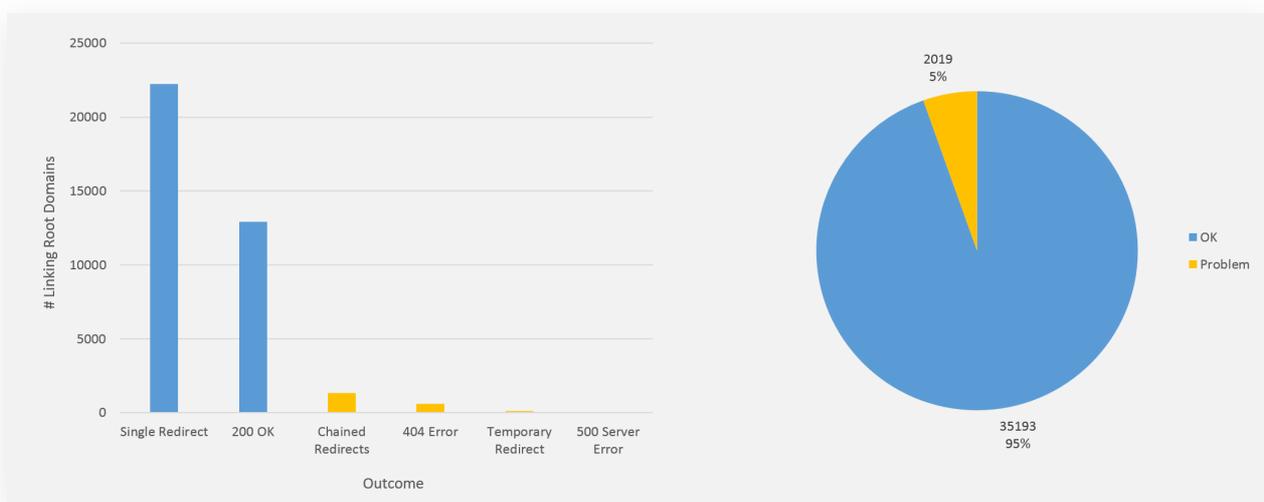
## The solution

Off the back of 3 initial projects our relationship developed into an on-going technical SEO campaign with the overall aim of increasing traffic generated from organic search channels.

### Technical review & log file analysis

We delivered a series of technical consultations throughout the course of the campaign, including server log file analysis to better understand crawl frequency and efficiency for Very.co.uk. This in turn assisted the identification of issues that may be causing a block to organic visibility.

These reviews uncovered a wide range of technical issues, including large-scale content duplication, keyword cannibalisation, crawl inefficiencies and externally linked to errors. To put this into some perspective, we found over 11.2 million indexed URLs for a site that originally contained around 160,000 unique pages.



## Keyword research & site architecture

The objective was to understand the full breadth of keyword search patterns and trends within Very's UK retail market, through a search behaviour profiling study to understand market size, and prioritise for generating more organic search traffic.



Based on this data we identified opportunities for expanding existing keyword / page level targeting, and new content types to assist in capturing additional traffic. This led to a full site architecture review in order to best assimilate those pages and maximise the flow link equity through the site.

## Migration support – ATG 7 / ATG 10

We assisted in Very's migration from ATG 7 retail platform to ATG 10 that provided enhanced capabilities for its users. We mitigated risk to organic stability by providing a full technical scope of the new ATG 10 platform, pre-migration checks & testing, followed by a post migration log file analysis to ensure there were no further issues.

## Link auditing

As part of the technical campaign for Very.co.uk, we carried out on-going link auditing & clean-up work as a risk mitigation process to annul the effects of updates such as Penguin and negative SEO attempts that can harm the organic performance of URLs on the domain.

**Negative SEO**

There is another, more pressing threat to the site's organic performance.

The newly compiled dataset has revealed numerous instances of **comment spam**, built using the exact match anchor text 'perfume', and pointing at the Very.co.uk perfume landing page (<http://www.very.co.uk/beauty/perfume/e/b/100152.end>). These comments are commonly placed on French websites, and are dated between April 2015 and the present.

The extremely poor quality of these links, and the presence of spammy links to competitors' perfume sites on the same pages, indicate that this is either: a) an attempted negative SEO campaign against Very.co.uk, or b) Very.co.uk is being used as collateral in another link building campaign.

**Examples:**

<http://www.canal-iscpa.com/Le-Royaume-Uni-vers-une-sortie-de>  
<http://www.planetroller.com/index.php/ALBANIE-2013,464.html>  
20 avril 2015 "ALBANIE 2013", par [Magnolia](#)

The internet truly opens up a lot of possibilities when it comes to **perfume shopping**.

**Le Royaume-Uni vers une sortie de l'UE ?**  
19 avril 06:14, par Jeanna

The **perfumes** are available in 25 ml, 75 ml and 100 ml, depending on the scent you choose. But the Cloud Method makes a woman's **perfume** or colognes fade faster as a lot of it is lost in the air. With time, the **perfume** would evaporate into the atmosphere and it would cause different to come to existence during the day.

Voir en ligne : [perfume](#)

Répondre à ce message

114,000 URLs across 6K domains were assessed for levels of risk, with 20% of the links requiring further action (disavow, manual removal, nofollow etc). This process has ensured stability and growth to Very's organic visibility.

## On-going consultancy

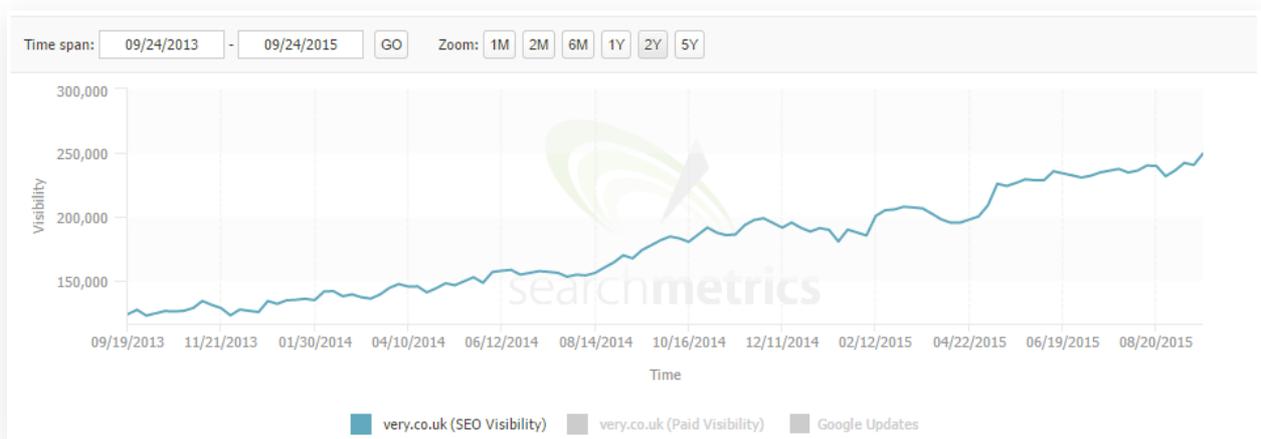
As part of the on-going campaign we executed a number of other consulting projects were executed, including:

- Competitor analysis
- Link realignment
- AJAX multi-select integration
- Structured data / knowledge graph opportunities
- Mobile SEO
- Crawl error monitoring
- "Classic" mobile search results
- App suggestions via App indexing

## The results

This technical SEO campaign was part of a wider online marketing strategy resulting in a 220% increase in organic traffic, and a further 325% in organic revenue vs August 2012.

This was driven by the significant growth in organic search visibility, up 143% since campaign start according to data from Search Metrics:





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