



Case Study: AuroIN Digital Marketing Campaign for Orthopedicshoelift.com

URL: <http://www.orthopedicshoelift.com/>

Product: Shoe modification center helping people with limb and leg length discrepancy

Campaign: Digital Marketing Campaign

Time Frame: 08th January 2016 - Current

About Orthopedicshoelift.com



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ORTHOPEDIC SHOE MODIFICATION CENTER

PLACE YOUR ORDER

Orthopedicshoelift.com prides itself on helping people with limb and leg length discrepancy by helping them correct it. What we do is split the sole at the bottom of any shoe of men, women, and children, add the build up to the specified size, taper at the toe, then reattach the original bottom of the shoe. This creates an aesthetically appealing look while alleviating pain in the foot, leg, hip, and back caused by the limb length discrepancy.

Our methods allow people with limb length discrepancy, through our shoe lifts, to wear any shoes or boots on the market while not having to deal with uncomfortable and painful shoe inserts which many times will not leave enough room in the shoe to walk comfortably.

If one of your legs is longer than the other leg, you may have a common problem known as leg length discrepancy. A typical difference in leg length can be anywhere from 1 centimeter to more than 6 centimeters. The greater the discrepancy, the more you must compensate your normal posture and gait (walking pattern) in day to day life, which can



lead to a variety of symptoms, such as functional scoliosis, hip, knee and ankle problems read more.

- Heel and Sole Lifts
- Leg Length Discrepancy
- Wedges
- Caliper Plates
- Make Me Taller - Heel Lifts for added height
- Anything Custom

Orthopedicshoelift has partnered with AuroIN to let it manage its online marketing Campaign since 25th March 2013. During this span of 2 Years 10 months, AuroIN has helped Orthopedicshoelift to grow and attain the position it has now. Both AuroIN and Orthopedicshoelift have worked collaboratively all these months in order to maximize the benefits of the campaign.

Initial Phase of Marketing Campaign:

Orthopedicshoelift needed help in driving high quality traffic with different keywords and branding ideas. The first task in our hand was to pin point the issues on the client website and plan the consequent steps accordingly. Below are the issues that were observed:

1. Few of their keywords are featuring in the top search results for Google, Yahoo or Bing.
2. The organic traffic for their site comprised of very few visitors.
3. The paid traffic was very less.

This was an opportunity for AuroIN to work on the site and implement the marketing strategies gradually.

AuroIN's Role:

AuroIN played a vital part in bringing Orthopedicshoelift to the forefront in the online business of Shoe modification. With Orthopedicshoelift supporting its every move, AuroIN took on the mammoth task of optimizing the website for more than 20 keywords.



Actions Taken by AuroIN team:

1. Extensive keyword research was done and a set of 20 keywords was generated on the basis of positive SEO value, decent traffic expectations and more importantly, the probability to get high search engine ranking.
2. Resources were allocated to improve every aspect of marketing plan. AuroIN team worked on onpage, offpage, SMO as well as PPC activities in the best way required for Orthopedicshoelift.com
3. Initiated and expanded SEO, SMO and Development for www.orthopedicshoelift.com
4. Build authority links, and optimize the campaign with an intention to boost the search engine ranking and the organic traffic.
5. Evaluated 120 different SEO factors that had a direct and/or indirect impact on the search engine ranking. The Orthopedicshoelift team supported to implement all the changes in a timely manner

As a result, orthopedicshoelift.com has achieved comprehensive search visibility at the national, regional and local levels – ranking in top for industry specific keywords.

Results Achieved:

- Now the site has numerous keywords for which it ranks high in Google.

Search Engine Ranking for Targeted Keywords

Keywords	25th March 2013	23rd Jan 2015
athletic shoe lifts	29	9

custom heel lifts	45	3
custom shoe lifts	54	3
heel lifts for shoes	Nil	31
high heel shoe lift	Nil	19
leg length discrepancy shoe	Nil	14
leg length discrepancy shoe lift	Nil	20
orthopedic heel lifts	58	15
orthopedic heel lifts for shoes	31	9
orthopedic lifts for shoes	16	4
orthopedic shoe build up	19	3
orthopedic shoe lift inserts	24	11
orthopedic shoe lifts	12	2
orthopedic shoe lifts for women	37	10
orthotic shoe lift	28	5
shoe lifts	Nil	31
shoe lifts for kids	62	12
shoe lifts for leg length discrepancy	Nil	23
shoe lifts for uneven legs	Nil	19
shoe modification for leg length discrepancy	Nil	4

Traffic Comparison Report

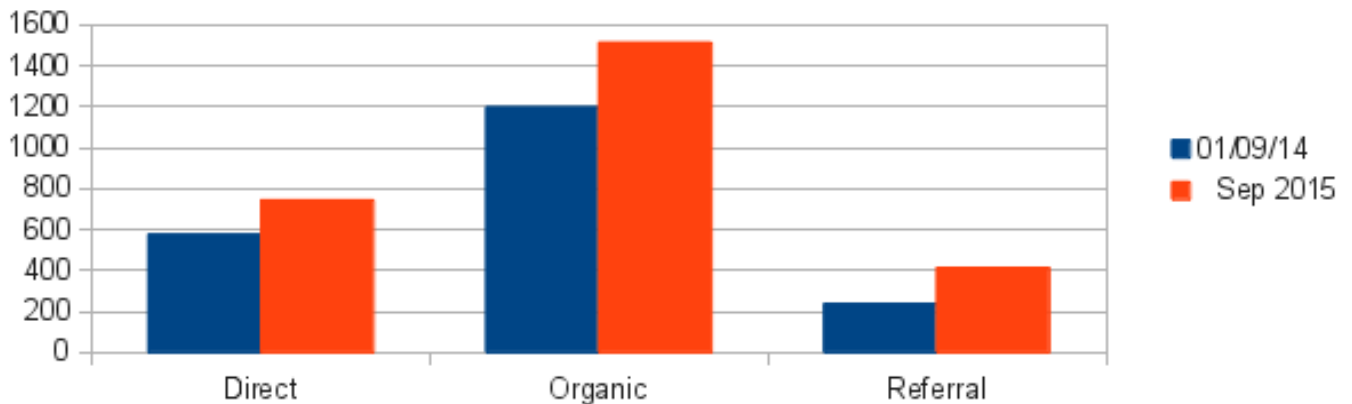
Total Traffic on Sept 2014: 5,433

Total Traffic after One year on Sept 2015: 7,391

Traffic	Sep 2014	Sep 2015
Direct	577	745

Organic	1,198	1,514
Referral	238	415

Traffic Analysis



- Keywords ranking in Google has increased
- Organic, Direct as well as Referral traffic has increased

Conclusion:

The collaborative relationship between AuroIN and Orthopedicshoelift combined with AuroIN's ever growing knowledge base and its effective implementation has made the client site Orthopedicshoelift.com in becoming an digital marketing campaign success story that it is today.