

e.l.f Cosmetics Surges in Organic Rankings | Case Study: SEO

# e.l.f. is Named **Most Visible** Brand in Google Organic Searches by L2

## The Challenge

e.l.f. Cosmetics, an international cosmetic brand, is amongst strong competition in organic search- both from big cosmetic brands and online retailers in the cosmetic space. Most competing brands use artistic video, celebrity partnerships and/or creative social media campaigns to attract attention while others leverage the power of search – more specifically, organic search or SEO. e.l.f. Cosmetics is definitely one of the latter. To make matters more challenging, cosmetic websites are typically not easily crawlable or rich with written content. e.l.f.’s goal was to increase organic search ranking midst big cosmetic brands like NYX, MAC, Maybelline, Make Up Forever, and CoverGirl.

## The ConvergeDirect Approach

ConvergeDirect took a strategic approach to increase organic search traffic by first ensuring every single page of the site was indexed appropriately. A strong technical foundation was addressed on all pages to form the basic building blocks for the site. With an understanding of search engine preferences, best practices, and factors that have high correlations with ranks, various techniques were consistently implemented on all pages to assure increased visibility.

- ❖ Clean product pages with clean HTML syntax allowed them to be easily crawled
- ❖ Integration of user reviews to produce more attractive search results (a tactic only 14% of competitors implement)
- ❖ Graphics made with plain text
- ❖ Alt tags used across all product images to guarantee pickup by search engine crawlers
- ❖ Optimized meta tags and on-page content

## The Result

L2 Inc. (a business intelligence firm that benchmarks digital performance of brands) named e.l.f Cosmetics the **most visible** brand in Google searches for cosmetic terms in their 2015 Digital IQ Index. They looked at 106 U.S. beauty brands across different cosmetic categories and ranked e.l.f. Cosmetics 35th overall. The only companies to make more appearances in search were retailers Amazon, Sephora, and Ulta. This has led to a substantial increase in web traffic and a 25% increase in organic sessions. For additional information please visit: <https://www.l2inc.com/e-l-f-makes-a-splash-with-seo/2015/blog>.

