



# Case Study

## ANNE KLEIN

## Challenge

Anne Klein is an iconic legacy women's fashion brand founded in 1968, serving women around the world with classic American style. The brand's namesake, Anne Klein herself, formed the brand to create elegant sportswear for women and revolutionize the way that women think about and buy clothing.

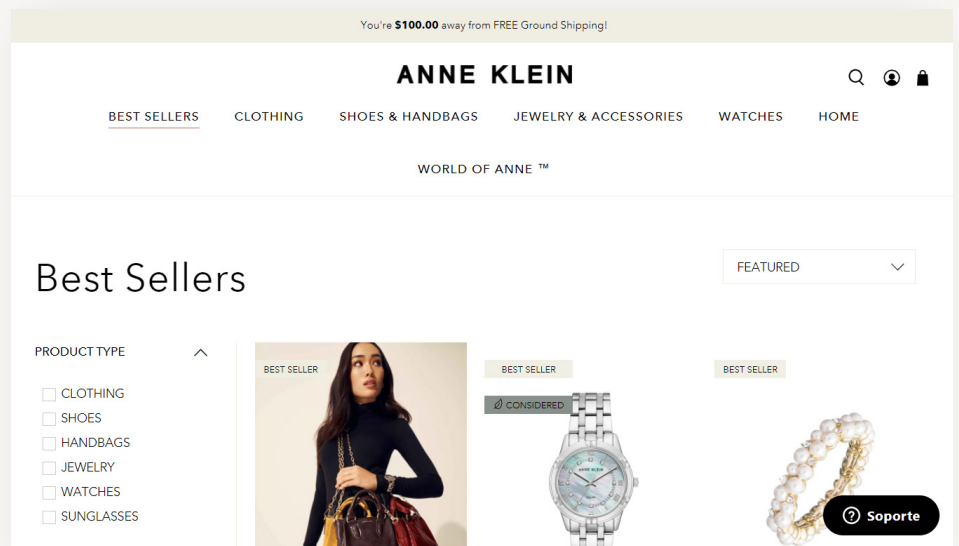
AnneKlein.com was ranking well for branded terms in Google due to the distinguished reputation of the brand name. However, they had sparse exposure for non-branded fashion terms that would lead to brand discovery by newer generations. To increase sales through organic traffic, they selected CommonMind to help them launch an SEO program targeting highly searched product terms.

### **The client's goals were to:**

- Achieve higher rankings in Google
- Increase organic traffic
- Acquire new customers
- Increase order volume

# Solution

CommonMind analyzed the AnneKlein.com website and identified quick wins for SEO. We also worked with the client's development team to make structural changes to the website that optimized the site while preserving a positive user experience.



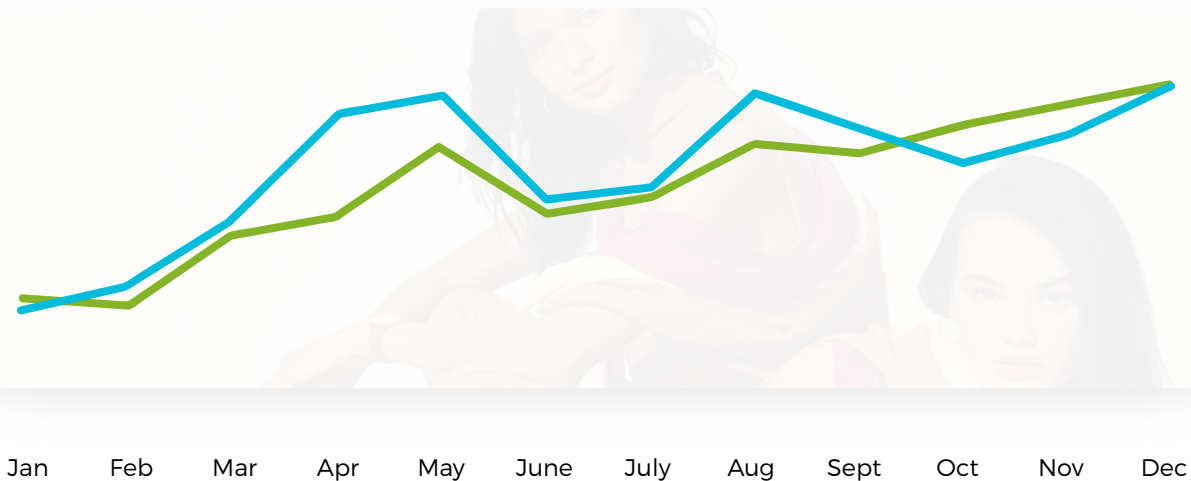
An important part of our engagement with Anne Klein has been to empower their internal team with SEO knowledge. CommonMind trained the Anne Klein content team on SEO best practices and helped them start a blog. Along with our keyword research and content briefs, this has given the Anne Klein team more opportunities to publish SEO friendly content.

# Results

Since CommonMind began working with Anne Klein in February of 2021, Anne Klein has seen significant gains in organic traffic and ecommerce orders attributed to SEO.

● ORGANIC SESSIONS

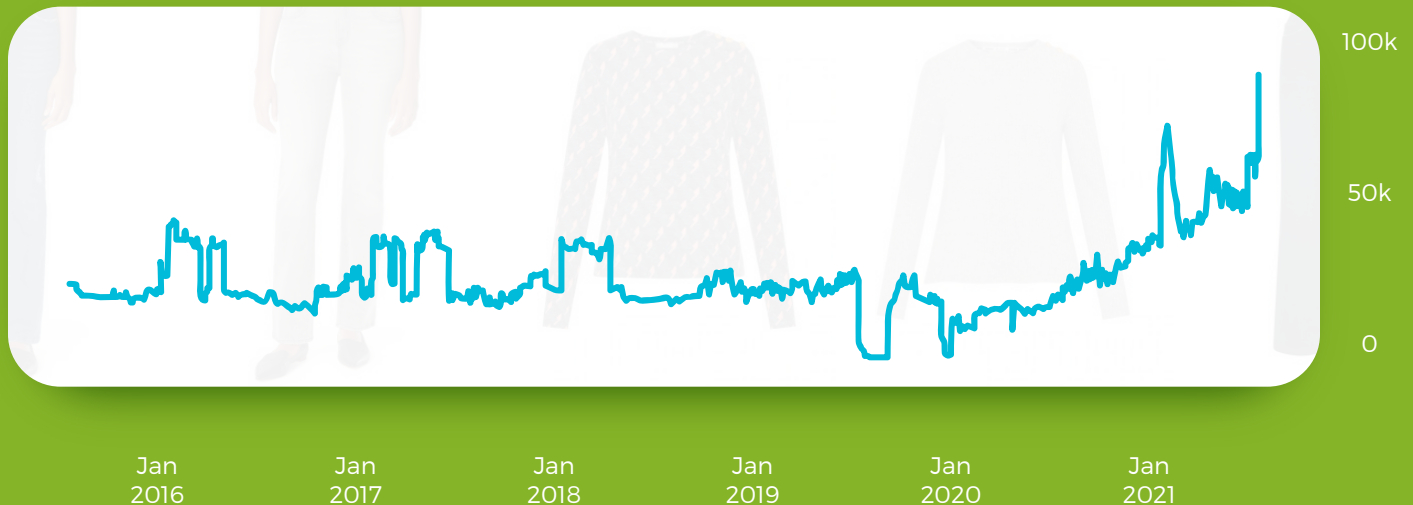
● ORDERS



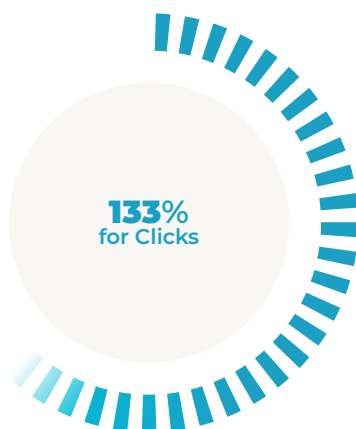
The value of organic traffic also continues to rise:

**\$86,667**

TRAFFIC VALUE

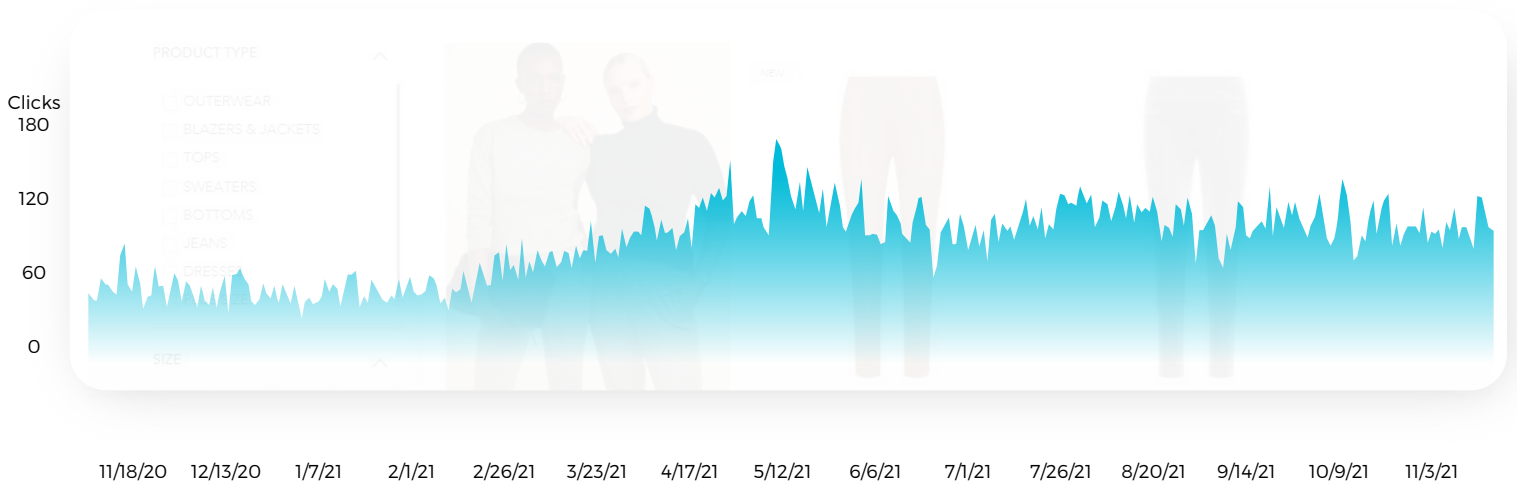


Over the last 12 months, total clicks and impressions have increased by 133% (for clicks) and 150% (for impressions).

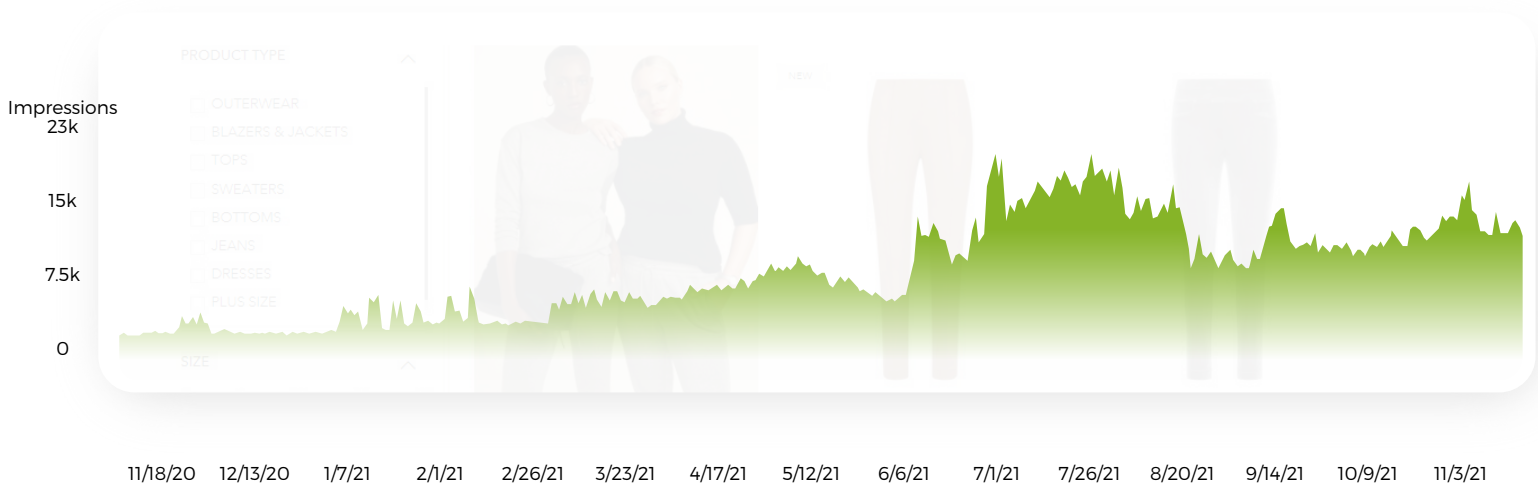


More specifically, non-branded clicks and impressions are up by 226% and 205% respectively:

(NON-BRANDED CLICKS)

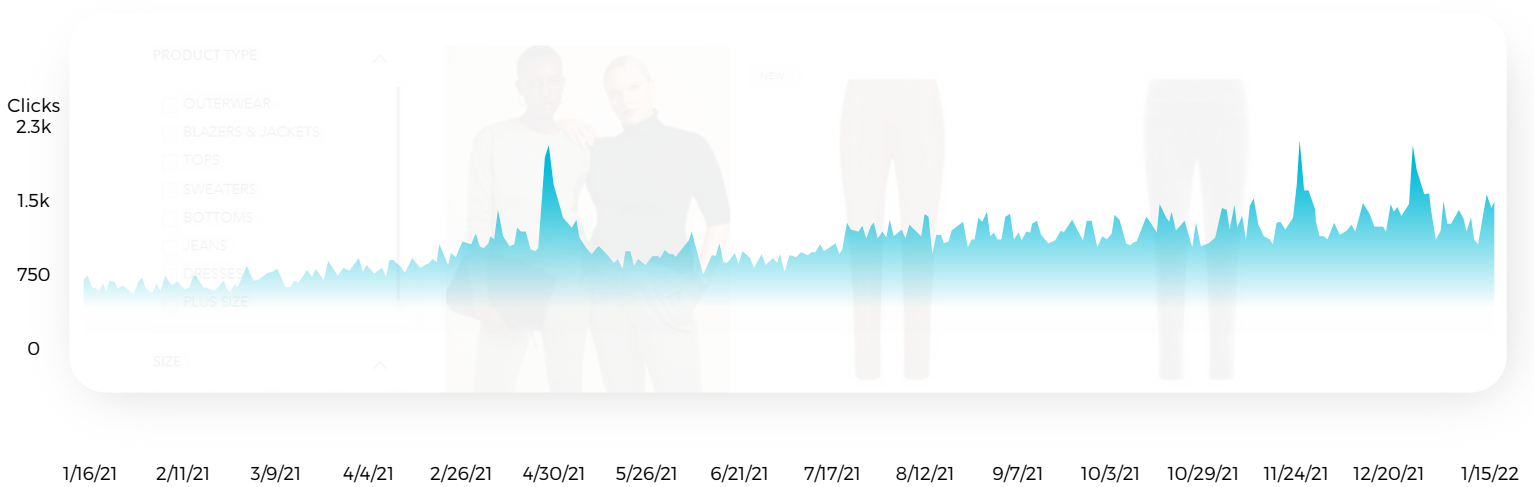


(NON-BRANDED IMPRESSIONS)

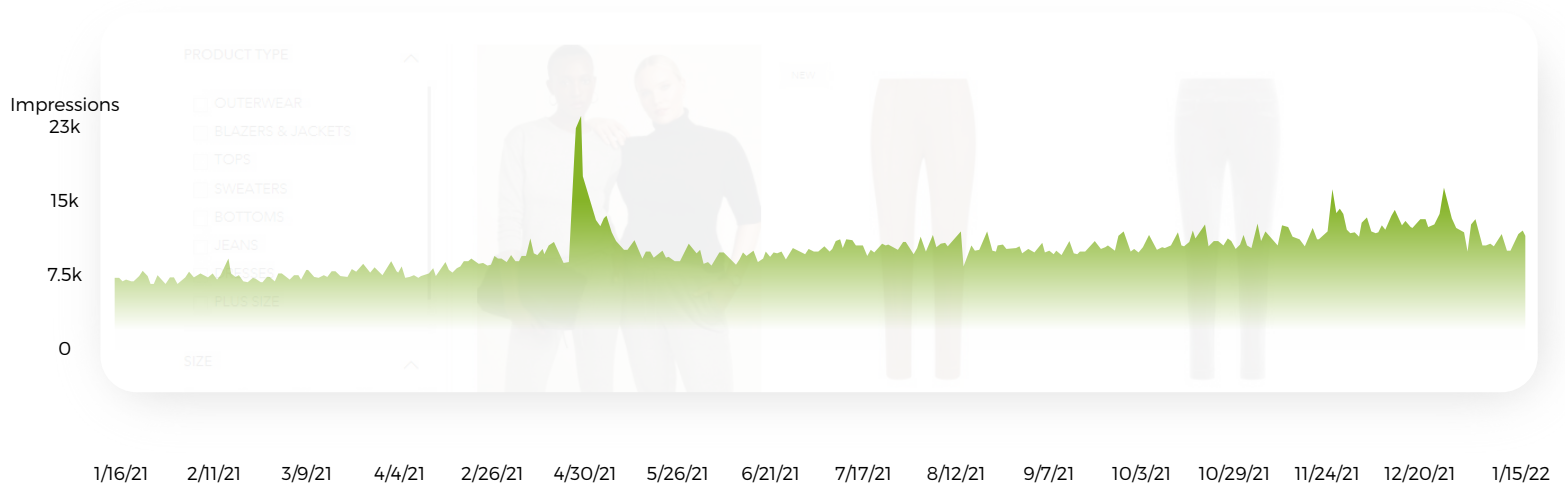


We have also seen improvements on the branded front with clicks increasing by 116% while impressions grew by 69%

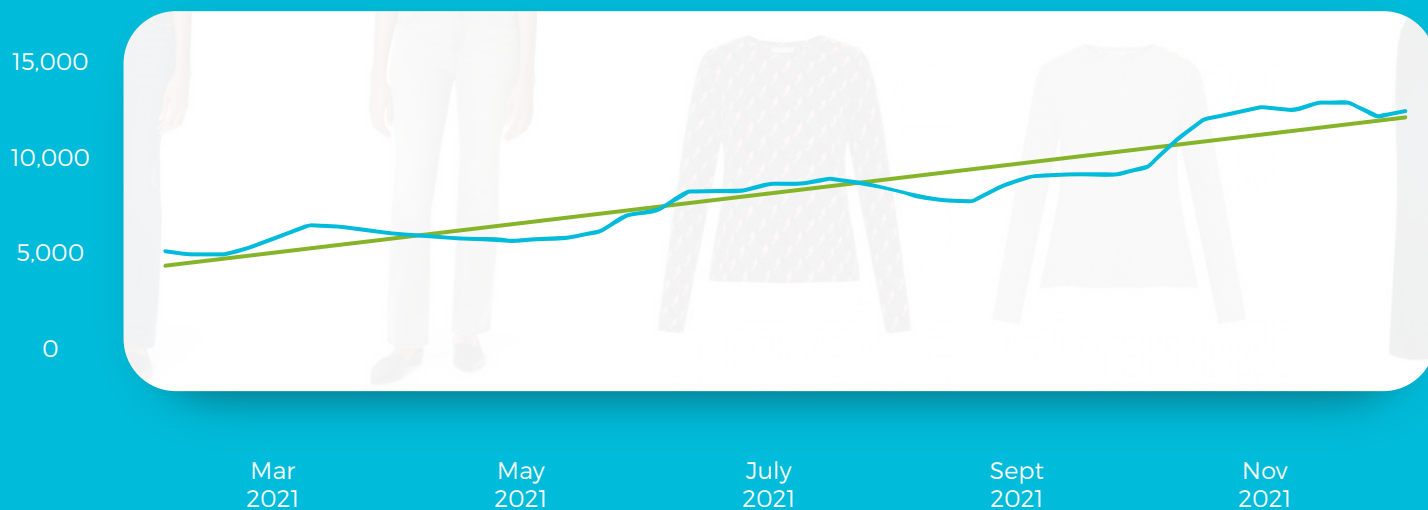
(BRANDED CLICKS)



(BRANDED IMPRESSIONS)



# Our SEO efforts have also increased Anne Klein's total number of ranked keywords:



CommonMind is proud of its partnership with Anne Klein and the results our teams have achieved together in a competitive SEO space.

Visit the Anne Klein website at

[www.anneklein.com](http://www.anneklein.com)