

# BE UNIIC | SHADRACK LINDO

SEO CASE STUDY



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# INTRO

## **SHADRACK LINDO**

Shadrack Lindo is a New York-based graphic designer and art director working in fashion, luxury, art, media, and cultural spaces. Shadrack partners with forward-thinking brands and creative agencies to help build compelling visual and brand identities.

The initial goal of working with Shadrack was to increase his brand's SEO across Google.

This begins Be Uniic's first push with service-based business marketing support.

# CHALLENGES & STRATEGY

## Defining and Reaching the Target Audience:

**Challenge:** Identifying the specific audience interested in fashion branding and design services can be challenging due to the diverse nature of the industry.

**Strategy:** Conduct thorough market research to pinpoint the characteristics, interests, and online behavior of the target audience. Use keyword research to understand the terms and phrases they use when searching for related services.

## Generating High-Quality Traffic:

**Challenge:** Attracting relevant traffic that has a genuine interest in fashion branding and design services can be a challenge.

**Strategy:** Optimize the website's content with relevant keywords, including long-tail keywords that reflect specific services offered. Publish high-quality blog posts, case studies, and portfolio pieces that demonstrate expertise and provide value to the target audience.

## Local SEO for New York Area:

**Challenge:** For a New York-based business, competing locally can be tough due to the high concentration of similar businesses.

**Strategy:** Optimize the website for local keywords and phrases related to fashion design and branding services in New York. Create a Google My Business profile and encourage clients to leave positive reviews, helping improve local search visibility.



# PERFORMANCE

While the SEO issues at the beginning stood evident, after 4 months of chipping away at Shadrack's SEO, Be Uniic got the job done!

Online Visibility

**+136%**

Impressions

**+97%**

Ranking at Spot:

**1-3**

Keyword

*shadrackindo.com*

🔍 fashion	11
🔍 branding	31
🔍 design studio	7
🔍 logo design	13
🔍 fast fashion	21



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# Conclusion

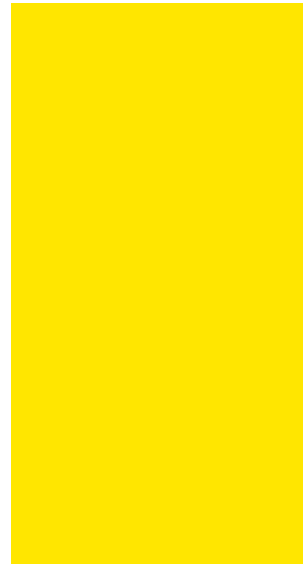
## **Be Uniic Helps to Achieve Remarkable Growth Through Strategic SEO**

In the sphere of fashion branding and design, Shadrack Lindo's journey with SEO has yielded impressive outcomes. The company's dedication to optimizing its online presence has resulted in a remarkable 136% increase in visibility, ensuring its offerings resonate with the target audience effectively.

Impressions surged by 97%, expanding the brand's reach and fostering deeper engagement across digital platforms. This surge in visibility and engagement has translated into a coveted achievement – securing the top 3 positions in search engine rankings. This positioning underscores the brand's authority and alignment with user intent.

Shadrack Lindo's case exemplifies the power of well-executed SEO in driving tangible growth. By strategically tailoring content, refining technical elements, and adhering to best practices, the company has solidified its status as a trusted player in fashion branding and design.

This success story not only showcases the potential of SEO but also underscores the importance of adaptability and innovation in a dynamic digital landscape. Shadrack Lindo's journey stands as a testament to the transformative impact of SEO on online visibility, impressions, and search rankings, ultimately contributing to the brand's sustained growth and industry excellence.



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