eCommerce marketplace Teespring grows visibility over 60% in 6 months with the Searchmetrics Suite™
Introduction

Teespring is an eCommerce platform and marketplace that uses a t-shirt design platform to allow users to design and sell apparel through its innovative web-based platform. Shipping over 15 million products to date, Teespring uses Searchmetrics to bring about changes in rankings, traffic, and conversions as “the most important aspect of monitoring [search] performance” for their team.

Since implementing Searchmetrics in June of 2015, Teespring has been able to take advantage of the platform’s capabilities to see multiple improvements:

• 60%+ growth in Desktop visibility coupled with a 70%+ increase in Mobile visibility within the first 6 months of use

• Used content optimization to gain insight into how competitors are addressing key industry topics – and taking that information to better optimize their own pages

• 96% reduction in overall site errors within first 6 months of use

The Challenge:

Moving from platform to marketplace

Founded in 2012 as a platform that makes it easy for anyone to create and sell high-quality products without financial cost or risk, Teespring plans to gradually evolve into a full-service marketplace. The company plans to expand product offerings beyond its first line of customer t-shirts.

“We’ve shipped 15 million products around the world,” notes Kyle Webber, Digital Marketing Manager for Teespring. “I think roughly 1 in 75 people in the US have bought t-shirts from us in the past year.”

Much of Teespring’s web traffic comes from sellers directing customers to their individual pages. But as the company broadened its appeal as a marketplace, it wanted to boost organic search traffic. “We’ve identified organic search as the marketing channel with the most potential for us,” Webber says. “It’s extremely important as we transition to a marketplace, and we’re starting to invest in it for the first time.”
Searchmetrics helps us zero in on opportunities for improvement while providing priority levels. This saves us a lot of time when we communicate with engineering and other decision makers.

Kyle Webber
Digital Marketing Manager for Teespring

“I’d used Searchmetrics before joining Teespring,” comments Webber. “So I was familiar with its capabilities. It was the best fit for us and really caters to the needs of an experienced search marketer. It was a no-brainer choice for us, given the depth and breadth of the platform. There simply is no other software like it.”

Searchmetrics features like detailed Keyword Ranking, Content Optimization, and prioritized recommendations fit Webber’s plan for improving Teespring’s SEO performance.

“We need to gauge potential ROI before we carry out any site changes,” explains Webber. “Searchmetrics helps us zero in on opportunities for improvement while providing priority levels. This saves us a lot of time when we communicate with engineering and other decision makers.”

The Teespring marketing team noticed that even small site changes brought big improvements in rankings, traffic and conversions. “The continuous, granular tracking provided by Searchmetrics is the most important aspect of monitoring performance,” remarks Webber. “Since we’re still in the process of building a more buyer-friendly marketplace, we’re taking our time rolling out different projects. We test and audit the impact of every new implementation with Searchmetrics.”
Searchmetrics reveals the low-hanging fruit. And it gives us a good idea of the potential of a particular page or set of pages.

Kyle Webber  
Digital Marketing Manager  
for Teespring

Searchmetrics Site Optimization helps Teespring quickly pinpoint issues, such as duplicate content and multiple redirects, which could take hours to find via manual audits or might be missed entirely. With Searchmetrics Content Optimization, Webber can analyze individual page performance, learn from competitors, and incorporate those lessons as it creates new categories and pages. “Searchmetrics reveals the low-hanging fruit,” says Webber. “And it gives us a good idea of the potential of a particular page or set of pages.”

“We don’t cut corners,” concludes Webber. “We take a very methodical approach to technical SEO. Searchmetrics makes it possible to build a strong foundation while saving time, identifying opportunities, and effectively communicating them to stakeholders.”

Visit us at Searchmetrics.com to find out more, or contact us at: sales@searchmetrics.com