



KREMP
FLORIST®

...feel special

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ADL↑FT

Acquire. Amplify. Advance.

A C A S E S T U D Y

Kremp Florist & Flower Delivery

Kremp Florist & Flower Delivery is the Philadelphia region's largest florist located in Willow Grove. In the flower business for over 60 years, the Kremp family provides a personal shopping experience for flowers and unique gifts sent anywhere worldwide. On a mission to make everyone involved in the experience of working with Kremp Florist "FEEL SPECIAL", they have received several awards over the decades.



The Ask

- Increase in organic traffic
- Increase in impressions
- Enhance search visibility
- Boost engagement



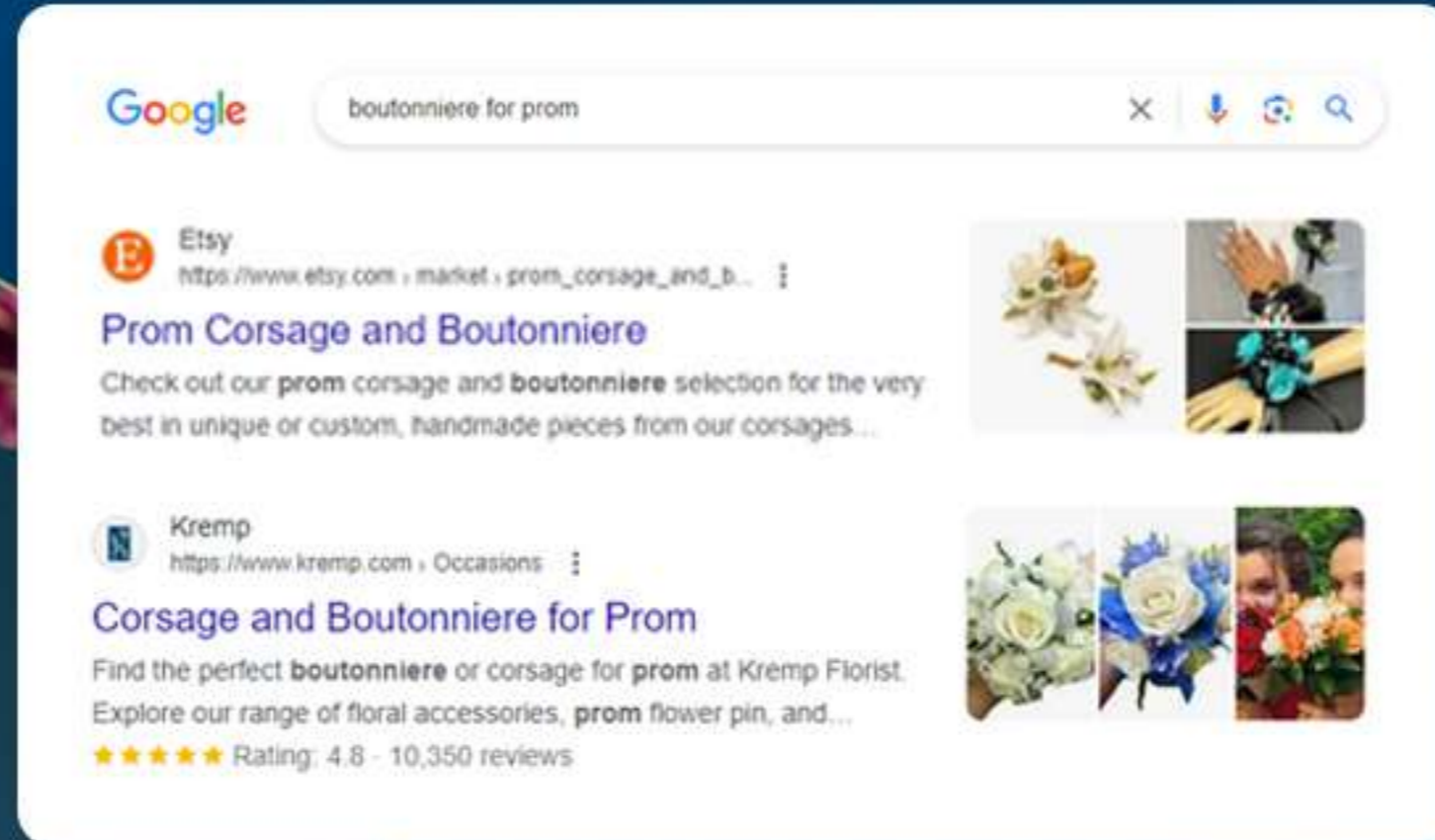


The AdLift Approach

AdLift conducted an in-depth SEO technical audit that helped us pinpoint areas that we could work on to reach Kremp Florist and Flower Delivery's goals. This audit included keyword research that identified high-performing keywords.

Here's what we did 





Our content writing team skilfully incorporated high-performing keywords into blogs and landing pages. We don't believe in keyword stuffing; our blogs were written after we did a deep dive into the client's audience and understood what made them tick. This audience understanding helped us write content that connected with website visitors and kept them engaged. Our SEO team implemented on-page SEO that covered the following: optimizing title tags, meta descriptions, headings, URL structures, internal linking, keyword usage as well as the quality of the content.

On-Page SEO

Previous Position

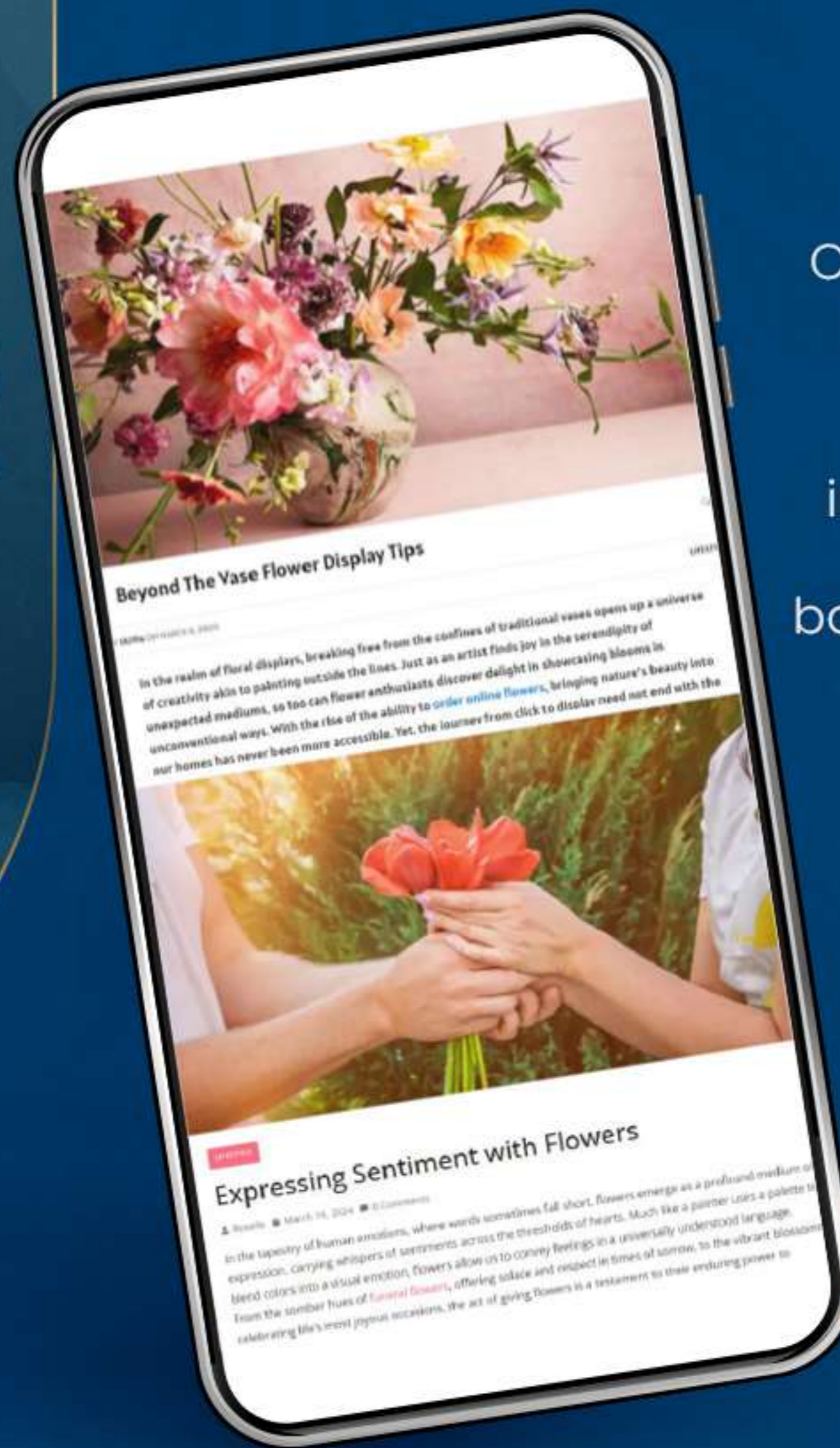
101

Current Position

3

Search volume : 4400

Content Marketing



Creating off-page SEO strategies is essential for boosting a website's visibility and authority in search engine results. Off-page SEO involves optimizing factors outside of your website. We built organic backlinks from reputed publications and drove targeted traffic to the website.

The Results

Improvement in Non-branded Clicks by 179%
and Non-branded Impressions by 131% in 6 Months from Aug'23 to Feb'24

180% Traffic improvement
(Y/Y)

129% Revenue improvement
(Aug'23 to Feb'24)

270% Revenue improvement
(Y/Y)

107% Traffic improvement
(6 Months)



CONTACT ADLIFT

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The Agency Brands Love to Work With

