

SEO CASE STUDY

How ecom brand Inkster multiplied the visibility, traffic, and sales of its Shopify store with the right levers

siver.team  **inkster**

In a nutshell

Working with Inkster was characterized by a clear focus on effectiveness and ROI. Due to limited capacity (1 SEO + a few developer hours), I couldn't just stick to best practices, but had to identify and implement high leverage actions.

After a comprehensive audit, I implemented several SEO measures together with the Inkster team in early 2024, which significantly increased organic performance (as of 27.05.2024):

213%

The visibility index (desktop) increased by 213% from 2.1 to 4.5.

308%

Organic Google traffic increased 308% YoY from 20.685 to 84.517 (last 3 months).

25%

Organic sales via Google have increased by an average of 25% per month since the start of the collaboration.

"Working with Olli exceeded my expectations. I have rarely worked with such structured people. The results show that it was worth it. Thank you Olli."



Melvyn Wittwer
Co-founder and managing director of Inkster

About Inkster

Founded by [Melvyn Wittwer](#) and [Michael Noack](#) during a semester abroad in California, Inkster GmbH has become a remarkable e-commerce success story. The company, which sells temporary tattoos online, has quickly become a relevant player in the market thanks to an excellent social media strategy.

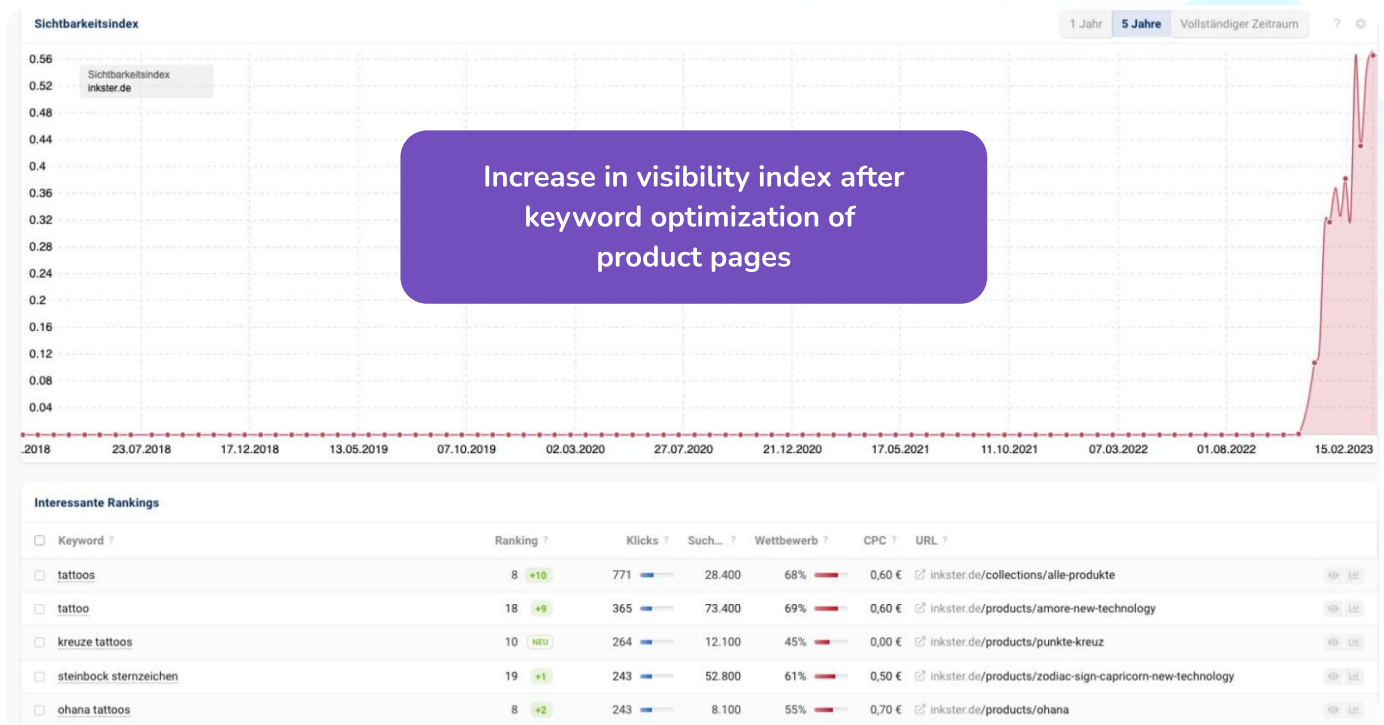
Temporary tattoos are created with a natural ink that penetrates the upper layer of the skin. Once there, they fade naturally within one to two weeks, providing an easy and needle-free option for tattoo enthusiasts.

The SEO audit

Despite its affinity for online retail, the company had not yet really addressed SEO. But the potential was obvious. After a small optimization of the product pages at the beginning of 2023, the visibility was already increased by several points:

Keyword optimization of product pages

Before the optimization, Inkster's products were called e.g. "Paw Trio", "Lotus Mandala", etc. without any real reference to the product temporary tattoos and were therefore difficult for Google to categorize. After adding the extension "tattoo" to each product, the visibility index increased by almost 100%. However, this was in the single digits, so it was not a big breakthrough, but only underlined the great SEO potential.



To realize this potential, I started an SEO audit in December 2023. The goal was to identify the biggest levers possible. Since resources were very limited, simply implementing best practices was out of the question. Of course, meta titles, descriptions, cleaning up 3xx and 4xx links, etc. have their place - but we wanted to achieve maximum results with minimum effort. Here is what I did

- 1. Interview:** As with every one of my projects, the Inkster audit began with an interview to learn as much as possible about the strategic aspects of the business. Who are your competitors, who is your target audience, what is the USP of your product - this information is essential for a successful collaboration.
- 2. Goal definition:** Based on this information, I conducted a potential analysis to define common SEO goals. These included improving Google rankings, increasing organic traffic and organic sales with a focus on the German market. The working hypothesis was: "More rankings for the right keywords (mix of transactional & informative) leads to more traffic, which ultimately leads to more organic product sales."
- 3. Keyword research & technical audit:** Once the goals were set, I went straight to reviewing the website. I focused on the biggest problems and adjustments. At the same time, I conducted extensive keyword research to identify relevant topic clusters and terms.
- 4. Risk assessment & competitive analysis:** A good audit also includes
 - a realistic assessment of the current situation
 - a comparison with the main competitors in the market for temporary tattoos
 - and the identification of competitive advantages.
 - What could negatively or positively impact the achievement of goals, what SEO levers does Inkster have that its competitors do not? All of this was incorporated into the audit and final action plan.
- 5. Action Plan:** At the end of the audit, there was a comprehensive action plan in the form of a spreadsheet. Smaller tasks were grouped into epics, described in detail, and then prioritized by me according to effectiveness and effort.

Once I had shared the audit with Inkster and we had agreed on measures, I was able to start implementing them. During the collaboration, I continuously monitored SEO performance against the defined metrics and adjusted the strategies based on what I learned.

Action Plan

Due to the low capacity (1 SEO + a few developer hours), from all the potential measures identified, those were selected that would have the greatest leverage to achieve the objectives. These were:

Optimization of category pages

Several issues with the category pages have been identified and fixed:

- The headings were not labeled as H1 tags, which affected the visibility and ranking of the pages for their main keyword. The solution was to correctly integrate the H1 tag into each category and tag it with the correct keyword.
- Infinite scrolling was used on the category pages, which made it difficult for search engines to crawl the back products. By switching to pagination, a clearer structure was created, improving both the usability and indexability of the pages.
- Adding text boxes to the category templates and publishing optimized category text from keyword research also helped improve relevance and visibility in search results.

Optimization of the product pages

Inkster's product pages showed that the frequent use of duplicate content was severely impacting SEO performance. Each page contained up to 90% identical text, which negatively impacted both the user experience and search engine rankings. To solve this problem, it was decided to use artificial intelligence to generate individual product descriptions and deploy them on the pages.

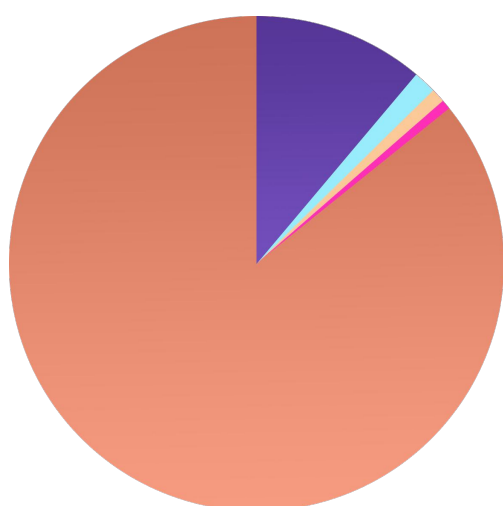
Disclaimer

The texts are currently created with GPT 3.5 and are far from perfect. However, the texts have significantly increased the visibility of the product pages. **This measure was set up as an AI experiment** and it is planned to further optimize the texts in the future or to remove them if Google penalizes them.

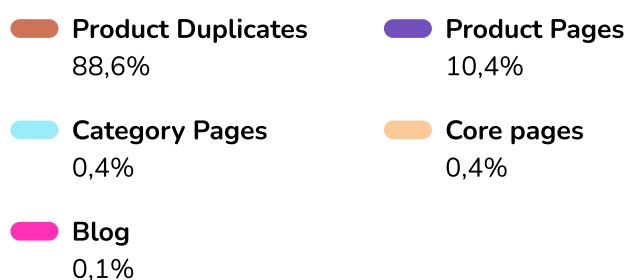
Internal linking

A central issue in the optimization of inkster.de was internal linking.

Inkster uses the Shopify CMS to run its online store. The tool automatically creates product duplicates on each new category page. With thousands of products and dozens of categories on Inkster.de, this leads to an unbelievable mess. For about 1.000 products, there were about 8.000 duplicates that were better linked than the original. This made the originals harder to find and caused confusion on Google. This is an inherent problem with Shopify and can be found in almost every store! Inkster solved this problem by replacing the duplicates with unique product URLs.



Share of URLs of the page types on Inkster.de



Other measures

In addition to these major projects, a number of smaller improvements were made, such as:

- Better country mapping by adjusting hreflang
- Translation of URL handles in all used languages
- Extending technical measures to other country domains
- Identification and implementation of tattoo designs with high search volume
- Linking newly created categories with their optimized texts in the footer

All of these improvements led to a steady increase in target metrics, which I presented to the Inkster team at an SEO review meeting in late May 2024.

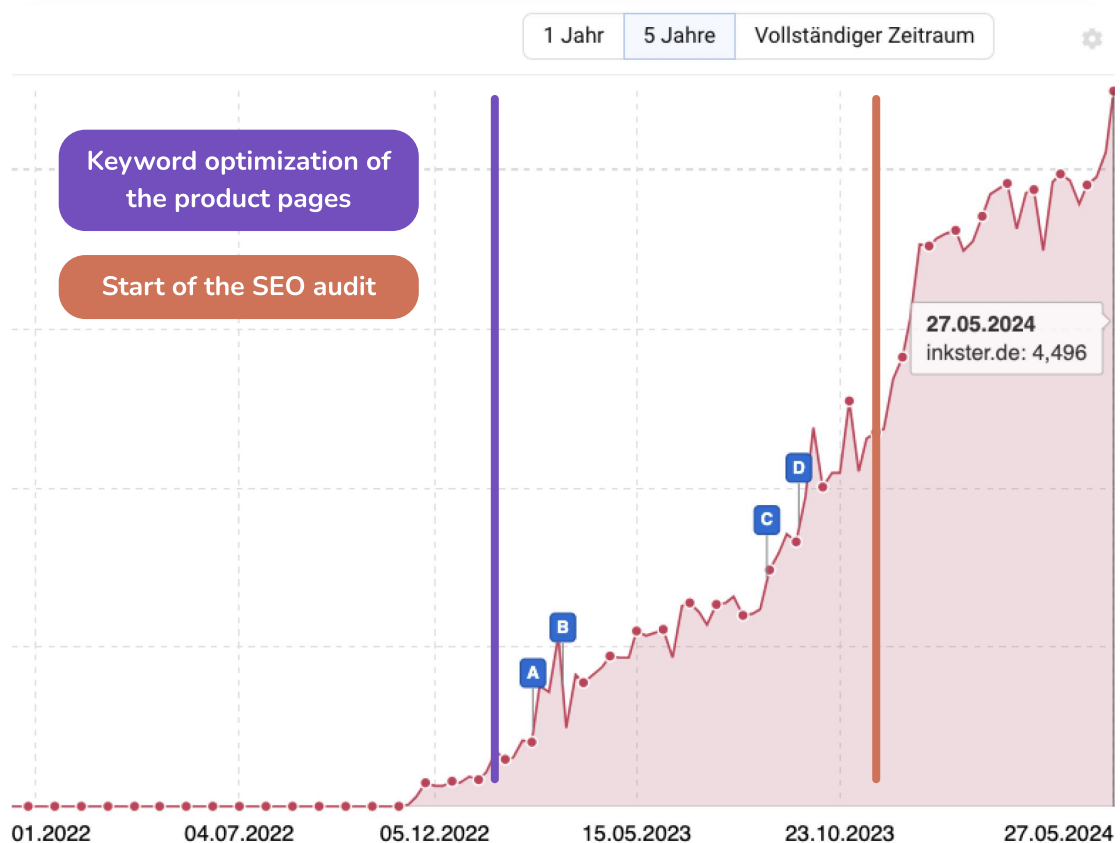
Results Inkster.de (as of 27.05.2024)

213%

Visibility Index (Desktop): The Visibility Index increased by 213% from 2.1 to 4.5, which is a direct result of the improvements made and shows how much more visible Inkster.de has become to potential customers.

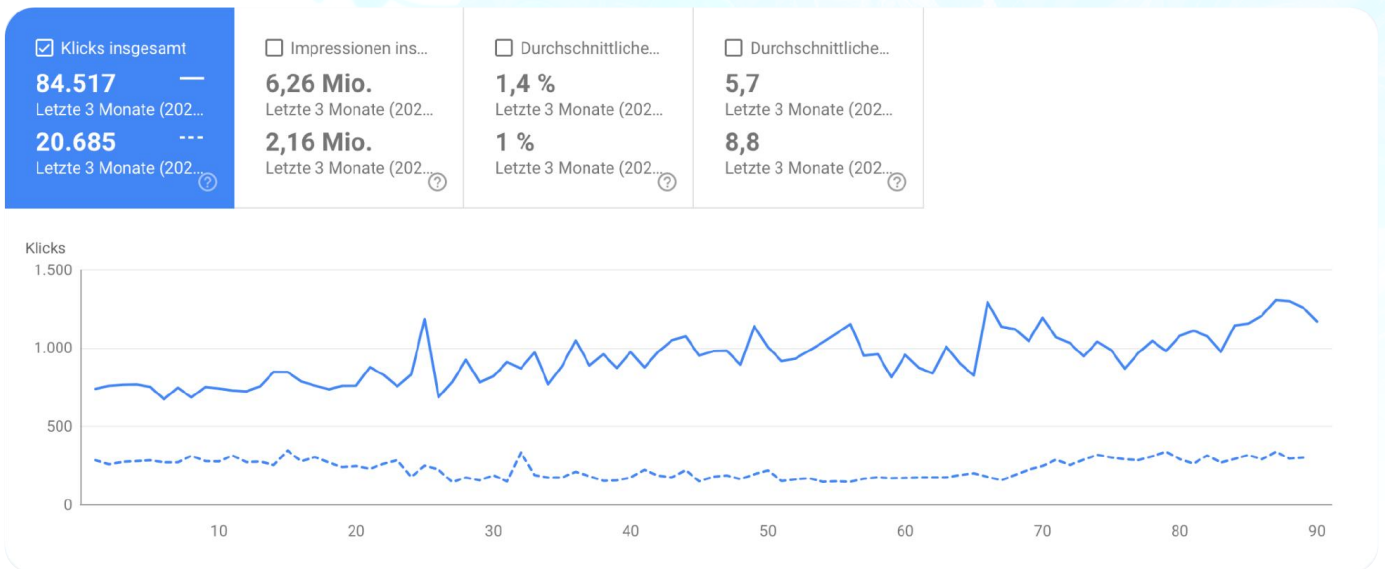
Visibility Index:

The SISTRIX Visibility Index is a measure of a website's visibility in Google search results. It is based on the sum of a website's organic rankings for a representative set of keywords, weighted according to search volume and keyword position. The index provides a reliable and transparent way to measure and compare the success of SEO efforts ([source](#)).



308%

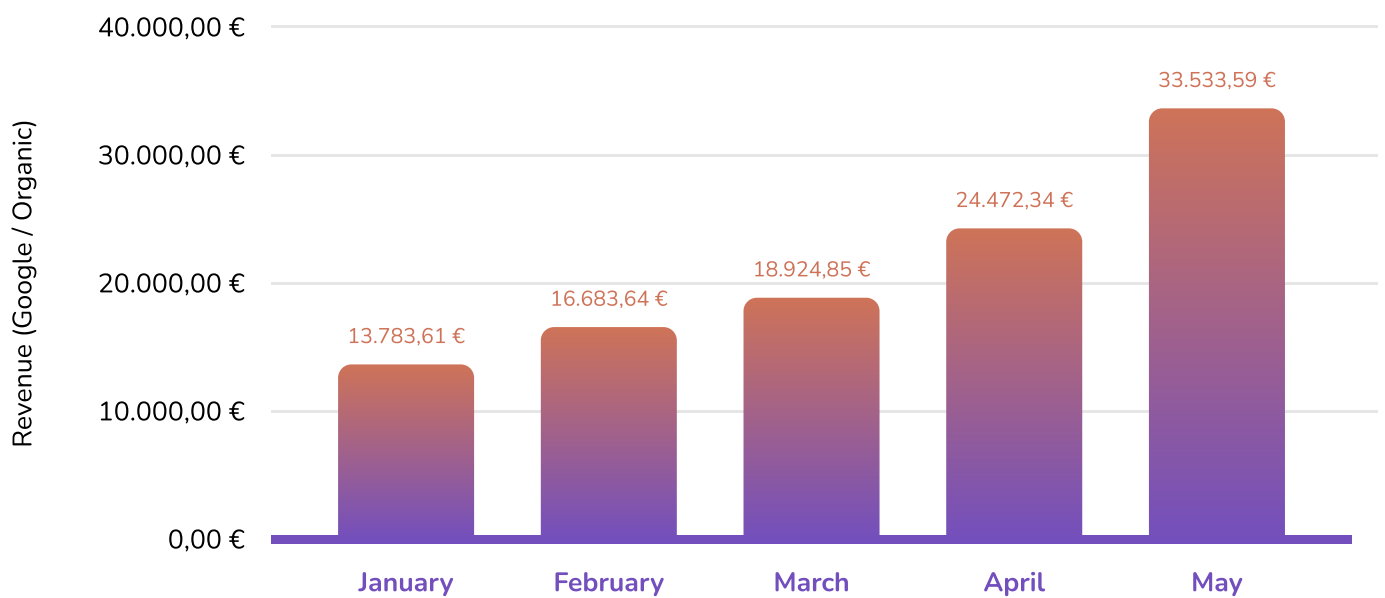
Organic Google Traffic: Compared to last year, organic traffic has increased by 308% from 20.685 to 84.517 visitors in the last three months. This increase indicates that the site is now reaching significantly more potential customers.



25%

Organic sales via Google: Since the start of the collaboration, organic sales have increased by an average of 25% per month. This underscores the fact that not only the quantity of traffic, but also the quality - in terms of visitors interested in making a purchase - has improved significantly. May was a particularly strong month for sales, although this was also due to seasonal effects.

Revenue (Google / Organic) / Month



The results show that the working hypothesis was confirmed:

"More rankings for the right keywords (mix of transactional & informative) leads to more traffic, which ultimately leads to more organic product sales."

Conclusion

The SEO strategy for Inkster.de has demonstrated how targeted efforts can significantly contribute to the visibility, traffic and sales of an e-commerce business.

The case study underscores the importance of clearly defining SEO goals and implementing strategic measures tailored to a company's specific needs and capabilities. Despite limited resources, we were able to maximize ROI and achieve sustainable improvements through the use of smart technology and effective SEO tactics.

The Elbdev team, especially Matien Sadat & Joshua Olberg, who reliably implemented the measures, also played a major role in this success. Many thanks also to Melvyn Wittwer for his trust in me & Nick Seissler for the contact.

Would you like to start your own SEO success story? Then write to me and we'll talk about your goals and requirements without obligation:

kontakt@siver.team

Mobil: 017638747767

<https://www.siver.team/kontakt>

About the author



Oliver Kuttruff

SEARCH EXPERIENCE MANAGER AT WORKPATH & FREELANCE
SEO CONSULTANT

Oliver is a seasoned SEO/SEM/CRO specialist who has gained experience in industries such as e-commerce, automotive, global consulting, healthcare, and SaaS since 2017. As a Search Experience Manager at Workpath, he is currently focused on developing holistic search experiences that go beyond traditional SEO. Oliver optimizes not only for search engines, but for the entire user journey, from the first search query to the last interaction with the brand.

Outside of work, Oliver is a speaker at SEO conferences such as SMX in Munich and Campixx in Berlin, and a freelance consultant. His approach goes beyond the usual SEO measures and integrates holistic strategies that improve both the user experience and the business goals.