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DIGITAL MARKETING CASE STUDY

Shower Door Hardware: E-Commerce

Building an online retail powerhouse from zero: domain, authority, and sales in under two years



White Label Agency

The Opportunity

In the summer of 2023, our client's leadership team approached us with a bold strategic vision: launch a sister e-commerce company dedicated to selling shower door hardware directly to homeowners and professional installers across the Mid-Atlantic region. The goal was clear and ambitious and became the 1 online source for glass shower door hardware in the region within two years.

This wasn't a rebrand or a website refresh. It was a brand-new business, a brand-new domain, and a brand-new market entry, built entirely from scratch. Our team was brought in to architect and execute the entire digital marketing and SEO strategy from day one.



The Challenge

Launching a new e-commerce brand in a competitive product category, with no existing domain authority, no search history, and no backlink profile, is one of the most demanding digital marketing assignments there is. The headwinds were significant:

Challenges We Faced

- Brand-new domain with zero accumulated authority
- No existing presence in Google Search, Shopping, or Maps
- Large product catalog requiring individual optimization at scale
- Platform constraints within BigCommerce limiting some technical customizations
- Competing against established e-commerce players with years of SEO history
- Business model shift: high-touch retail brand entering a low-touch online channel

How We Solved It

- Aggressive off-page link-building strategy to accelerate authority gains
- Structured Google ecosystem setup across all key platforms from launch day
- Custom product descriptions, category content, and SEO-optimized naming conventions
- Optimized within platform constraints: image compression, code organization, content delivery
- Leveraged manufacturer part-number strategy to capture high-intent long-tail searches
- Positioned site as self-service resource for installers and DIY homeowners alike



Execution: A Three-Phase Strategy

Our plan was structured around three distinct phases, each with its own priorities and success metrics, but all working toward the same compounding goal of domain authority and organic revenue growth.

1

Development Phase: Setting the Stage Before Launch

- Established the full Google ecosystem: Tag Manager, Analytics, Search Console, Merchant Center, and Ads accounts configured before a single page went live
- Defined structured data requirements (product schema, business info, FAQ markup, and video schema) to enable fast indexing and rich results from day one
- Built a content and keyword architecture across all category pages and individual product listings, including custom descriptions for every SKU in the catalog
- Deployed a manufacturer part-number matching strategy (e.g. 'Same as Part XYZ from Manufacturer ABC') to capture high-converting long-tail searches with minimal competition
- Optimized all images for fast load times without sacrificing visual quality; organized stylesheets to minimize code bloat within the BigCommerce environment

2

Launch Phase: Activating the Digital Footprint

- Validated Google Search Console and submitted XML sitemaps to initiate structured crawling
- Completed Google Merchant Center product feed integration to enable Shopping Ads from launch
- Built out the Google Business Profile to establish local presence for installer and trade searches
- Secured initial high-quality backlinks immediately post-launch to accelerate crawl budget and signal relevance to Google
- Deployed Ahrefs and SEMrush monitoring to establish third-party benchmarks and surface technical issues quickly
- Conducted full end-to-end live testing of all tracking, conversion events, and analytics pipelines

3

Post-Launch & Ongoing SEO: Building Lasting Authority

- Secured fast, high-quality backlinks from non-competing suppliers and commercial vendors in the glass and construction space
- Launched a targeted press release program to generate brand mentions and referral links across trade and regional publications
- Developed an ongoing content plan focused on non-commerce authority pages to build E-E-A-T signals for Google's quality raters
- Built out social media profiles across key platforms to establish social signals and additional brand touchpoints
- Deployed WhiteSpark and Localeze for directory listing management, rounding out the local citation footprint
- Maintained a consistent cadence of 2–4 new high-quality backlinks per month to steadily compound domain authority
- Launched targeted Google Ads campaigns to drive paid traffic during the organic authority build-up period



Results: Two Years of Compounding Growth

The results speak to what's possible when a technically sound launch is paired with a disciplined, long-term SEO program. In under two years, the site went from a blank domain to a regional e-commerce authority with organic traffic, keyword rankings, and sales all trending sharply upward. The results speak to what's possible when a technically sound launch is paired with a disciplined, long-term SEO program. In under two years, the site went from a blank domain to a regional e-commerce authority with organic traffic, keyword rankings, and sales all trending sharply upward.

200+	16	4,112	2-4
Organic Traffic (Daily Avg.)	#1 Keyword Rankings (Non-Branded)	Items Sold in Last 12 Months	Monthly New Backlinks Target

Organic Traffic Growth

Organic traffic grew from zero in June 2023 to consistently several hundred targeted visitors per day by mid-2025, a trajectory that reflects the compounding nature of well-executed SEO. Each new piece of content, each quality backlink, and each technical optimization added to a growing foundation that continues to appreciate in value.

Critically, this isn't vanity traffic, these are high-intent visitors searching for specific shower door hardware products, many of them professional installers sourcing components for active jobs. The commercial quality of this traffic is reflected directly in the sales numbers.



Keyword Rankings

As of June 2025, the site holds 16 non-branded keywords in the #1 position on Google, a remarkable achievement for a domain less than two years old competing in a product category with established national retailers. These aren't accidental rankings; they are the direct result of our manufacturer part-number strategy, long-tail keyword targeting, and consistent content authority building.

Beyond the #1 positions, the site's top 20 keyword movements reflect broad upward momentum across the target keyword set. The most valuable keywords share two critical characteristics: meaningful search volume and low competitive density, exactly the combination that generates sustainable, high-converting organic traffic.

> "We took a business idea, not even a business yet, and in two years built an e-commerce operation that regional installers now rely on to source hardware for active jobs. The 16 #1 keyword rankings and 4,112 items sold in the past 12 months are a direct reflection of what methodical, phase-driven SEO can achieve."
>
> **Harry Brooks, Partner**



Key Takeaways

WHat We Learned

- Pre-launch SEO foundation is non-negotiable, setting up Google's full ecosystem before going live saved weeks of indexing time
- Manufacturer part-number matching was a hidden lever, capturing long-tail searches no competitor was targeting
- Backlink velocity matters: a consistent 2–4 quality links per month compounds domain authority without triggering penalties
- Paid ads as a bridge, Google Ads filled the traffic gap while organic authority was accumulating

Why It Mattered

- Content authority (E-E-A-T) is built through informational pages, not just product listings, a distinction that paid dividends in rankings
- BigCommerce constraints required creative problem-solving, proving that platform limitations can be worked around with the right technical approach
- Local and trade audiences were the unexpected growth driver, regional installers now rely on the site for repeat B2B purchasing
- The retail brand's reputation was a trust accelerator, name recognition from the glass showroom gave the new e-commerce site instant credibility with local searchers

"This project is the clearest demonstration of what a well-resourced, strategically sequenced digital launch looks like. Every phase was designed to build on the one before it, and the results compound every month."

Sam Collingwood, Partner

