

Digital Score



April 2016 to Oct 2018

Cult Beauty  
Grows from  
\$8.5 million  
in organic  
traffic to  
\$8.5 million  
in 2.5 years

# Overview

**Cult Beauty ([www.cultbeauty.co.uk](http://www.cultbeauty.co.uk)) is a beauty and cosmetics eCommerce website and who wanted to know if there was anything they could do to improve the performance of the organic channel which was responsible for 50% of their revenue in 2016 (\$17 million). While having a UK domain, they operate globally.**

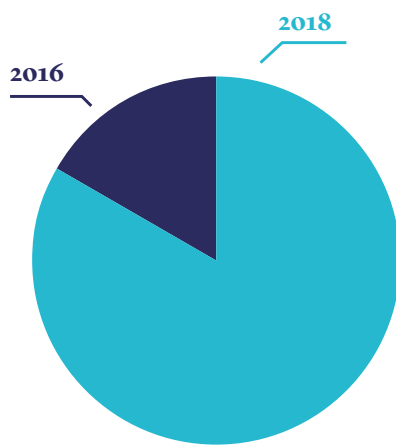
**Digital Score Ltd was contracted in April 2016 to help highlight areas of growth and to strengthen areas of weakness from a technical perspective. We provided them a technical base that would allow them to scale without incurring any penalties and avoid making any costly mistakes. Incorporated in the way we worked, we provided insights and training to both content teams and development for complete alignment with the organic strategy of the company.**

# What we did

- Provide a keyword strategy for all existing content including revenue forecast
- Conduct full Technical audit
- Stabilise & prioritise content within the main navigation menu according to existing traffic and pages with the most potential
- Secure the entire website by moving the blog onto HTTPS
- Managed duplicate content and Headings (removed duplicate heading tags)
- Schema implementation
- Internal link analysis and onpage optimisation for core brand + product pages and revenue drivers
- Redirect management
- AMP implementation for blog
- Secure the entire website by moving the blog onto HTTPS
- XML sitemap implementation

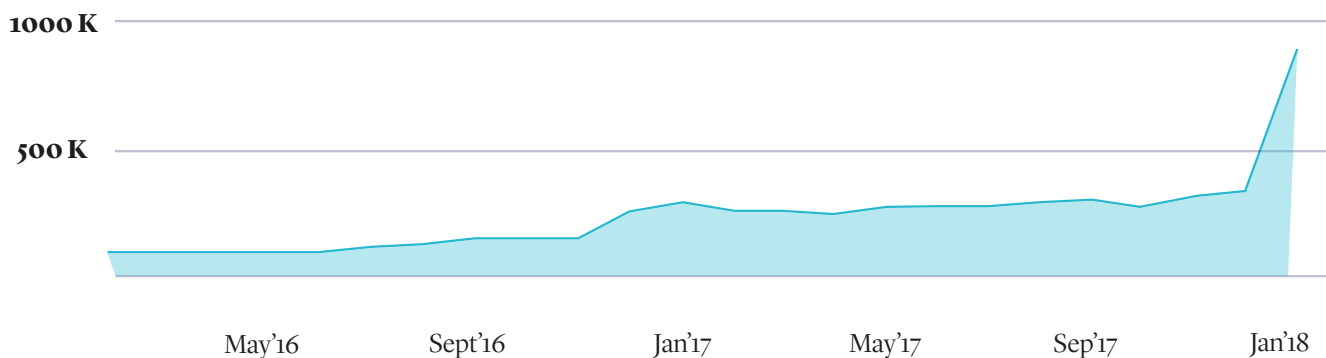
# The Result

From April 2016 to Oct 2018 we managed to increase **Organic revenue from \$8,5 million to \$43 million**. The reported figures for the entire business performance were \$17 million in 2016 and then \$86,12 million in 2018. Organic traffic was roughly responsible for 50% of the revenue.



**Increase of  
\$69,12 mil**

Graph below illustrates the trend of organic traffic during that time.



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# **The Makeup channel**

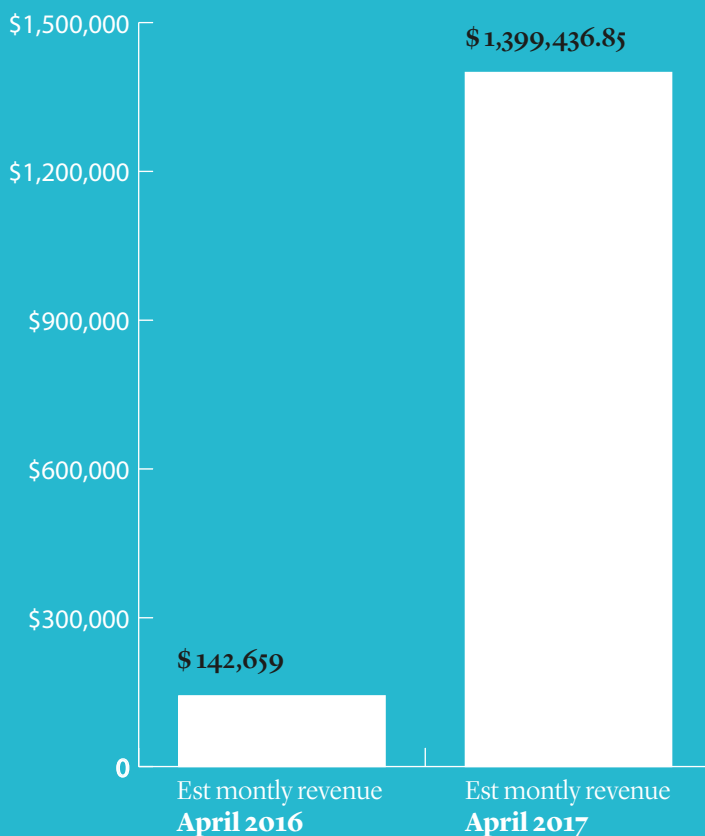
## **What we did**

Through keyword mapping and implementing technical best practises for the website like ensuring the entire domain was secure ( on https), we removed duplication, decreased the number of redirects from old http addresses to new https and gave the internal team a data-driven approach to how and where they should link within the website for greater organic impact.

The content team were provided with the essential keywords for top brands and for generic category pages and this was implemented into an existing blog and outreach strategy that was mainly to drive direct sales. Once we added the larger picture of organic strategy they would link to generic pages and now we see the results.

# That's a whopping extra \$15 million annual revenue!

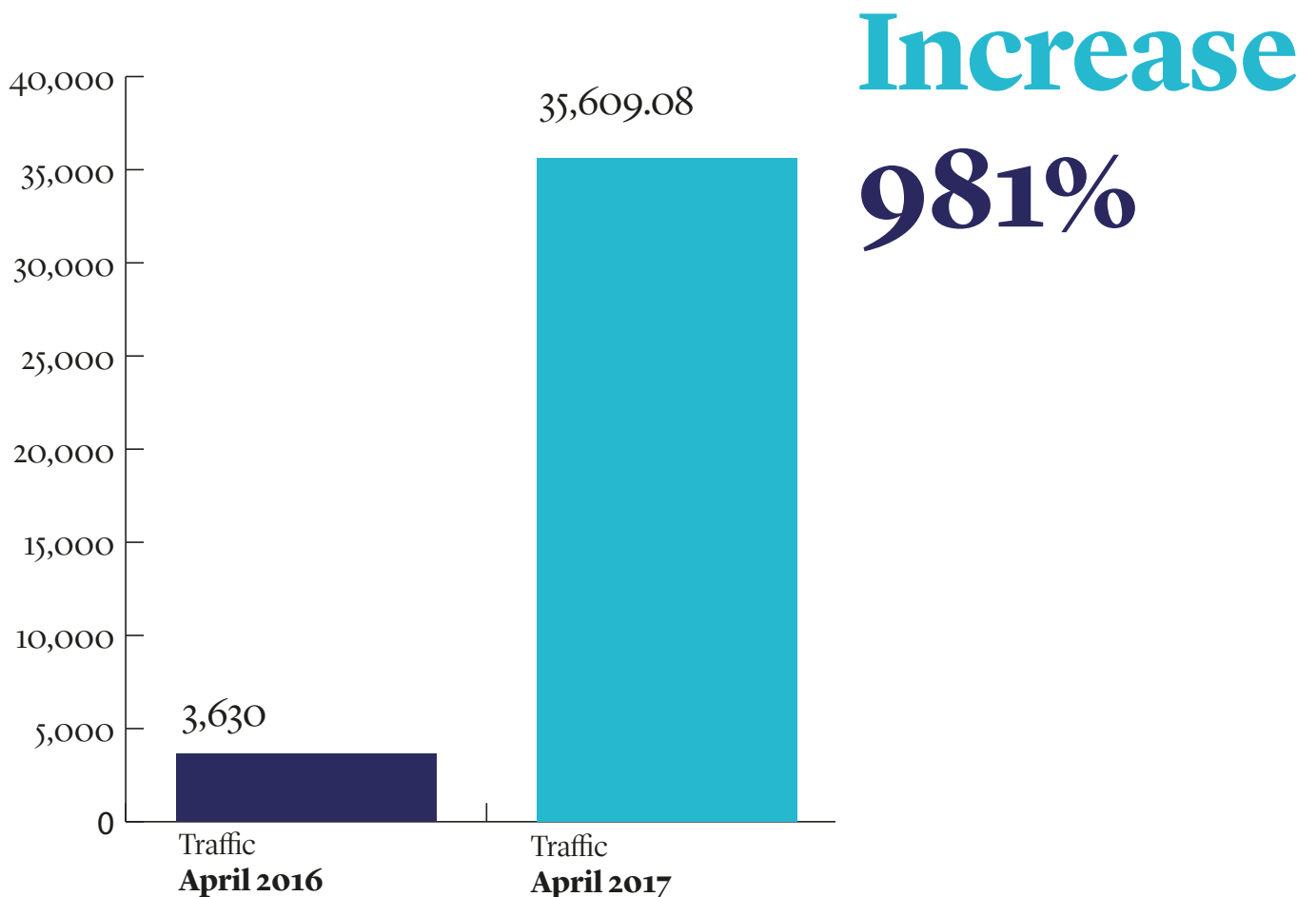
The Monthly revenue for this channel went from an est \$142,658 per month to est \$1,399,436.85 per month. That's an incredible increase of \$1,256,778.85 per month in Revenue a 12 month time frame.



That's  
880%  
YOY.

# Visual Traffic

With the improvement of this one page we managed to increase traffic to the website from an est 3,606 in April 16 to 35,607 in April 2017. **Thats an increase of 31,979 and 981% in 12 months.**



## What rankings improved

Keyword	Pos 2016	Pos 2017	Search Volume
Makeup	11	1	165000
Beauty make up	6	3	1000
Make up sale	100	15	720
Makeup sale UK	100	17	590
Free Make up	100	17	390
Makeup shop	100	2	260
Beauty Cosmetics	100	3	260
Makeup shops	100	6	260
Make up shop	100	3	210
Beauty makeup	100	3	210
Make up shops	100	5	210



# **Anastasia Beverly Hills (US Market)**

**Estimated Annual increase of  
\$3,411,575 in Revenue over  
12 months.**

Anastasia Beverly Hills was a huge brand for Cult Beauty and there was a lot of focus on pushing the brand on all channels. Cult Beauty had some visibility for a key brand in the US. For a UK domain it is harder to rank and get traffic from an US audience. We did however, manage to give google the trust signals required in order to compete in the US with some outstanding results.

## **What we did**

Along with all the site wide changes we also conducted 'Mini' audits for brands we knew were important to Cult Beauty for the revenue. The audits included working on 404 errors pages, redirecting old quality page, finding new internal linking opportunities on existing pages and also training the content teams on which anchor texts and how often to link to pages within the larger overarching strategy of the website.

# The results

In April 2017 we had an estimated \$ 19.653 in organic revenue and a year later in April 2018 we had managed to **grow to \$303,917** in organic revenue per calendar month. That's an **increase of \$283,925 per month and 1446%**.



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## What rankings improved

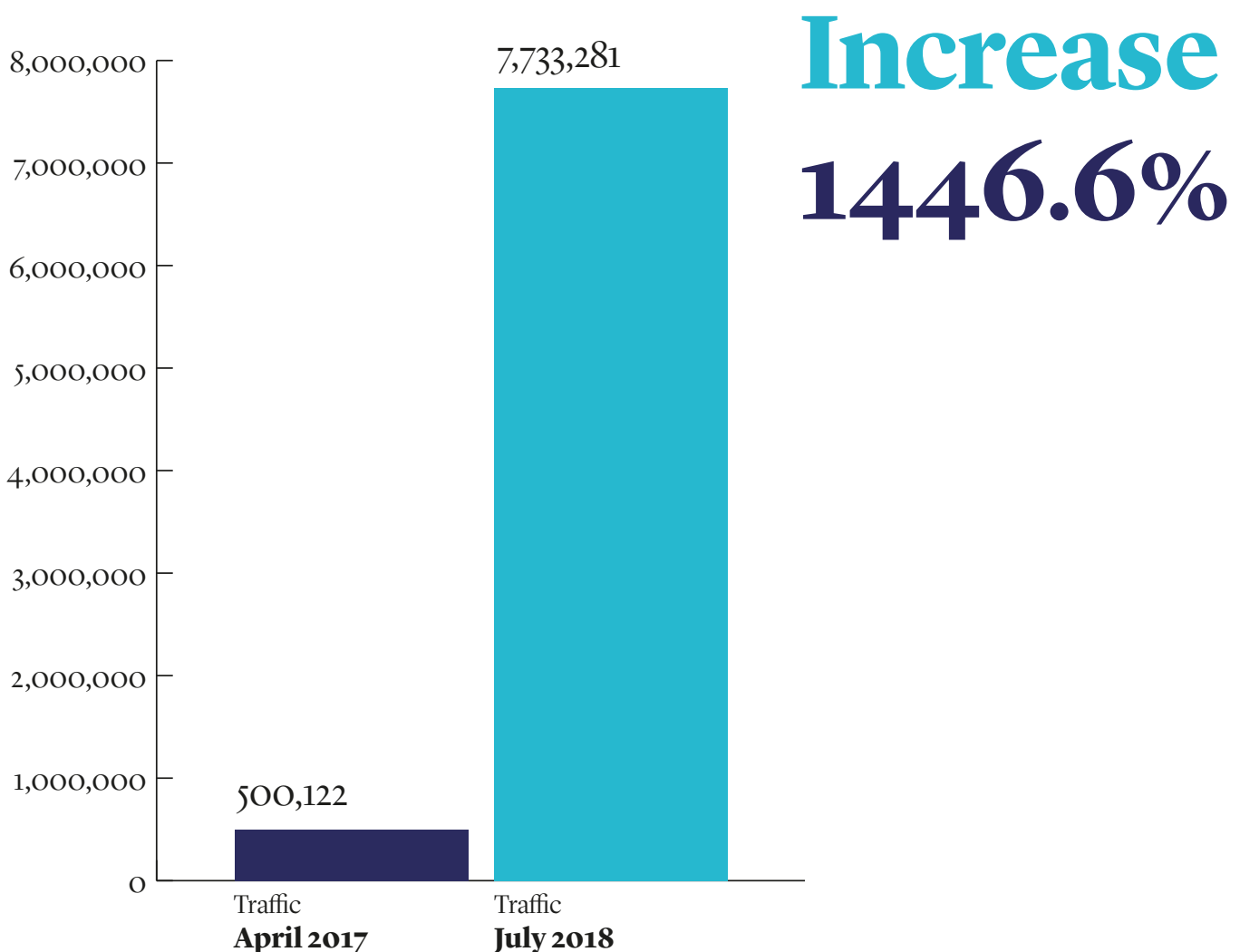
Keyword	Pos 2016	Pos 2017	Search Volume
Anastasia	42	8	30100
Anastasia Beverly hills	27	12	13500
Anastasia Brow	56	10	6600
Anastasia Eyeshadiw Palette	8	12	6600
Anastasia Mario Palette	100	34	5400
Anastasia Cosmetics	9	10	4400
Anastasia Beverly Hills Palette	12	9	4400
Anastasia Beverly Hills Eyeshadow Palette	8	13	3600
Anastasia Highlighter Palette	100	12	2900
Anastasia Beverly	18	9	2400
Anastasia Beverly Hills Makeup	46	9	1600
Anastasia Beverly Hills Eyebrow	9	11	1300
Anastasia Brush set	100	10	1000
Anastasia Beverly Hills Brow	12	9	1000
Anastasia Beverly Hills Com	17	6	1000

# Changes in Traffic

With the improvement of the rankings for the core pages of the brand the product pages also experienced a positive movement.

We improved the positions of 15 keywords which resulted in the monthly traffic performance jumping from 500 visits per month to 7733 visits per month.

**This is an increase of 7233 and 1446.6%.**



## **Anastasia Beverly Hills (UK Market)**

**In just over 12 months the est.  
annual increase is an incredible  
\$218,2976.97<sup>\*</sup>**

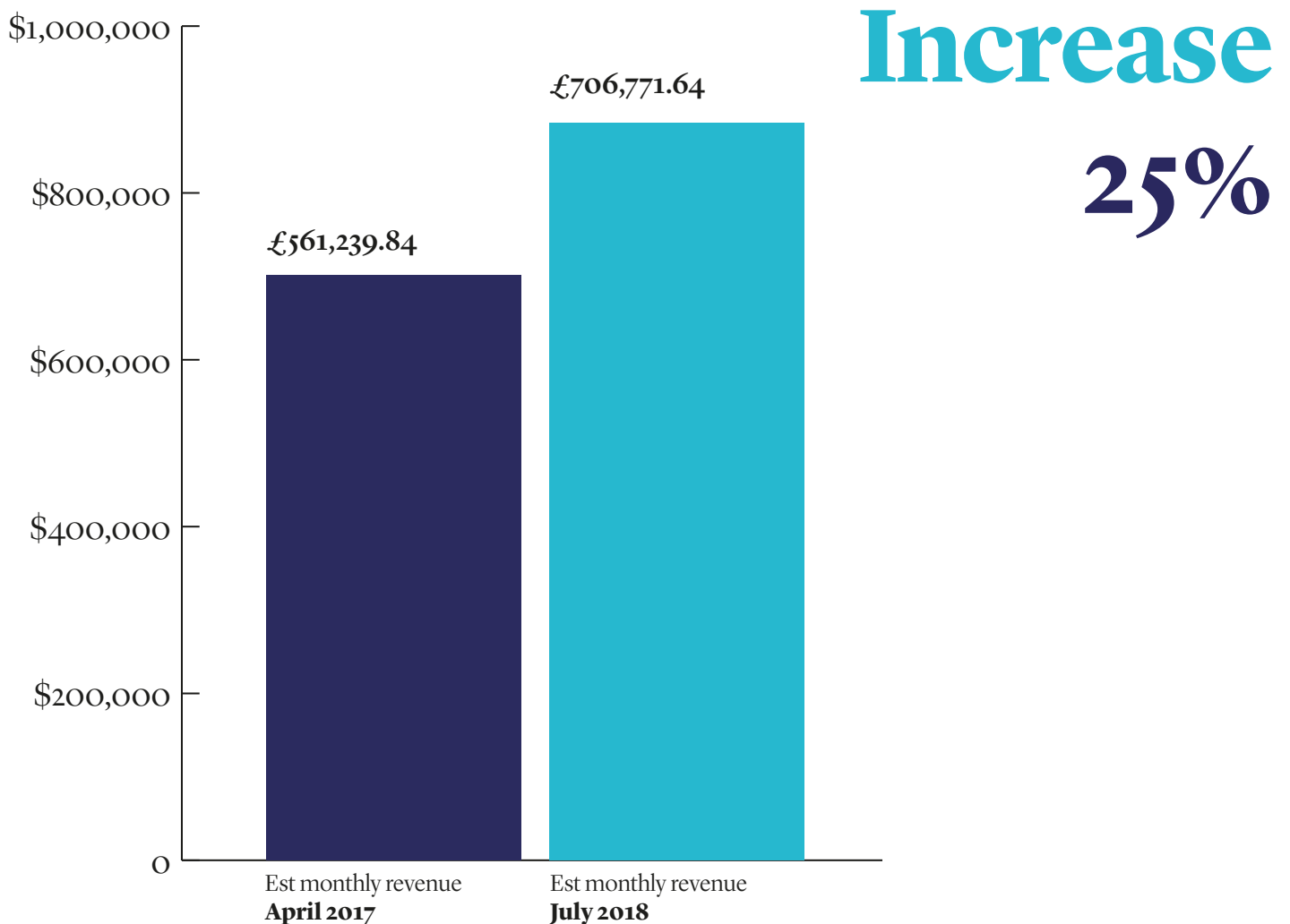
### **What we did**

Along with all the site wide changes we also conducted 'Mini' audits for brands we knew were important to Cult Beauty for the revenue. The audits included working on 404 errors pages, redirecting old quality page, finding new internal linking opportunities on existing pages and also training the content teams on which anchor texts and how often to link to pages within the larger overarching strategy of the website.

# The results

Cult Beauty already performed really well in it's home market in the UK. In some instances we even overtook the main brand website <https://www.anastasiabeverlyhills.com/> for its own brand term.

This was always short lived and something Google will always rectify and so the best position is 2 for someone elses brand term. We saw revenue increase from an est. \$701,548 in April 2017 to \$701,548 in April 2018. Thats a **increase of \$181,913 per month over 12 months and 25%.**



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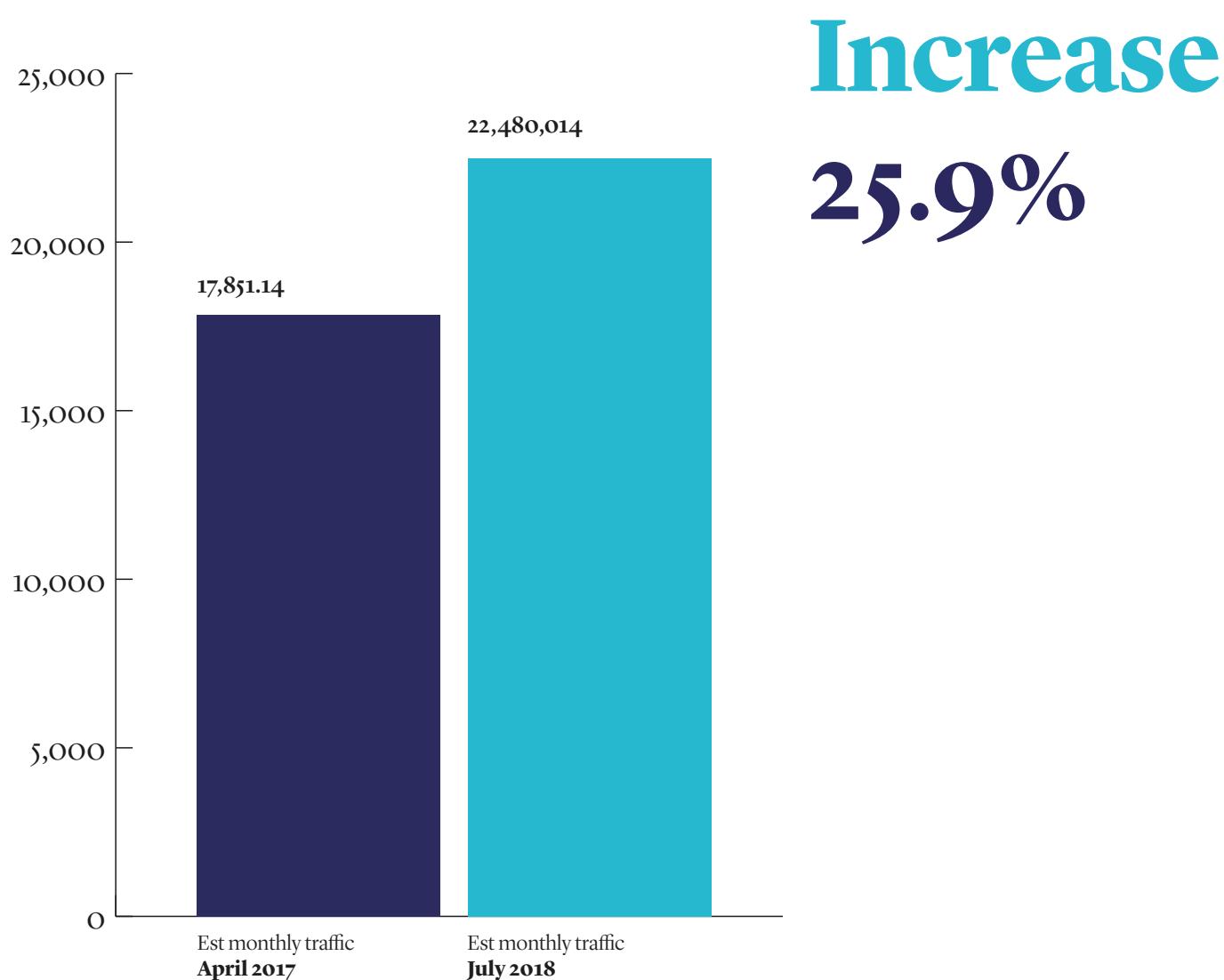
## Keyword improvements for page and channel:

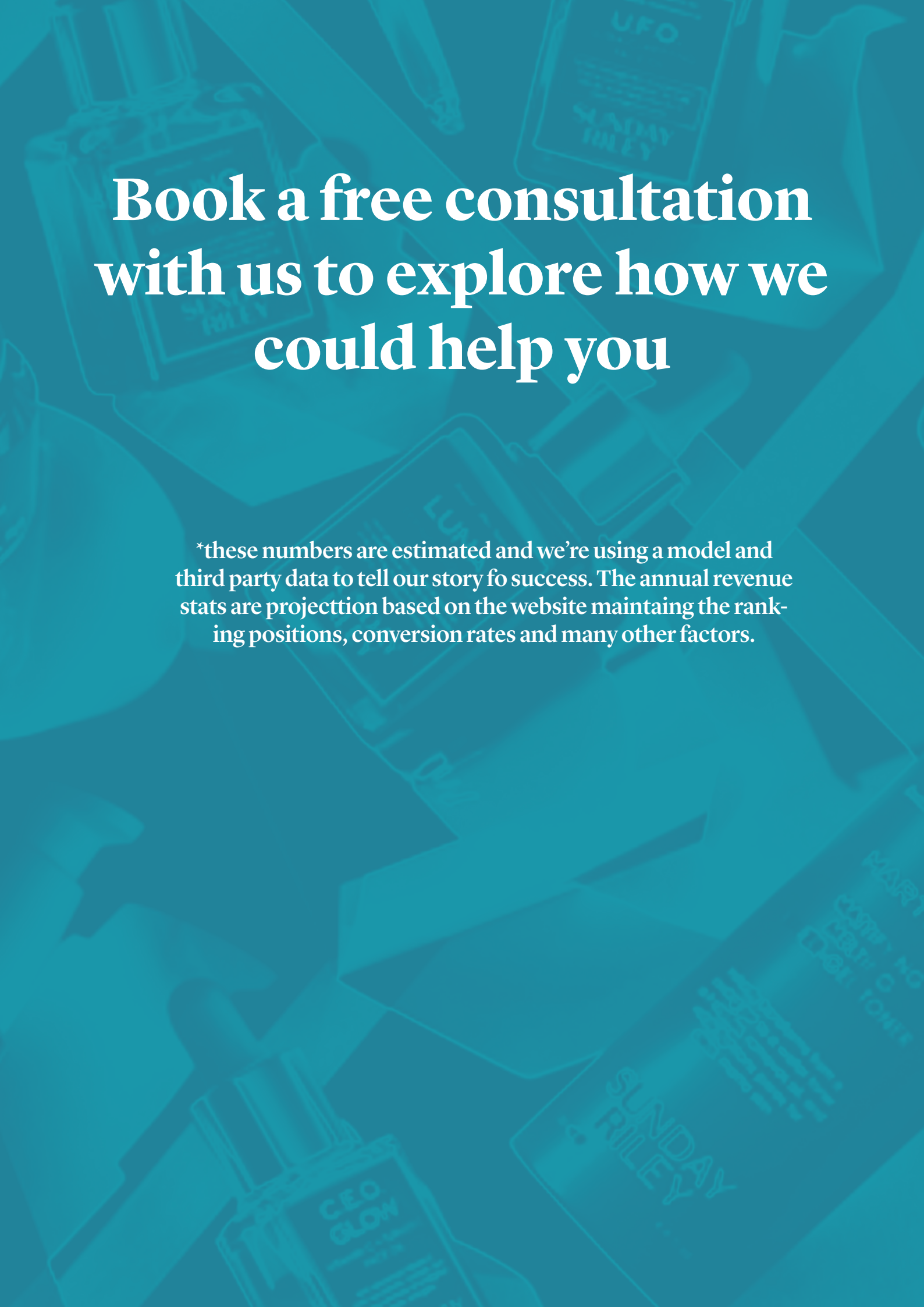
Keyword	Pos 2016	Pos 2017	Search Volume
Anastasia Beverly Hills	4	2	7400
Anastasia	5	10	7400
Anastasia Beverly Hills UK	3	3	60500
Abh	15	12	12100
Anastasia Makeup	2	2	5400
Anastasia UK	3	4	5400
Abh UK	4	3	4400
Anastasia Eyebrow	2	2	1900
Anastasia Palette	3	5	1900
Anastasia Beverly Hills UK	100	5	1600
Anastasia Brow	2	2	1600
Anastasia Lip Palette	100	49	1600
Anastasia Beverly Hills Lip Palette	100	81	1600
Anastasia Make Up UK	2	3	1600
Anastasia Beverly Hills Palette	1	6	1300
AnastasiaBeverly Hills eyebrow	2	2	1000
Abh Lip Palette	100	18	880
Anastasia Highlighter Palette	100	2	720

# Changes in Traffic

With the improvement of the rankings for the core pages of the brand the product pages also experienced a positive movement.

We improved the positions of 18 keywords which resulted in the monthly traffic performance jumping from 17851 visits per month to 22480 visits per month. This is an increase of 4628 and 25.9% per month.





# Book a free consultation with us to explore how we could help you

\*these numbers are estimated and we're using a model and third party data to tell our story for success. The annual revenue stats are projection based on the website maintaining the ranking positions, conversion rates and many other factors.