

SKOODO

CASE STUDY

AfterFirst Media



SEO & AUDIT CONSULTING FOR KIDS PLAY SHOES BRAND

AfterFirst Media provided SEO and audit consultation services for a kid's play shoes brand. The team conducted website and social audits, SEO services, and conversion rate optimization.



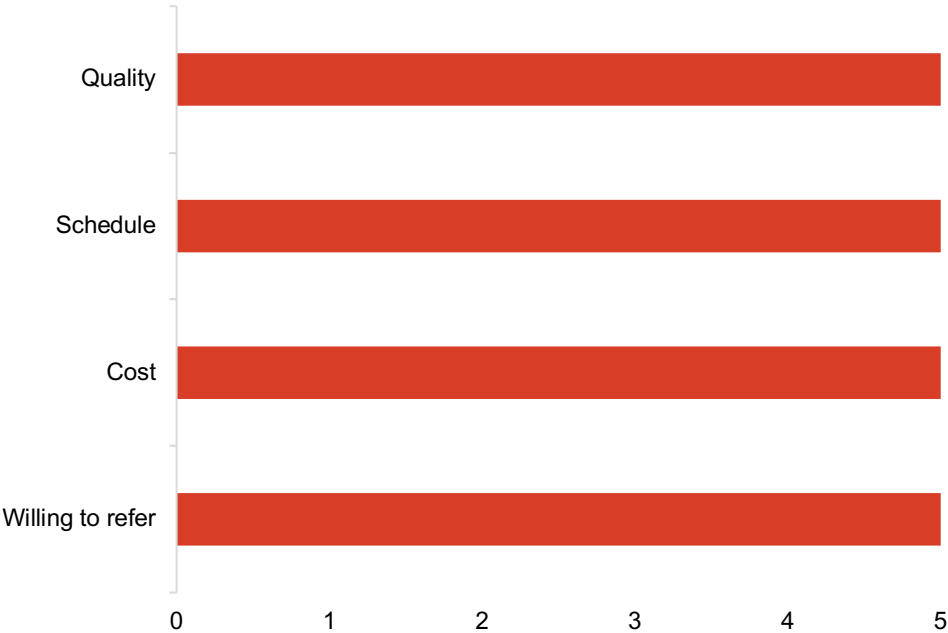
THE REVIEW

"We were satisfied with our experience with the team."



PROJECT SCOPE

Web Audit, SEO & PPC Optimization



Feedback summary

Thanks to AfterFirst Media's efforts, the website achieved an increase in organic traffic and social reviews, and bounce rates went down from 90% to 30%. They communicated seamlessly and timelines were met. Customers can expect a prompt, diligent, and highly-skilled team.



Pooja Sardana
Co-Founder
Skoodo



Consumer Products



1-10 Employees



Gurgaon, India



Online Review



Verified by Clutch.co

THE CLIENT

Please describe your company and your position there.

Chief revenue officer at Skoodo. Skoodos are the only functional shoes in India designed with experts for kids to move and play freely. Started by three founders with 15 plus years of experience, each, in business and marketing roles in consumer brands, Skoodo aims to be the leader in functional fashion for kids. What Nike is to sports, Skoodo will be to play.

OPPORTUNITY / CHALLENGE

For what projects/services did your company hire AfterFirst Media?

We wanted to build Skoodo as a functional fashion brand for kids. The intent was to provide good content on the website, drive parents to interact with the same, and build organic reach for the brand in this age group.

What were your goals for this project?

- Improve organic traffic
- Improve search ranking for specific keywords vs competitors
- Improve site interaction and time spent



SOLUTION

How did you select AfterFirst Media?

We sourced proposals from three agencies recommended to us by reliable sources. AfterFirst stood out in terms of the quality of the proposal - the depth of brand understanding and their credentials from their previous work.

Describe the scope of their work in detail.

The team conducted a website and social audit, understood the brand and the consumer. The final scope included:

- Website audit and optimization
- SEO
- Conversion rate optimization

What was the team composition?

We worked closely with the principals. The team composition is not something we monitored.





RESULTS & FEEDBACK

PROJECT OUTCOME

Users : 275% Increase

Bounce Rate : 60% Improvement

Sessions : 335% Increase

Page Views : 520% Increase

Can you share any outcomes from the project that demonstrate progress or success?

The project has delivered excellent results within the first couple of months of launch:

- Our organic traffic on the website increased 5 fold
- The site started featuring on the first page in search results for our chosen keywords
- Organic social reviews for the site have increased significantly
- Time spent on the site doubled
- Bounce rate went down from 90%+ to ~30%

How effective was the workflow between your team and theirs?

The very first meeting with the team was very productive. They had done their homework in researching the brand and came with a strategy that needed minimal tweaking. Meeting times and overall timelines were followed, any issues were flagged off and clarified with alacrity.

What did you find most impressive about this company?

The ability of the team to have an overall perspective on the business and marry that with a detailed and in-depth analysis translating to execution was truly impressive. The team came well prepared for every meeting. They were also happy to explain the details of the working as and when required by us.

Are there any areas for improvement?

We were satisfied with our experience with the team.