AirTamer®
Breathe cleaner, healthier air— everywhere you go!

AirTamer®
Advanced Cleaning Appliances
AIRTAMER

CATEGORY: Health

LOCATION: United States, Massachusetts, Marblehead

BUSINESS BACKGROUND:

AirTamer is a worldwide popular, most effective personal air purifier brand that has made a name for itself in the e-commerce space. The brand is known for offering innovative products. AirTamer is trusted by healthcare workers, travelers, heads of state, celebrities, teachers, young and old.

MARKET COMPETITORS:

There are so many competitors of Airtamer with a strong brand reputation and a diverse range of services; they have managed to establish themselves as a market leader. They have a team of experts with diverse skill sets.

PROJECT GOAL

A primary goal for many online businesses is to drive online sales and boost revenue. AirTamer set the goal of achieving a significant organic presence, and thus planned to achieve the following objectives:

A. Boosting organic traffic

B. Boost organic revenue by 100%

C. Improving SEO keyword ranking

D. Blog posting

CHALLENGE:

Competitors with a strong brand reputation and a diverse range of services. To tackle these challenges Airtamer and Kudosta team came up with a few unique ideas and strategies which helped increase the brand revenue and traffic as well.

STRATEGY:

One of the primary things the Kudosta team worked on was evaluating the target keywords and comparing them with competitors' keyword choices. After that implementing effective e-commerce strategies, optimizing the customer journey, and utilizing digital advertising channels.

A. Improved meta tags

B. Fixed broken internal and outbound links

C. Discover competitors and Top-ranking pages by keyword

D. Explored long tail keyword opportunities in keyword competitor analysis

E. Analyzed competitor backlink profiles and made high quality back links for our website

F. Page speed optimization

G. Blog posting over the site

H. Perform Google's Mobile-Friendly pages, Sitemap XML, Page Speed Insights

RESULTS:

SEO Results Summary:

49.93% Decrease In Page Load Time	**35.42%** Decrease In Redirection Time	**74.28%** Decrease In Avg. Response Time	**17.5k** New Clicks	**733K** New Impressions