

Fashion. Search.

Compounding growth.

Data-driven SEO and bespoke content strategy and production that turned search and AI visibility into scalable ecommerce revenue.

RETURN ON INVESTMENT

918%

Over a 24-month campaign

CLIENT NICHE

Fashion / Ecommerce

CAMPAIGN LENGTH

24 Months

METRICS VERIFIED

July 2026



RESULTS / FASHION ECOMMERCE

Content becomes traffic.

187

Pieces of original content produced and published

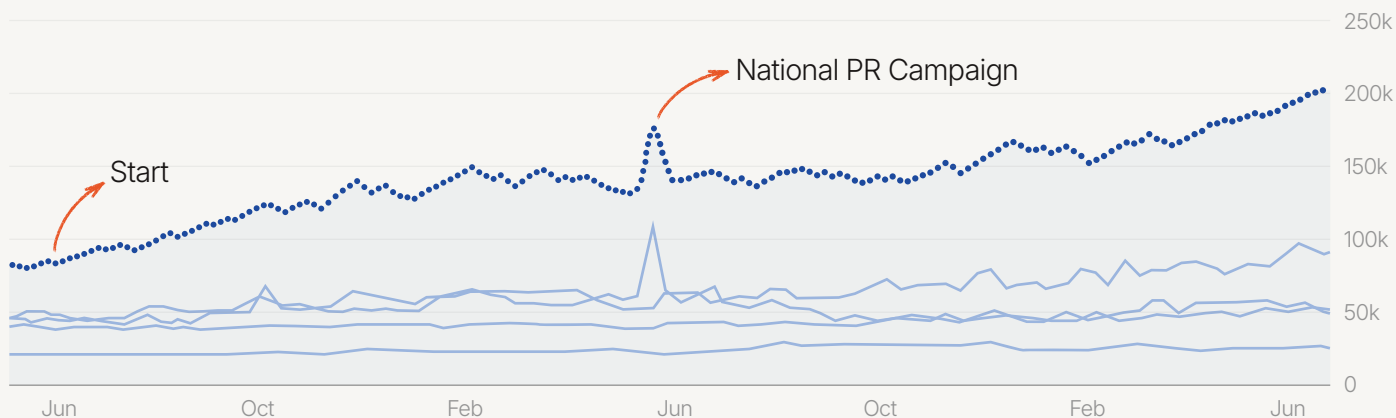
138%

Increase in traffic referred from search engines

22k+

AI-referred sessions per month by June 2026.

Monthly organic traffic, June 24 to June 26



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APPROACH

SEO, Content Production & Link-Building

PROCESS



In-depth audit of client website



Keyword research, AI & competitor research



Website optimisation & improvements



Full content strategy & calendar



Content creation & publishing



Link-building & traditional PR



Monthly reporting & analytics



RESULTS / FASHION ECOMMERCE

Traffic becomes revenue.

£215k

Spent on SEO, PR and content
(24 months, excluding VAT)

1112%

Average monthly return on investment (ROI)
Figure worked out over months 6-24, excluding strategy period

£2.19m

Increase in revenue over two years,
organic traffic only (excluding paid search,
social media and affiliate traffic)

918%

Total ROI across the 24 month period
on a spend of £215,000 excluding VAT

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APPROACH

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RANKINGS

291 Keywords
Tracked

178 on Page One
(11 at start)

64 in the Top Three
(7 at start)

22 at Number One
(1 at start)

4k New Referring
Domains

52 Average Link
Domain Authority



Give us 20 minutes, and we'll take you through our process

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GET IN TOUCH

SEO Director:
john@designbysoap.co.uk
+44 (0)7741 282 186

Content Director:
rob@designbysoap.co.uk
+44 (0)7794 959775

+44 (0)1432 839 461
www.earnedbydesign.com

*Client name withheld under NDA. Further information
is available during your discovery call*

Earned By Design is a division of Designbysoap Ltd
Company No: 07341108 | VAT Number: 123024471 | www.designbysoap.com