



**DIGITAL**  
A Harte Hanks Company

# Technical SEO site audit

53% increase in impressions and 18%  
increase in sessions for online marketplace

## CLIENT

A direct-to-consumer online marketplace.

## CHALLENGE

For years, the client's site had been plagued with technical issues that were a byproduct of a legacy platform that was difficult to manage and update. After seeing consistent performance drops and on the insistence of the 3Q SEO team, the client finally invested an entire quarter's worth of engineer resources to address the site's technical issues.

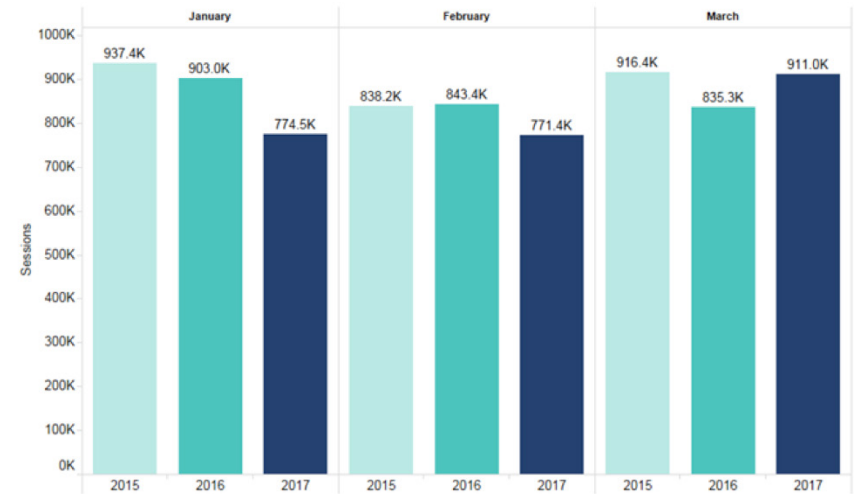
## SOLUTION

The 3Q SEO team conducted a full-scale technical site audit and identified a number of issues that needed to be fixed. Among them were crawl errors, mobile page speed, HTTPS migration, and redirect chains. We got the client the full list of recommendations; the client executed the changes in January 2017.

The changes reduced crawl errors by 95%, reduced internal redirects by 90%+, added canonical tags to over 75K pages, reduced pages with thin content by 81%, removed spammy comments (96% redirection), consolidated title duplication (98% decrease), consolidated duplicate pages (97% decrease), and migrated 50% of HTTP content to HTTPS.

## RESULTS

Within two months of the changes, we increased site impressions by 53% and sessions by 18%, even though January is typically a seasonal high. March was up 10% year over year; this was the first month that had seen a YoY improvement in at least 12 months.





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