



+160%  
Page 1  
Keyword  
Rankings

+240%  
Organic  
Traffic

+95%  
Organic  
Revenue

## The Business Challenge

Selling direct to consumer with over 10,000 SKUs, CNMC was aware that their competitors were driving more organic traffic and sales through their webstore and also knew they had done very little to improve their page 1 keyword rankings and organic search. CNMC sought to establish baseline analytics for SEO and understand where the website was underperforming to learn how to improve it.

## Sales Maven Solution

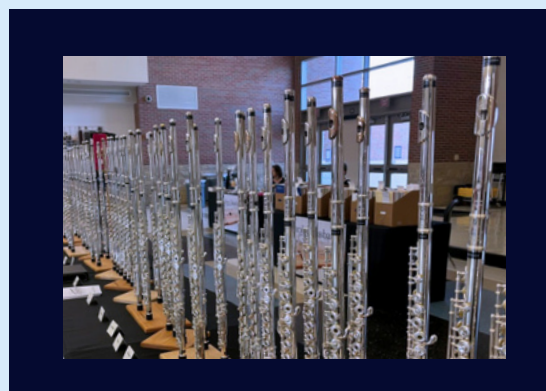
Over a 12-month period, our SEO team organized and prioritized the initiative, conducting keyword research and keyword and page ranking analysis.

Additionally we found hundreds of soft 404 errors, from landing pages that were accidentally deleted or moved to a new URL but were not redirected, causing visitors to be told the page no exists, but at the same time, telling search engines that it does exist, wasting their crawl budgets, and leading to lower rankings and fewer indexed pages.

With the help of Sales Maven, the CNMN team was able to understand how to manage soft 404 errors, track page ranks, identify drops in keyword rankings, and build a solid plan of action to improve key SEO performance metrics.

## The Results

Sales Maven helped CNMC realize a huge success from their efforts around keyword research, error reduction and page optimization. Within the first 12 months, they saw significant increases in traffic and visits to top-performing pages, achieving their goals for SEO performance.



“Since 1996, we’ve been busy growing and expanding our website without advancing our SEO search to support stronger online sales growth.

Sales Maven was able to help us keep more users engaged on our website, generate significantly more organic search, and increase our brand awareness to better compete in the marketplace.”

Carolyn Nussbaum  
Carolyn Nussbaum Music Company

