

MAT Living USA: SEO Growth Success Story

A comprehensive SEO transformation that delivered +60% organic traffic growth and 25% reduction in customer acquisition costs within just 6 months.



Project Overview

Client

MAT Living USA - A key player in the home furnishings e-commerce sector

Timeline

November 2020 - September 2021

Role

Digital Marketing Executive at M A Trading Inc.

Objective

Significantly increase organic search visibility, traffic, and revenue for the US market through comprehensive SEO optimization

Led a strategic SEO overhaul to drive qualified traffic, improve keyword rankings, and reduce customer acquisition costs within a 6-month timeframe.

Key Challenges



Low Organic Visibility: Critical product and category pages ranked poorly for high-intent keywords

Technical Debt: Site speed issues, crawl errors, and lack of structured data hindered search engine performance

Content Gaps: Insufficient optimized content targeting the US audience's search intent

Competitive Landscape: Dominance by established players in the home furnishing niche

Strategy 1: Comprehensive On-Page Optimization



Keyword Research

Identified high-volume, commercial-intent keywords specific to MAT Living's product lines (e.g., "luxury throw pillows," "modern area rugs," "outdoor patio furniture sets")



Content Enhancement

Rewrote product titles, descriptions, and meta tags to incorporate target keywords naturally and highlight unique selling propositions (USPs)



Image Optimization

Compressed images, implemented descriptive filenames, and added keyword-rich alt text for all product images



Internal Linking

Created a robust internal linking structure to distribute authority and guide users/crawlers to priority pages

Optimized over 200 product pages to improve search visibility and user experience.

Strategy 2: Technical SEO Foundation

Site Speed Audit & Optimization

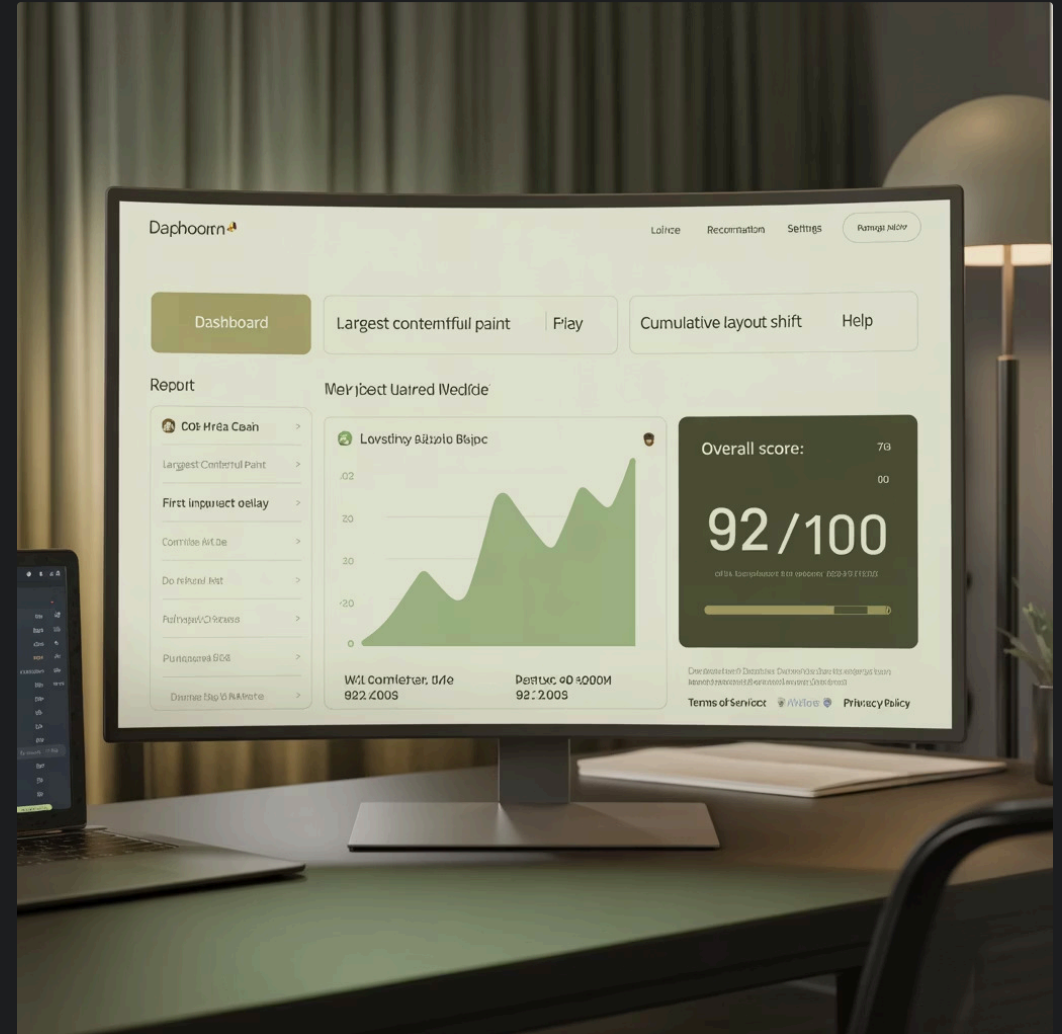
Fixed render-blocking resources, optimized server response times, and leveraged browser caching, resulting in measurable improvement in Core Web Vitals

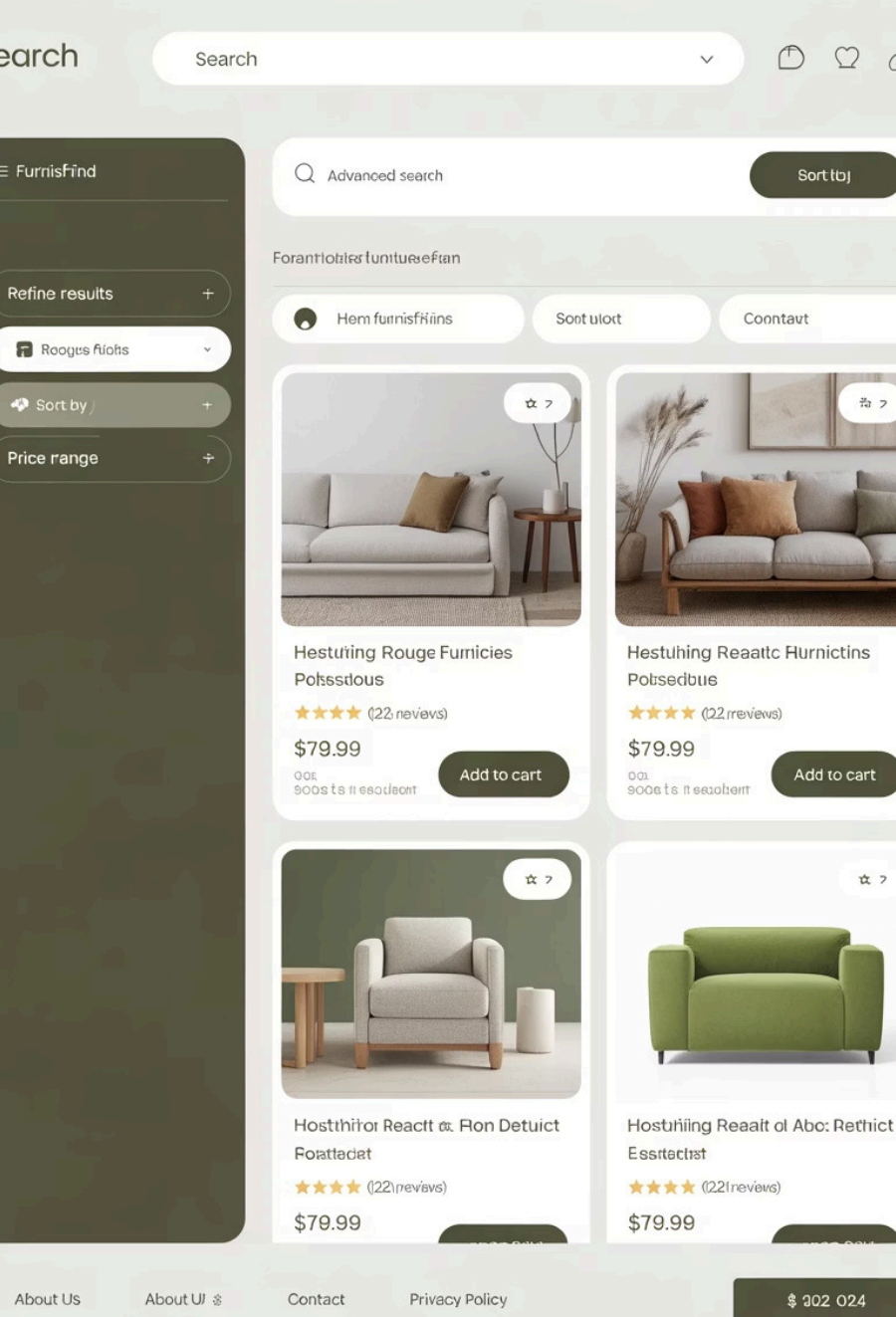
Crawlability & Indexing

Resolved critical crawl errors (4xx/5xx), optimized XML sitemaps, and implemented proper robots.txt directives

Mobile-First Optimization

Ensured full responsiveness and seamless user experience across all mobile devices





Strategy 3: Structured Data & Multilingual SEO

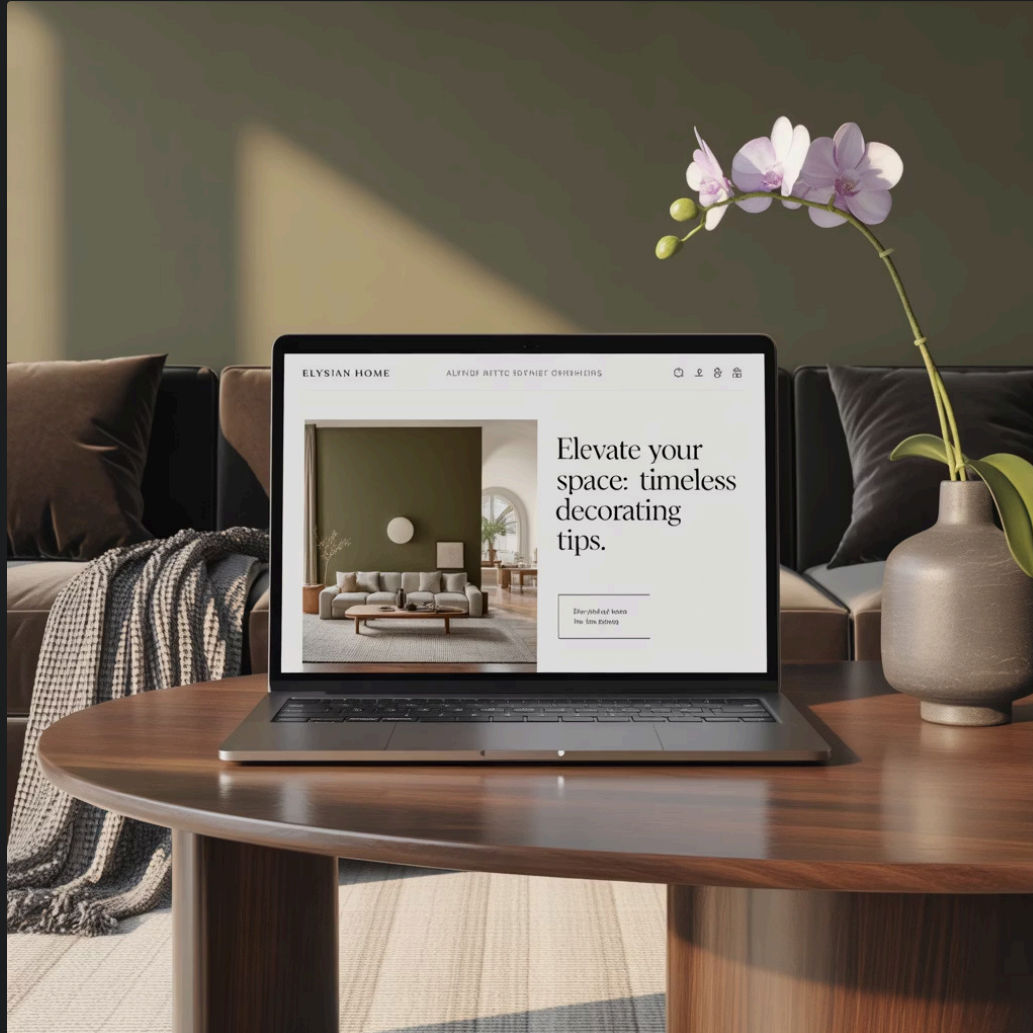
Schema Markup Implementation

- Implemented Product, Organization, and Breadcrumb schema markup across the site
- Enabled product pages to display rich snippets (price, availability, reviews) in SERPs
- Significantly improved click-through rates (CTR)

Multilingual SEO Strategy

- Implemented hreflang tags to correctly signal language and regional targeting (US English)
- Prevented duplicate content issues across international versions
- Adapted key content elements to resonate with US audience's terminology and cultural context

Strategy 4: Content Expansion & Authority Building



Blog & Resource Development

Created and optimized informative blog posts and buying guides targeting top-of-funnel keywords:

- "How to style a modern living room"
- "Choosing the right outdoor rug"
- "Seasonal home decor trends"

Link Building

Initiated targeted outreach to relevant home decor, lifestyle, and interior design blogs for high-quality backlinks to boost domain authority

Measurable Results (Within 6 Months)

+60%

Organic Traffic

Dramatic surge in qualified organic visitors from search engines, directly attributable to the implemented SEO strategies

150+

Keyword Rankings

Successfully ranked target keywords within the top 3 pages of Google Search, with numerous high-value keywords reaching Page 1

-25%

Customer Acquisition Cost

Substantial organic growth directly contributed to a significant reduction in overall Customer Acquisition Cost (CAC)

The SEO improvements also enhanced user engagement metrics, including reduced bounce rate and increased average session duration, indicating better user experience and content relevance.

Tools & Technologies Utilized



SEO Platforms

SEMrush, Ahrefs (for research, tracking, auditing)



Analytics

Google Analytics 4 (GA4), Google Search Console



Technical SEO

Screaming Frog, PageSpeed Insights, GTmetrix

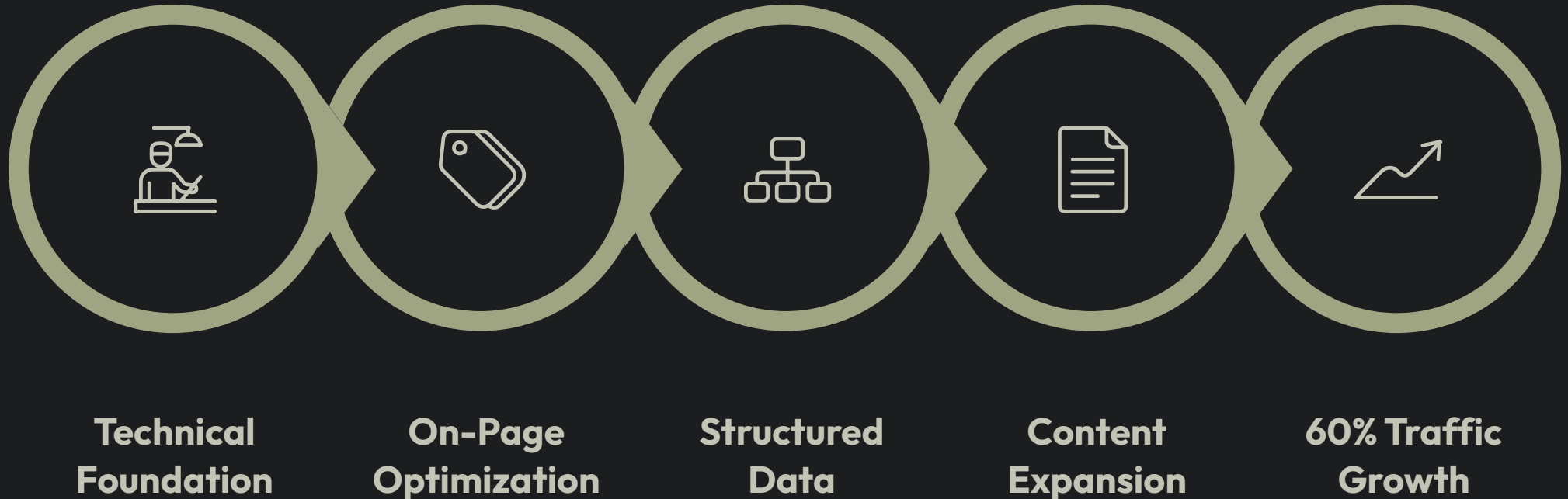


Implementation

Content Management System (CMS), Schema Markup Generators



Conclusion



The MAT Living USA SEO project stands as a testament to the power of a holistic, data-driven SEO strategy. By systematically addressing technical foundations, optimizing on-page elements at scale, implementing structured data, and expanding relevant content, we achieved remarkable results within just 6 months.

This success not only drove significant top-line growth but also substantially improved marketing efficiency by lowering CAC, delivering a strong, sustainable ROI for the client.