



RETRO

FOOTBALL KITS

X

SEO PREMIER



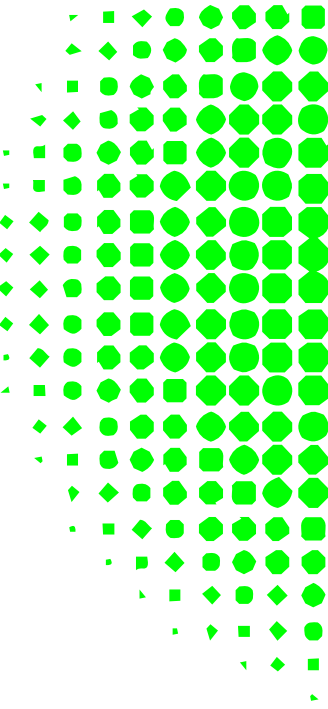
SUPERCHARGING RETRO FOOTBALL KITS INTO A HIGH-OCTANE BRAND

Retro Football Kits is the leading curator of 100% genuine retro football shirts and other sporting accessories.

Established in 2019, their collection has been a testament to the timeless style and nostalgia that only classic football shirts can evoke. Sporting selections of original football shirts from now and the yesteryears and sourced from across the world, Retro Football Kits lets you get your hands on football memorabilia from clubs like Premier League, Bundesliga, La Liga, Serie A, and international teams!

WHERE PASSION FOR THE BEAUTIFUL GAME MEETS NOSTALGIA AND AUTHENTICITY.

WE HELPED RETRO FOOTBALL KITS ACHIEVE



SEO is crucial for organic traffic hence we optimised the website and got

2,100

NEW BACKLINKS

930

REF. DOMAINS

5,700

MONTHLY TRAFFIC

Retro Football Kits needed a boost in engagement so we ran a bunch of social media campaigns and got

31,052

NEW USERS

62%

ENGAGEMENT INCREASE

400%

SESSIONS

Analytics made Retro Football Kits gain valuable insights on which products are resonating with the audience

110%

TRAFFIC INCREASE

26%

BOUNCE RATE REDUCTION

121%

CONVERSION INCREASE



THE PEOPLE BEHIND RETRO FOOTBALL KITS AREN'T JUST ENTREPRENEURS.

They're true avid fans on a mission to bring the golden era of football to every football enthusiast's wardrobe.

In 2020, Retro Football Kits enlisted SEO Premier's help to promote their brand and do key on-page and off-page optimisation activities for its website. Through careful analysis and rigorous solutions design thinking, we recommended the following initiatives:



Search Engine Optimisation



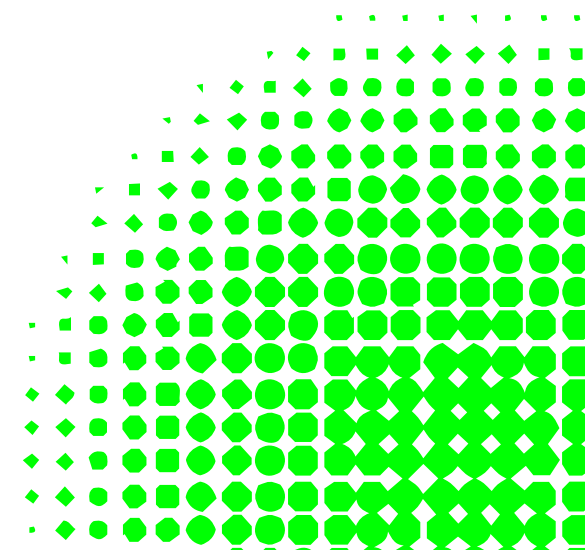
Pay Per Click



Web Design & Development



Analytics



SEARCH ENGINE OPTIMISATION

By using Keyword Research and delving into the demographics of Retro Football Kits, we were able to tease out the keywords and phrases they likely use, ultimately laying for us the bedrock for all optimisation tasks necessary to promote the brand, including content creation, backlinking, paid ads campaign, web redesign, and analytics for monitoring and tracking their campaign's performance.



Technical SEO

The activities involved auditing the website, detecting poor site architecture elements, duplicate content, and incomplete/poorly-written meta titles and descriptions.



Competitor Analysis

We benchmarked Retro Football Kits' competitors to identify and evaluate the brand's strengths, weaknesses, threats, and opportunities.



Content Creation & Link Building

From there, we rolled out our Content Creation campaign and did outreach and Link-Building.



Backlinking

The backlink strategy we crafted for Retro Football Kits was one that's focused on acquiring healthy and quality links from various types of high-authority domains, including business, arts, entertainment, shopping, telecom, and travel.

RETRO FOOTBALL KITS GAINED

2,100

NEW BACKLINKS

930

**ADDITIONAL REFERRING
DOMAINS**

5,700

**MONTHLY ORGANIC
TRAFFIC**

What these key measures indicate is the role that SEO Premier performed in the success of Retro Football Kits in just a short amount of time. The consolidated efforts from on-page optimisation (technical audits & keyword ranking) to off-page optimisation activities (content marketing and link-building) all paid off. In every step of the way, SEO Premier provided regular and accurate reporting to measure and track Retro Football Kits' growth.

CREATIVES AND WEB DESIGN

While carousels or slideshow banners virtually have zero impact on SEO, its presence has a universal appeal on users. In this case, we carefully curated hero images for sections on the website we wanted to highlight like the Classic Kits, New in Shop, Modern Bangers, Randomizer, Gift Cards. The slideshow banner provided easy access and navigation for specific landing pages we targeted to optimise

We recommend a seamless navigation for Retro Football Kits' menu and collections to increase the website's ease-of-use, reduce bounce rate, and improve conversions.

The old photos were flat and only featured the merchandise. Retro Football Kits then moved to a more dynamic, more vibrant image featuring real people wearing football shirts.

Slideshow Banner

Easy Navigation for Menu and Collections

Update Product Imagery

CREATIVES AND WEB DESIGN

We added a Next Day Delivery counter to propel customers to place their orders immediately and receive their package the next day. Retro Football Kits' ability to do next day shipping is truly a competitive advantage over rival stores and is a testament that our client has optimised its logistics well enough to deliver the orders quickly. Plus, its addition to the website greatly reduced cart abandonment rate especially for time-sensitive purchases.

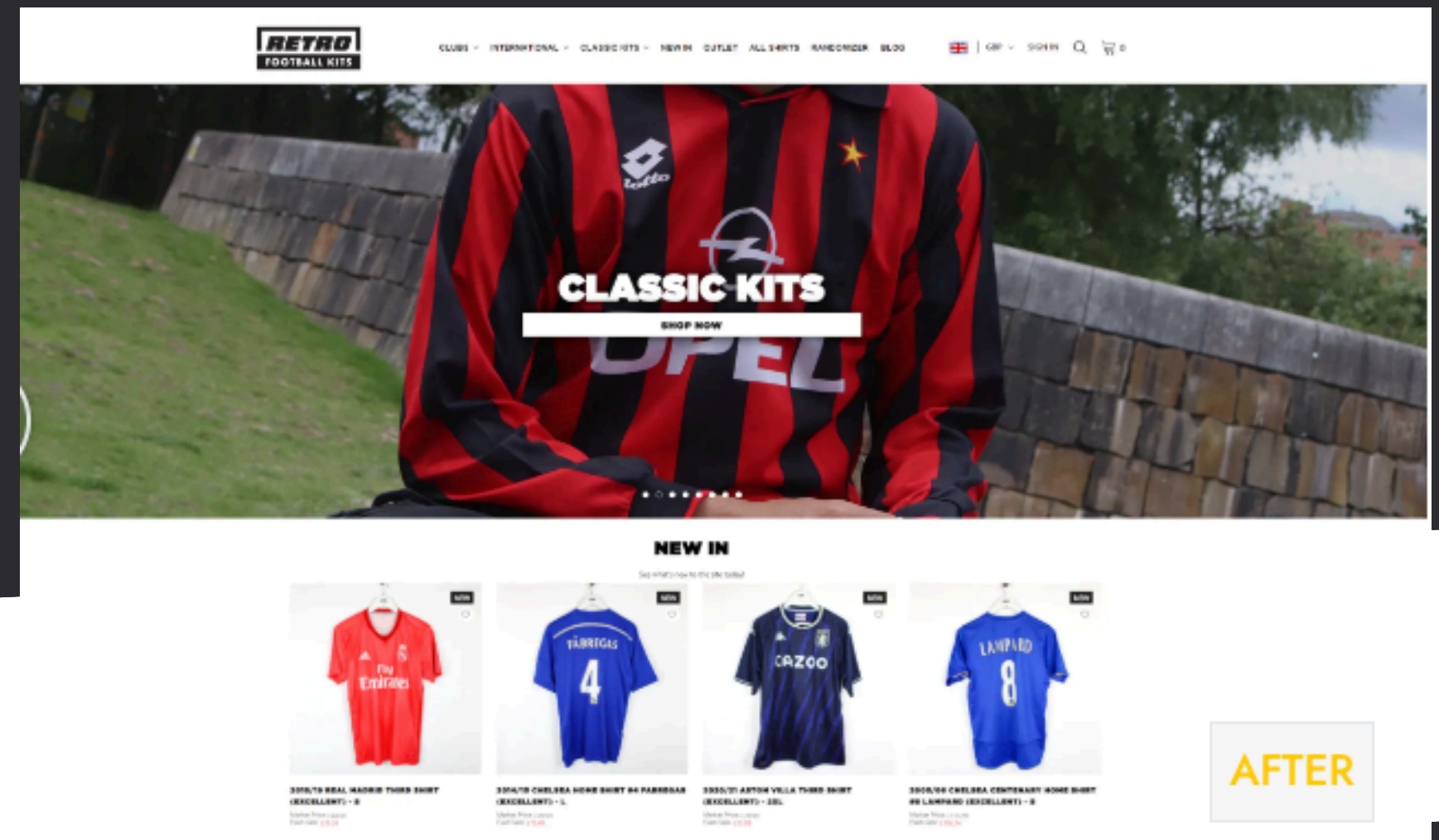
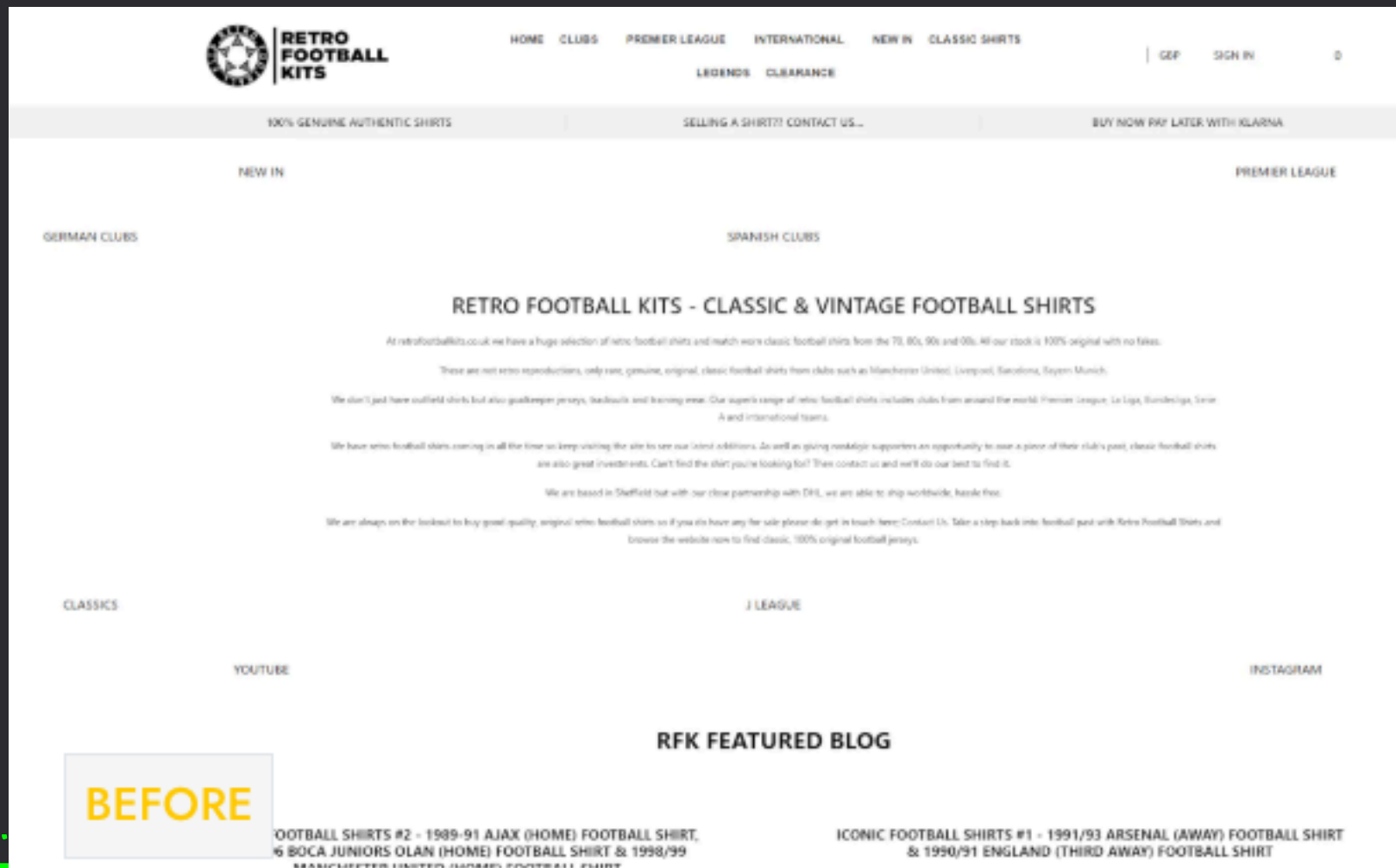
The randomizer feature on the website helped undecided customers discover potential items that they may like. The whole concept increased user engagement by providing an unpredictable yet dynamic browsing experience and it greatly improved the discoverability of unknown merchandise from the store. Not to mention, it introduced an element of surprise which contributed to improved customer experience and brand loyalty.

To further humanize the brand, we suggested an approach for regular content creation whose chief focus was to highlight the stories behind owning football memorabilia, fan experiences, football team favourites, etc.

Addition of 'Next Day Delivery' Counter

Creation of Randomizer

Addition of 'Football Shirt Stories' Blog



RETRO FOOTBALL KITS | HOME | CLUBS | PREMIER LEAGUE | INTERNATIONAL | NEW IN | CLASSIC SHIRTS | GEP | SIGN IN | 0

LEGENDS | CLEARANCE

100% GENUINE AUTHENTIC SHIRTS | SELLING A SHIRT? CONTACT US... | BUY NOW PAY LATER WITH KLARNA

NEW IN | PREMIER LEAGUE

GERMAN CLUBS | SPANISH CLUBS

RETRO FOOTBALL KITS - CLASSIC & VINTAGE FOOTBALL SHIRTS

At retrofootballkits.co.uk we have a huge selection of retro football shirts and match-worn classic football shirts from the 70s, 80s, 90s and 00s. All our stock is 100% original with no fakes.

These are not retro reproductions, only rare, genuine, original, classic football shirts from clubs such as Manchester United, Liverpool, Barcelona, Bayern Munich.

We don't just have outfield shirts, but also goalkeeper jerseys, trackuits and training wear. Our superb range of retro football shirts includes clubs from around the world: Premier League, La Liga, Bundesliga, Serie A and international teams.

We have retro football shirts coming in all the time so keep visiting the site to see our latest additions. As well as giving football supporters an opportunity to own a piece of their club's past, classic football shirts are also great investments. Can't find the shirt you're looking for? Then contact us and we'll do our best to find it.

We are based in Sheffield but with our close partnership with DHL, we are able to ship worldwide, hassle free.

We are always on the lookout for high quality, original retro football shirts so if you do have any for sale please do get in touch here: Contact Us. Take a step back into football past with Retro Football Kits and browse the website now to find classic, 100% original football jerseys.

CLASSICS | 2 LEAGUE

YOUTUBE | INSTAGRAM

RFK FEATURED BLOG

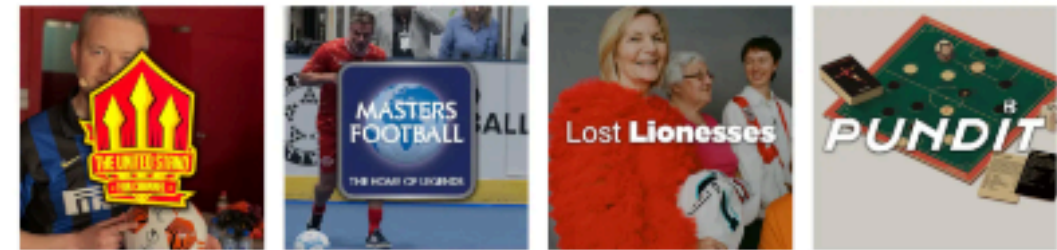
BEFORE

FOOTBALL SHIRTS #2 - 1989-91 AJAX (HOME) FOOTBALL SHIRT, 1986 BOCA JUNIORS OLAN (HOME) FOOTBALL SHIRT & 1998/99 MANCHESTER UNITED (AWAY) FOOTBALL SHIRT

ICONIC FOOTBALL SHIRTS #1 - 1991/93 ARSENAL (AWAY) FOOTBALL SHIRT & 1990/91 ENGLAND (THIRD AWAY) FOOTBALL SHIRT



PREVIOUSLY WORKED WITH:



FOOTBALL SHIRT STORIES

AFTER

PAID ADVERTISEMENT



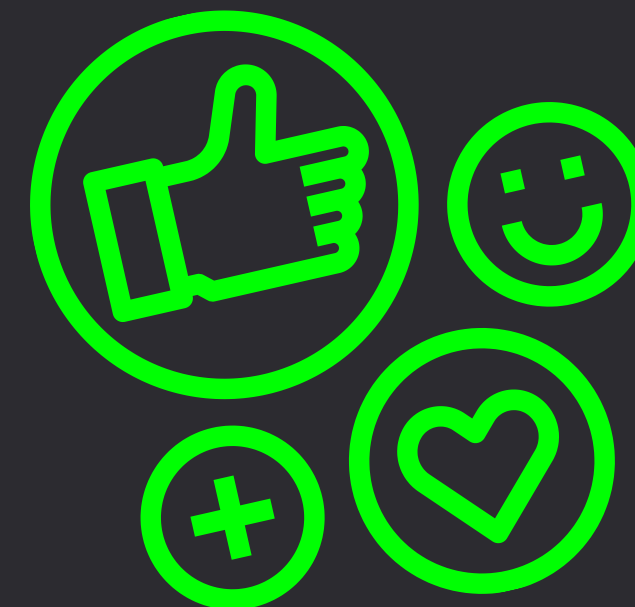
Drawing lessons from the low performance of the previous cold campaigns, we tested out a new strategy which was to test the new audiences for the next Cold Sales Campaign. We hit some speed bumps along the road, more specifically that the football audience is massive and targeting felt like casting a wide dragnet of all audiences. But with a combination of new audiences, SEO Premier was able to optimise the proper targeting of the audience in a sports-related business like Retro Football Kits.

SALES CAMPAIGN



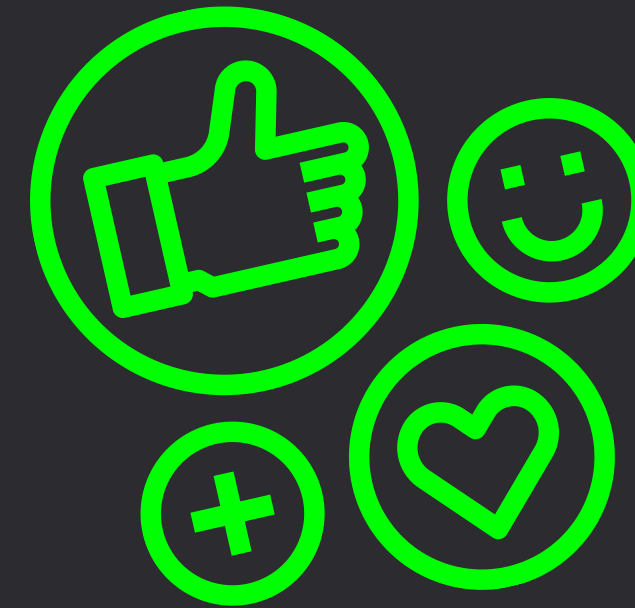
After 4 months, we started to yield very positive results. Parallel to the cold sales campaign was the running of the Remarketing Campaign. During the analysis, we noticed that there are a lot of prospects falling to the wayside of the sales funnel. To stanch the spill, we created a remarketing campaign that directly targeted the people at the middle of the sales funnel. The result was extremely affirmative.

ENGAGEMENT CAMPAIGN



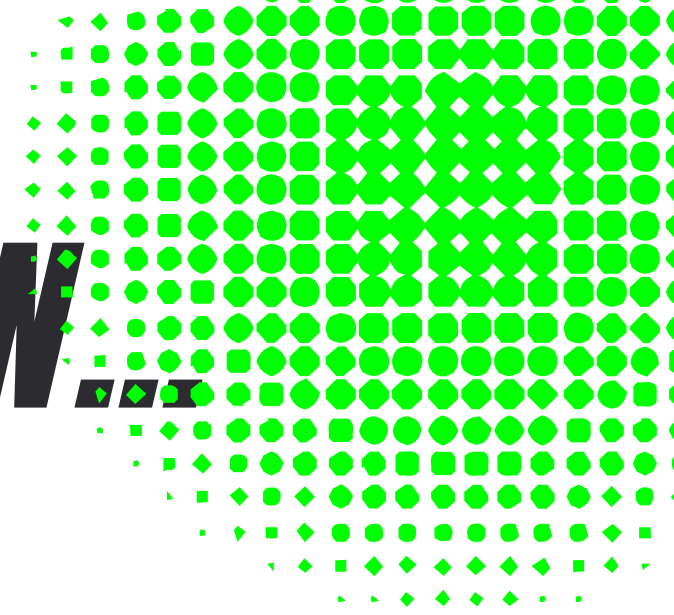
Retro Football Kits needed a boost in engagement for their socials so SEO Premier ran a Page Likes Campaign. The primary challenge faced by our client was a relatively modest number of likes and level of engagement on their social media, which contributed to a limited organic reach of their content. To remedy this issue, SEO Premier segmented the audience, created compelling social media creatives, and A/B tested elements of a video ad campaign. The results floated around £0.60-0.90 GBP per like, but through the evolution of our creatives (from photos to new videos), we dropped the cost to around 60%.

ENGAGEMENT CAMPAIGN



Our campaign didn't only focus on increasing page likes, but also to attract our target demographic, which are people passionate about sports and genuinely interested in sports merchandise. After the page likes campaign, Retro Football Kits' socials saw a boost in overall brand awareness, engagement, and conversions.

SINCE THE BEGINNING OF THE CAMPAIGN...



31,052

62%

170,068

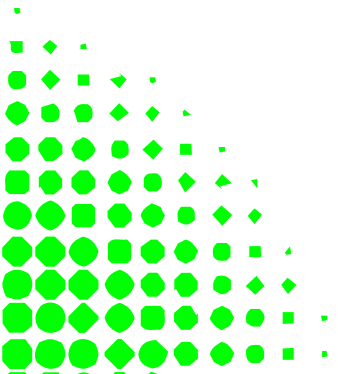
400%

NEW USERS ACQUIRED

**INCREASE IN
ENGAGEMENT RATE**

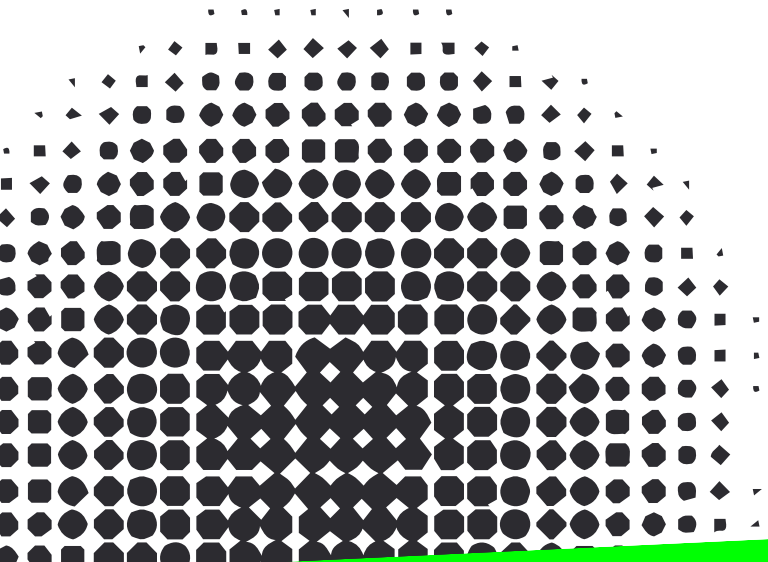
**ADDITIONAL PAGE
VIEWS**

INCREASE IN SESSIONS





Analytics is a crucial element of Retro Football Kits' marketing strategy. By accurately tracking and measuring user behaviour, the brand gained valuable insights into what products and content are resonating with the audience and where there are opportunities for improvement.



ANALYTICS - ANALYTICS - ANALYTICS - ANALYTICS - ANALYTICS - ANALYTICS - ANALYTICS

DATA DRIVEN MARKETING

Throughout our engagement with Retro Football Kits, we kept analytics in mind and made sure we used data to inform all aspects of our strategy, from keyword selection to content creation to email campaigns. SEO Premier made data-driven decisions even in the most creative and subjective aspects of our campaign.

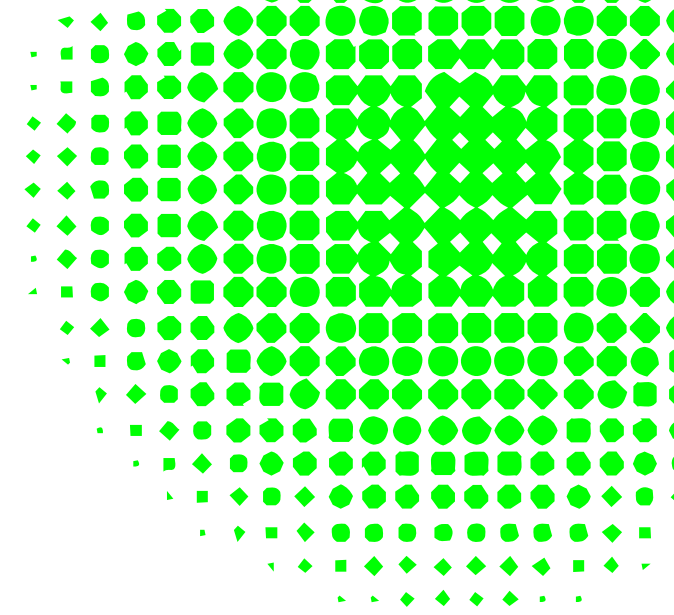
E-COMMERCE TRACKING

To gain those valuable insights, we implemented e-commerce tracking to understand user journeys and identify areas where customers were dropping off. This information was then used to make improvement recommendations to the checkout process and increase conversion rates. E-commerce tracking also enabled us to identify new product opportunities and categories that would be of interest to its audience.

ATTRIBUTION

SEO Premier used analytics to measure the impact of marketing campaigns. Through attribution, we were able to track conversions across all channels. It informed us which domains are driving the most traffic and which channels or paid ads are driving the most conversions, giving us valuable insights into optimising ad campaigns and improving ROI for Retro Football Kits.

ANALYTICS AND TRACKING HELPED ACHIEVED A...



110%

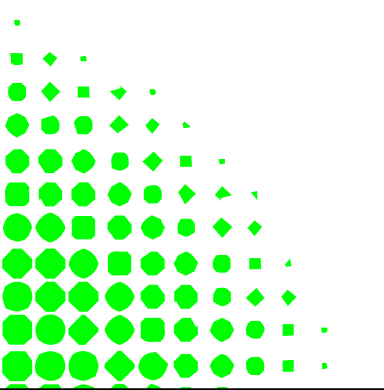
**INCREASE IN ORGANIC
TRAFFIC**

26%

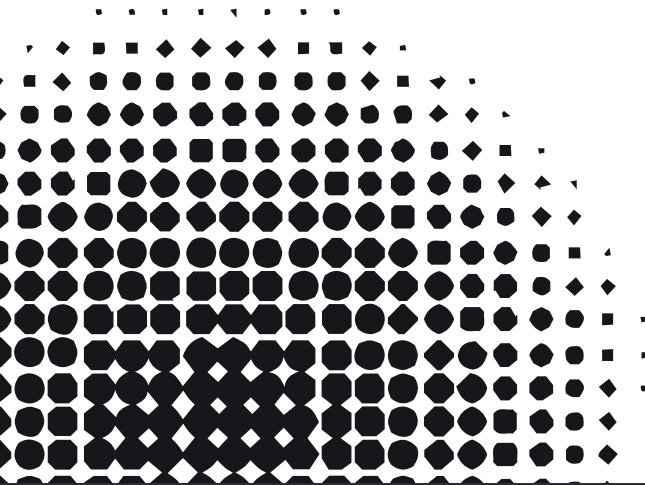
**REDUCTION IN BOUNCE
RATE**

121%

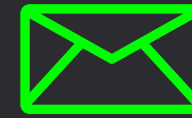
**INCREASE IN
CONVERSION RATE**



GET IN TOUCH - GET IN TOUCH - GET IN TOUCH - GET IN TOUCH - GET IN TOUCH



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