How Galileo Helped Titan Casket Increase Traffic by 63.6% in Only 3 Months

Titan Casket, a leading online retailer of quality, custom caskets, was founded with a single goal: "to offer designer caskets at revolutionary prices, while driving affordability and transparency in the funeral industry." By disrupting the casket industry that has kept prices artificially high, Titan Casket is developing a much-desired alternative to the traditional casket and coffin purchasing process.

Titan Casket was clear about their aspirations. They wanted "to build the first casket brand with high consumer awareness and identity, so customers start the farewell planning process knowing they will purchase a Titan Casket, and walk into a funeral home demanding a Titan Casket."

However, their website was not yet resulting in the conversions that would reflect the company's potential. Joshua Siegel, Titan's co-founder, had significant SEO experience and has led a digital marketing team for another company. He knew that Titan Casket was losing significant market share to their online competitors who were aggressively pursuing their SEO goals. They turned to Galileo Tech Media to help them improve those all-important conversions, increase their overall brand awareness, and assist in creating "a launching pad for the next 1-2 years of growth and marketing messages/assets."

Galileo began by focusing on the foundational strategies that produce impressive and fast results. In less than three months, our "Quick Wins" approach allowed us to discover a wealth of SEO opportunities hiding in plain sight. Galileo's efforts **increased organic traffic for Titan Casket by 63.6% from June 2020 through August 2020.** By the end of August, **Titan's market share in organic search was up 117%** from July, and they saw a **55% MOM increase in Page 1 rankings**.

Here's how we did it:

Identified the red flag SEO issues

A [Technical SEO Audit](#) is a critical component to building and maintaining any successful SEO campaign. Technical issues will hurt your rankings and traffic, as Google's search engines have become far more sophisticated. Galileo's team understands that without a "solid, technical foundation, a website will not move up in the Search Engine Results Pages (SERPS)," and this can prevent a website from bringing in the key traffic that results in increased leads, conversions and revenue.

Galileo Tech Media identified the priority SEO issues for Titan Casket that were likely causing the greatest damage to the website and its SEO visibility. Among these priorities:

- Schema Audit and Optimization
- Improving Site Loading Speed – critical after the May 2020 Core Algorithm Update,
- Meta Title Optimization, and
- Better Optimization of Heading Tags.

Additional SEO recommendations for Phase 2 included:

- Creation of a Syndication Network
- Creation of Citations, and
- Utilization of Google My Business (GMB) Features.

Implemented Schema Audit and Optimization

Galileo Tech Media's technical team reviewed TitanCasket.com to ensure Schema is effectively implemented and optimized. Proper Schema optimization can help you stand out among your competitors. Structured data can also provide some "quick wins" for SEO with newer types of Schema such as [FAQSchema](#), [HowTo Schema](#), and others.

Recommendations

Homepage Schema
While assessing the potential for "Quick Wins," Galieo recognized that Titan Casket has Organization type Schema implemented sitewide with a minimal amount of data.

Organization		0 ERRORS 0 WARNINGS ∧
@type		Organization
name		Titan Casket
logo		https://cdn.shopify.com/s/files/1/0015/1021/1639/files/ Titan_4418x.png?v=1593610545
url		https://titancasket.com/

Galileo recommended implementing a detailed Organization Schema that covered as many aspects of Titan's business as possible to help solidify their brand. We also recommended that the Organization Schema only be on the homepage as a best practice.

Product Schema

During our assessment phase, Galileo noted that most Titan Casket product pages contained some warnings on their Product Schema:

⚠	priceValidUntil	The *priceValidUntil* field is recommended. Please provide a value if available.
⚠	aggregateRating	The *aggregateRating* field is recommended. Please provide a value if available.
⚠	review	The *review* field is recommended. Please provide a value if available.
⚠	sku	The *sku* field is recommended. Please provide a value if available.
⚠		This Product is missing a global identifier (e.g. isbn, mpn or gtin8). Please see documentation for valid identifiers.

We recommended that these be filled in as much as possible. Some, of course, such as the aggregateRating and review properties can only be filled in if there are actual reviews of that specific product.

As a best practice, each product should also utilize the @id property. For product pages, this will usually be the same URL as the corresponding product URL. However, since Titan Casket sells on other platforms, such as Amazon, the URL of that page can be used in the @id. This strategy will help rank the Amazon page. This plan was

recommended not only as a way for Titan to sell more on Amazon but to help rank difficult keywords, as this approach uses the authority of Amazon to potentially rank for competitive keywords.

Other Schema Recommendations

Galileo identified that Titan's Collections pages would be ideal targets to rank for primary keywords in Google as the reviewed Titan Casket Collection pages had no Schema on them. We recommended using CollectionPage Schema to help Google easily crawl and read every product on each Collections page.

Titan's general content pages also had no Schema on them, while the blog pages required some improvement to the existing Article Schema. Galileo recommended having Article Schema on all content pages at minimum. We also suggested that the Article Schema be greatly expanded to include other properties that will help improve rankings for each page. Some of these included the @id property, wordCount, additionalType and many more.

Another advanced property that Gailelo suggested be included within Article Schema was the property [Speakable](#). Galileo offered an implementation strategy that included creating videos with spoken text that are then extracted as files and uploaded to SoundCloud. Then, those could be used in the Schema to mark up actual "Speakable" sections of the page. **This is an innovative and rarely used tactic** to help prepare a site for Voice Search, which is rapidly growing.

For Phase 2, Galileo has suggested implementing FAQ Schema and How-to Schema. FAQ Schema is a fairly new way to take up more SERP real estate on Google. It is relatively easy to implement and usually just takes some converting of subheadings into questions with answers directly after.

Another innovative tactic Galileo uses when implementing FAQSchema is inserting links within the Structured Data of the answers. This creates links to other pages in the paragraph of the result (as seen below with the bold, blue text "travel SEO strategy"). This is a great way to direct traffic to other pages from 1 result.

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SEO for Travel Websites and Destinations – Galileo Tech Media

Feb 12, 2020 - Here's how to implement and productive **travel seo** strategy for your travel website. Galileo Tech Media is a proven leader in Travel Industry ...

Why do you need SEO for travel?   ⌃

According to Google Research, 57% of Leisure Travelers and 64% of Business Travelers begin their planning process by researching trips online. Knowing this stat, a smart **travel SEO strategy** can help your business appear when these consumers are searching.

What are travel SEO best practices?   ⌄

What help is available for your business to do SEO for travel?   ⌄

What should you know about Travel SEO?   ⌄

We also pinpointed a number of blog articles on the Titan Casket website that could benefit from a How-to Schema markup. Similar to FAQSchema, How-to is implemented using the content on the page which is edited into easy to understand steps and punctuated with images.

Offered easy solutions for improving website speed

Site speed not only dramatically impacts the user's experience, but it has become a critical element in how Google's algorithm ranks pages. For a site like Titan Casket, which prides itself on making the process of buying a coffin easy, improving the load time will make the user's experience better, and, therefore, reduce the bounce rates that negatively impact conversions. With the Google Index moving towards Mobile First, Site Speed is now very important – even more so after the May 2020 Core Algorithm Update. Speed can dramatically impact rankings if not improved.

Galileo Tech Media's technical assessment concluded that Titan Casket's load time was 6-8 seconds across different measurement tools. A load time of fewer than 2 seconds became the target goal. Among our solutions for speeding up the website:

- Removing unused JavaScript
- Implementation of Lazy Loading Images, and
- Suggest use of a faster theme.

Results
In the first month of implementation of some of our recommendations, Titan Casket a page speed improvement hovering closer to 6 seconds and often below. While that is a solid improvement in a short amount of time, there is still ample opportunity for more load time optimization. For the next phase, we recommended:

- **SEO Image Optimizer App.** Alt Tags can have a positive impact on SEO, and do not impact Page Speed.
- **Lazy Loading.** Implementing Lazy Loading on Shopify is a manual process that involves adding some Javascript to the Shopify code and adding some CSS to the images on the site.
- **Image Compression.** We found that there were still some images that could be compressed by possibly using the Image Optimizer + Compression app on Shopify.
- Testing Shopify themes in Google's Pagespeed Insights tool and GTMetrix can help when deciding on themes and will give a good idea of how fast the theme will be or if it may hinder site speed.

Eliminated broken links

Galileo is systematically helping Titan Casket identify broken links on their website, as they optimize their URLs based on the suggestions we have provided. Using data from BrightEdge, we can quickly identify not only the broken URLs but on which pages the broken URLs appear -- a significant time saver!

Developed an Amazon URL optimization strategy

Galileo began testing the addition of Amazon product URLs to Titan Casket's website Product Schema, as traffic hitting an Amazon URL often increases the rankings of the corresponding website product URLWhile we are currently conducting more thorough tests, the limited Phase 1 tests yielded some promising results.

We began the tests with adding the Amazon URL as the @id in the Schema for https://titancasket.com/products/titan-orion-series-orchid-casket. The Amazon product URL is #1 in Google for the keyword "orchid casket." While we plan to target this page for future updates, we expect the product page to **continue to rise in ranking** on page 1. Next, we tested adding the Amazon URL as the @id in the Schema for https://titancasket.com/products/titan-satin-series-silver-metal-casket. The Amazon product URL and product page URL are **currently in the top 3** for the keyword "satin silver casket." Finally, we tried adding the Amazon URL to https://titancasket.com/products/veteran-select-army-titan-casket. The Amazon URL

and product page URL are **currently in the top 3** for the keyword "veteran steel casket."

Recommendations

Galileo has recommended a continued examination of sales coming from these product page URLs to understand better how they're converting for Titan. For future tests, Galileo will identify a "target keyword" for better tracking purposes to more fully understand its success.

Targeted keyword opportunities with a content audit

A Content Audit performed for SEO is a great way to take inventory of your website's pages and see which pages are underperforming and which ones can easily be improved. Galileo has developed a Content Audit that pulls in data from these sources:

- Screaming Frog
- Google Search Console
- Google Analytics
- Ahrefs

One of the best aspects of this template is that it pulls in the keyword responsible for bringing in the most clicks for each page. This is a great way to find opportunities to improve pages that are not optimized for what Google thinks it should be optimized for.

[DOWNLOAD OUR CONTENT AUDIT TEMPLATE HERE]

After conducting the audit, we had a good overview of the SEO performance of each page.

Dug deeper with Intent Signal Dashboard

To maintain or increase traffic to your site, it is critical to understand the likelihood for your content to rank above the fold organically. Intent Signal uses BrightEdge's visual parsing technology to inspect every SERP in relation to each keyword, and analyze what specific action you can take, to maximize the traffic acquired through your content. This is also a terrific tool for determining which keywords clients should be purchasing via a Paid Search and which ones can be targeted for organic traffic.

From there, we were able to make recommendations with regards to which keywords to defend versus the keywords to optimize. After reviewing the potential optimization keywords, we were able to focus our recommendations for high volume keywords that

were ranking "within striking distance" of the top 1 or 2 positions. This keyword research also allowed us to pinpoint the primary and secondary keywords for content creation and the best keywords for collaboration.

For example, in late September, these were the top 10 pages with keywords in strong positions to "defend," according to the Intent Signal Dashboard:

All Tracked Keywords - Top Pages to Defend

Keyword	Monthly Search Volume	Blended Rank	Organic Listings Above Fold	Page Ranked Above Fold	Page URL
purple casket	1,300	2	Yes	Yes	https://titancasket.com/collections/purple-caskets
red caskets	1,300	2	Yes	Yes	https://titancasket.com/collections/red-caskets
purple caskets	1,300	2	Yes	Yes	https://titancasket.com/collections/purple-caskets
red casket	1,300	3	Yes	Yes	https://titancasket.com/collections/red-coffins !https://titancasket.com/collections/red-caskets
white caskets	1,000	4	Yes	Yes	https://titancasket.com/collections/white-caskets
custom caskets	880	1	Yes	Yes	https://titancasket.com/pages/custom
custom casket	880	1	Yes	Yes	https://titancasket.com/pages/custom
oversized casket	720	3	Yes	Yes	https://titancasket.com/collections/oversize-caskets
oversize casket	720	3	Yes	Yes	https://titancasket.com/collections/oversize-caskets
oversized caskets	720	3	Yes	Yes	https://titancasket.com/collections/oversize-caskets

The Dashboard also provided us with weekly intel on which high volume keywords needed further optimization to improve their already "in striking distance" rankings. Near the end of September, the Dashboard offered these suggestions for future optimization:

All Tracked Keywords - Top Pages to Optimize

Keyword	Monthly Search Volume	Blended Rank	Organic Listings Above Fold	Page Ranked Above Fold	Page URL
tombstones	246,000	8	Yes	No	https://titancasket.com/blogs/funeral-guides-and-more/how-to-buy-a-gravestone
caskets for sale	5,400	5	Yes	No	https://titancasket.com/collections/best-selling-popular-caskets-and-coffins
gold caskets	2,400	6	Yes	No	https://titancasket.com/collections/gold-funeral-caskets-for-sale !https://titancasket.com/collections/gold-caskets
coffins for sale	2,400	7	Yes	No	https://titancasket.com/blogs/funeral-guides-and-more/military-caskets-our-selection-for-veterans-of-the-armed-forces !https://titancasket.com/blogs/funeral-guides-and-more/white-caskets-or-coffins-buying-guide
pink caskets	2,400	16	Yes	No	https://titancasket.com/products/the-titan-paris-rose-casket !https://titancasket.com/collections/pink-caskets/style-classic
gold casket	2,400	14	Yes	No	https://titancasket.com/collections/gold-funeral-caskets-for-sale !https://titancasket.com/collections/gold-caskets
pink casket	2,400	13	Yes	No	https://titancasket.com/products/pink-rose-gold-funeral-casket-titan-orion-series !https://titancasket.com/products/titan-orion-series-white-and-gold-with-pink-casket
online caskets	1,900	4	Yes	No	https://titancasket.com/pages/why-buy-a-casket-online
online casket	1,900	3	Yes	No	https://titancasket.com/pages/why-buy-a-casket-online
difference between coffins and caskets	1,600	14	Yes	No	https://titancasket.com/blogs/funeral-guides-and-more/what-is-the-difference-between-caskets-and-coffins

Focused On Page SEO Optimization

After choosing the target keywords, the next step was to optimize the top 50 pages specifically for those phrases. There are essential optimization points that we focus on to improve the chances of a page moving up in the Google Search Results. These include:

- The URL
- Meta Title
- Heading Tags (H1, H2, H3, etc.)
- Meta Description
- Content on the page

Optimizing the Meta Title is the most important and will have the most impact. To optimize for the primary keywords on each page we made sure it was at the beginning of the phrase. This is what the change looked like for product pages:

Title Before: Titan Veteran | Dark Blue Steel Casket with Flag at Rest | Made in USA – Titan Casket

Title After: Dark Blue Steel Coffin (Casket) - Made in USA (Titan Veteran)

The next step was to optimize the Heading Tags. Galileo noted that there were many pages that could utilize the H2 tag much more efficiently. There was also a default within the Shopify theme that used the notification "Just added to your cart" inside of an H2. In addition, some pages on the site had more than one H1 tag, which appeared to be another issue with the Shopify theme.

Heading tags should be hierarchical. Generally, you'll have one H1 tag that contains the primary keyword but later in the phrase. Then, use H2s that are directly related to the H1 (multiple H2s can be used). Then, H3s should be directly related to each H2 and so forth (usually, you can stop at H3s, and your page will be optimized very well).
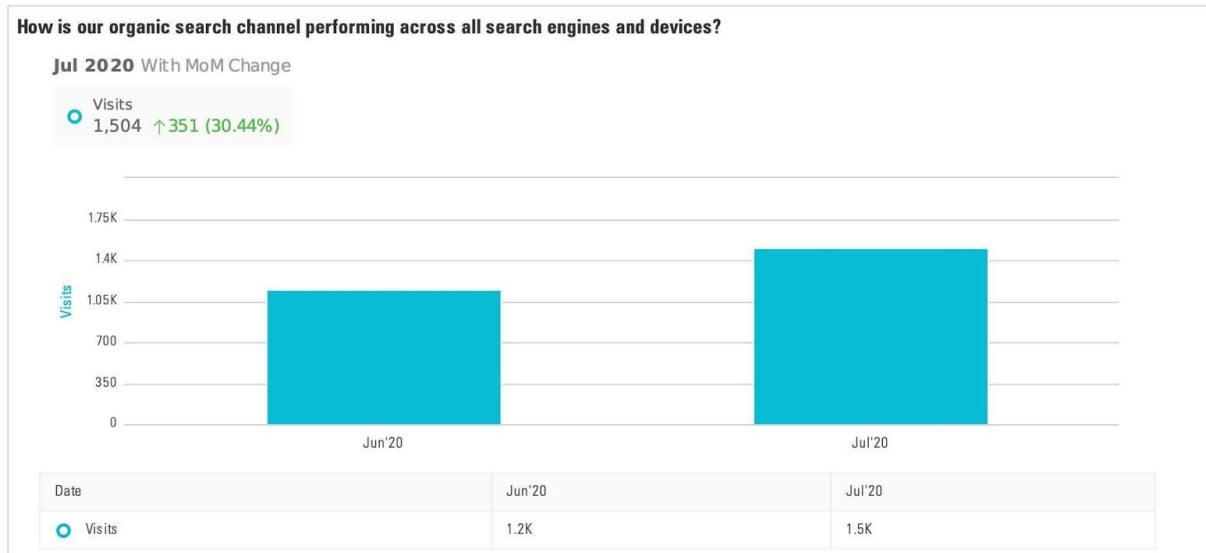
For the Meta Description and Content, we made sure the primary keyword and related keywords were included. This work was completed on the top 50 target pages at the beginning of September.

Recrawling

Once all the changes were made, we used Google Search Console to force Google to recrawl the pages to see the new changes. While Google will eventually crawl the site on its own and see the changes, you'll see faster results using this method. It's a good way to tell Google you've tried to make the page better with some updates.
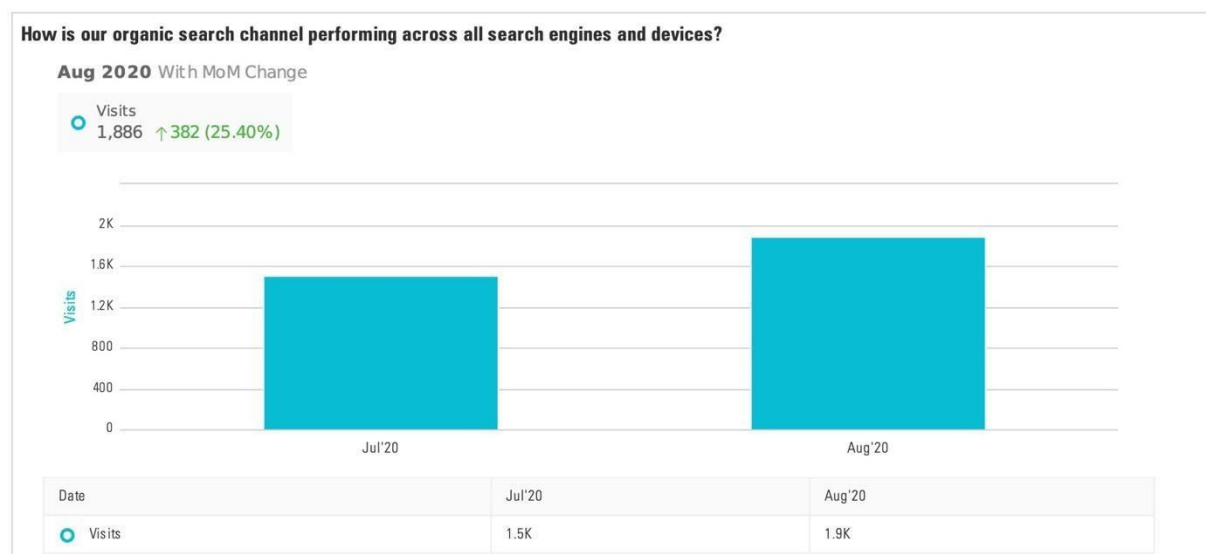
The Results

At the end of July, we checked results in Google Analytics. This is what we saw:

How is our organic search channel performing across all search engines and devices?

Jul 2020 With MoM Change

○ Visits
1,504 ↑351 (30.44%)

Date	Jun'20	Jul'20
○ Visits	1.2K	1.5K

- Titan Casket experienced a 30% MOM increase in visitors, from 1,153 visitors in June 2020 to 1,504 in July 2020.
- Titan experienced a 45% MOM increase in Page 1 rankings, from 42 Page 1 rankings in June to 61 in July.
- Titan's market share in organic search was 8.73% compared to their top competitors.

In August, the strong growth continued. Google Analytics revealed:

How is our organic search channel performing across all search engines and devices?

Aug 2020 With MoM Change

○ Visits
1,886 ↑382 (25.40%)

Date	Jul'20	Aug'20
○ Visits	1.5K	1.9K

- Titan Casket experienced a 25% MOM increase in visitors, from 1,504 visitors in July 2020 to 1,886 in August 2020.
- Titan experienced a 55% MOM increase in Page 1 rankings, from 61 Page 1 rankings in July to 95 in August.
- Titan's **market share in organic search is up 117%,** from 8.73% in July to 19.01% in August.

Throughout this process, Galileo has smoothly adjusted to Titan's needs. We've been adept problem solvers and a seamless partner in transitioning the site to one that more fully meets their brand, traffic and conversion goals.