

## KADOO NYC

KADOO NYC creates curated gift boxes made with sustainable, locally sourced products.



## BACKGROUND

KADOO NYC brings joy to special occasions with their curated gift boxes. KADOO NYC develops each box with high quality products and sustainable furoshiki gift wrap. The team was interested in growing searches for core customer personas as they grow rapidly.

Visit [kadoonyc.com](http://kadoonyc.com)



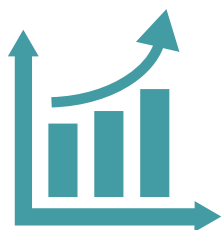
## THE GOAL

INCREASE  
ORGANIC  
SEARCHES FOR  
KEY TERMS

# PROGRAM PERFORMANCE HIGHLIGHTS



70% increase in clicks comparing 3-months pre and post SEO optimizations.



93% increase in impressions on Google search.



425 newly ranked keywords on Google search.



## THE RESULTS

Maison Digital partnered with KADOO NYC founders, Juanita and Yudhisty, on content SEO and user experience optimizations for improved crawlability.

We focused on core keywords and phrases based on Google Search Console data and anecdotal feedback from past customers that found KADOO NYC through Google Search.

KADOO NYC successfully updated meta content, on-page content, alt text and a few light technical optimizations.

For a core keyword, KADOO NYC has increased impressions by 3x and clicks by 14x.