

**That itsy-bitsy bikini not for you?** Well, at Lime Ricki Swimwear, they're all about creating swimwear that has style while keeping you comfortably covered. They are committed to making stylish suit designs and using fashionable fabrics to make you feel and look good. With Lime Ricki Swimwear, you'll find high-quality suits that let you feel comfortable while still looking fabulous.



“Being an online company, the number one thing we need is for people to find us online and OrangeSoda has done a great job to help us achieve that.”

**-Jennifer Anderson,**  
CFO of Lime Ricki Swimwear

## THE CHALLENGE

When Lime Ricki first started, they were solely an online store, which meant getting their name out to customers online was very important. They weren't exactly sure how to do this themselves, so they hired OrangeSoda to help optimize their website and get their name noticed on the web.

## THE PLAN

- Gain more prospective clients through a successful online marketing strategy and website optimization
- Create a PPC campaign with an effective keyword strategy that increases visibility on the web and gets more traffic to their website
- Install tracking to see how many conversions are taking place and see how successful the online efforts have been
- Use SEO to increase page rank in organic searches and ultimately get on the first page of search results

## THE RESULTS

- #3 ranking on Google's organic search from a 100+ position before
- After expanding the PPC budget in August, achieved 90 direct sales within the first 30 days (*an 80% increase from the previous month*)
- Saw a 133% increase in clicks and 72% increase in conversions from the same time last year (2009)