



<https://www.legionofvapers.com/>




Legion Of Vapers (LoV) are an online vape shop in the UK that specialise in all aspects of vaping and eCigarette related products.

Beginning as an online community, LoV was created to bring vape products to the UK at affordable prices and offer a great selection of premium eliquids, mods, starter kits and other hardware to cover every need.

## Goals

- ✔ Become the UK number 1 online vape store
- ✔ Have product pages feature on the first page
- ✔ Build brand loyalty

## Success stats

-  Increasing from an average of 3k visits per month to 18k, in 10 months.
-  From 275 products ranking on page 1, to >970
-  350% increase in revenue

## Challenges

LoV had a lot of products across the site, but they simply weren't ranking. They knew this was essential for the business, but they weren't sure how to take the first step into SEO. Their main challenge was that the brand wasn't very well known outside of the Facebook community they had successfully built, but were keen to build a marketplace on their own platform.

## Working with Viaduct Generation

"I was incredibly impressed with Duray [VG CRO and co-founder] and his passion for the company and the practice of SEO - he answered every question I had in great detail and really went that extra mile. After engaging with a number of agencies on the topic, VG stood out clearly from the rest. The team is always ready to take my calls and I feel confident in the work they do. Investing in SEO, in an agency that provides web development, content creation and hosting services all under one roof, has had amazing benefits for my business."

*Amit Kumar, CEO and founder*