

Improve Your Visibility with Expert SEO Services by SpectrumBPO

If your Amazon store is buried under pages of competitors, you're not alone. Standing out in the saturated ecommerce space isn't about luck—it's about strategy. That's where SpectrumBPO, an **Ecommerce Growth Agency in Richardson**, comes in. With proven expertise and a data-driven approach, SpectrumBPO helps sellers rise above the noise and gain the visibility they need to scale.

Case Study: From Page 7 to Page 1 in 45 Days

Client: EcoGrip – Reusable Silicone Kitchen Tools

Platform: Amazon US Marketplace

Problem: Low visibility, poor keyword indexing, and nearly zero organic sales.

Solution: Partnered with SpectrumBPO for dedicated SEO optimization and listing restructuring.

Background:

EcoGrip had an excellent product, but sales were stagnant. Despite high customer satisfaction, their product listings remained stuck on page 7 and beyond for all major keywords. Visibility was their biggest challenge, and they needed an experienced team who could not only optimize their listings but also build keyword authority organically.

SEO Strategy by SpectrumBPO

Upon onboarding, EcoGrip was assigned a dedicated [amazon seo specialist](#) who started with a comprehensive audit of their listings and backend data. The specialist focused on:

- **Keyword Gap Analysis:** Identifying missing, underperforming, and long-tail keywords relevant to product category.
- **Backend Optimization:** Cleaning up duplicated search terms and restructuring titles, bullet points, and descriptions using high-performing keywords.
- **Conversion-Focused Copywriting:** Rewriting content with customer-first language and A+ content structuring.

In addition, SpectrumBPO's in-house design and content team enhanced the visual appeal of EcoGrip's listings to improve click-through and conversion rates.

Results

Within 45 days of launching the new strategy:

- **Organic ranking for main keywords** improved from page 7 to page 1.
- **Conversion rate** increased by 38%.
- **Overall visibility** on Amazon rose by over 220% based on indexed keywords.
- **Sales volume** grew by 4.6x in less than two months.

These results weren't driven by guesswork—they were the result of expert SEO handling, tailored ecommerce insights, and continuous performance tracking by SpectrumBPO.

Why SpectrumBPO?

SpectrumBPO isn't just another agency offering [ecommerce services](#). Based in Richardson, their team of 400+ in-house specialists is built around one mission: helping sellers dominate their platforms with optimized, high-performing digital storefronts. Their SEO experts don't rely on one-size-fits-all tactics—they customize strategies around each client's product, niche, and goals.

Whether you're a new seller struggling to get discovered or a brand stuck on page 5 despite good reviews, SpectrumBPO brings the clarity, expertise, and execution needed to shift your visibility and drive real, measurable results.

Useful resources :

[stop burning your budget and get help from spectrumbpo](#)