GiantNic™

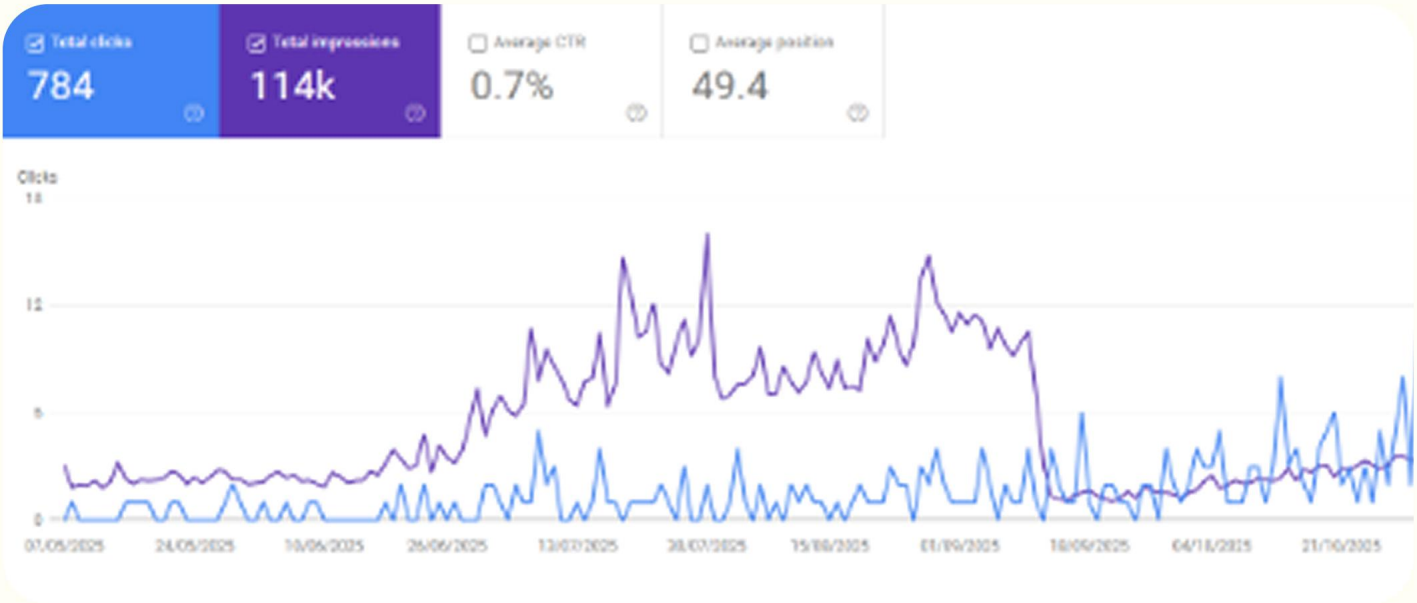
Scaling Organic Search Across Categories, Products and Location Intent

Service: E-commerce & Local SEO
Project: Giant Nic

The SEO Challenge

Giant Nic operates across a broad product catalog, creating opportunities for product, collection, informational, brand and location intent searches.

The challenge was to create enough search architecture to target these opportunities without relying on isolated product pages.



Our SEO Strategy

We developed an SEO structure incorporating:

- Category optimization
- Brand pages
- Product SEO
- Internal linking
- Search focused content
- Blog publishing
- Local/location intent pages
- Metadata optimization
- Technical SEO
- Crawl/indexation management
- Keyword-targeted landing pages

The site currently contains extensive product and brand taxonomy, editorial guides and geographically oriented content such as a “24 hour vape shop near me” page.



SEO Outcome

The completed SEO architecture expanded the site's available organic-search entry points beyond the homepage by creating commercially and informationally relevant landing pages throughout the site.

