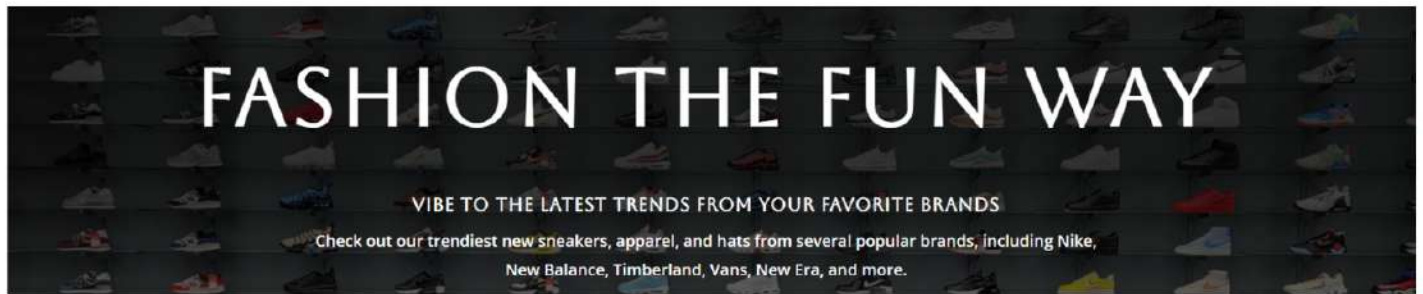




Case Study: Legends Sneakers & Apparel



Website Development & SEO For C'ville Sportswear Store

▶ CLIENT

- Legends Sneakers & Apparel is a storied Charlottesville brand, in business since 1980.
- From their roots as a sports equipment & uniform store, to their modern iteration as a casual sneaker & streetwear shop, Legends has been serving the Charlottesville fashion community for decades.
- Legends started with us in January of 2023 to build a website for their first foray into the digital world. We have partnered together for online success ever since.

▶ KEY RESULTS:

- New 5-page website showing off Legends' extensive sneaker, hat, and sportswear collections.
- SEO Results: 14 #1 Rank Keywords Across Google and Bing, built from the ground up.
- 4,000+ Site Visitors in the First Year of Activation. (No Advertising - Pure Organic)
- Occasional Monthly Blogs highlighting sportswear trend topics. 'How To Style NBA Jerseys' Blog picked up as Google #1 Featured Snippet.