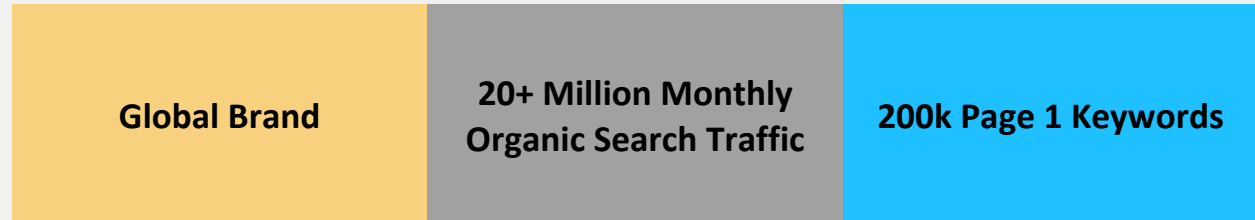


SEO Case Study

Global Brand SEO

Sony Playstation Store

Store.Playstation.com



Sony is a global leader in the nearly \$200 billion annual online gaming industry. This is a highly competitive industry where **millions of dollars can be gained or lost** on the smallest increment of keyword rank.

The Playstation console was originally launched in 1994/95 but did not become the hub of online gaming as it is known today until the arrival of the Playstation 3 in 2003. Along with this launch came the Playstation Store, a digital media ecommerce platform with free and purchasable downloadable content. **Being a global brand comes with SEO challenges.**

The goal of this project was to engineer an SEO-optimized coding framework for the Playstation Store that **Google could easily crawl and index**. The Playstation Store is a massively complex platform that dynamically loads different interface elements based on a user's language, culture, and other localized factors. This modular approach meant a seemingly infinite number of HTML "chunks" could be assembled into a page depending on the user's request. All variations needed to be integrated into the Playstation Store codebase and perform without error. This was achieved using **on-page SEO** including the removal of unnecessary nesting of elements, the proper use of HTML tags to communicate meaning to Google and following WC3 guidelines.

The result was a multi-language, multi-cultural experience for users, and an error-free, crawlable website for Google to index. Today the Playstation Store gets over **20 million visitors per month from organic search**.

