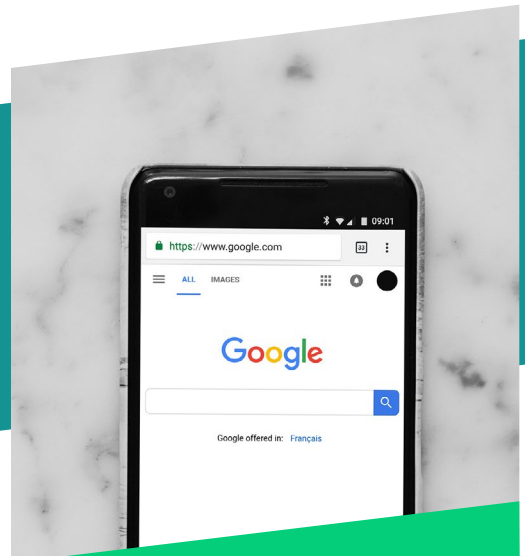


**DAYANA  
MAYFIELD**

## Delivering a steady stream of targeted traffic

### Protecting profits for Amazon sellers

Founded in 2012, Refunds Manager secures reimbursements for Fulfillment by Amazon (FBA) sellers who have been overcharged fees or commissions. Using a unique combination of software and manual review, the Refunds Manager team is able to find FBA errors with greater accuracy than sellers themselves.



"Dayana has a very personal touch to all her marketing work. She always comes up with great creative ideas on what to write about and other out-of-the box concepts to promote our business. We are truly lucky to have someone so dedicated to the task like her on our team."

– Justin Jacobs, CEO of Refunds Manager

### > Ready to move on from marketing that doesn't scale

The CEO of Refunds Manager, Justin Jacobs, approached me in July of 2016 to lead digital marketing efforts for his company. **Previously, the business primarily acquired new customers via conference sponsorships and word of mouth.**

Because Refunds Manager charges a commission for all recovered funds (with no monthly fees), there are typically no price objections to using the combined software and service. However, Amazon sellers can mistakenly believe that Amazon forbids the use of third party solutions, so we had some branding and messaging work to do as well as generating new traffic.

### > Creating a content strategy around the ideal user

Even though selling on Amazon is a popular topic, I quickly discovered that there were hundreds of SEO opportunities for the site. Because FBA selling is such an enormous content category, there were dozens of micro-niches to explore, such as sourcing products, how to build loyal customer bases within the Amazon ecosystem, and of course FBA reimbursements and fee tracking.

**After my initial discovery process, I decided upon these factors as our most critical needs for content:**

- Attract more experienced FBA sellers (not new sellers who are learning how to sell and are doing lower volume)
- Position content for each keyphrase relevant to FBA reimbursements

- Position content for other aspects of Amazon selling, to get more site visits from Amazon sellers who may not know that they need to monitor their account and/or that they can get assistance in doing so

Since 2016, I've selected, researched, written and posted 2 - 4 blogs per month for Refunds Manager. Over 60 highly relevant keyphrases appear on page 1 of Google search results.

## > Dominating the competition with organic search

In two and a half years, my content marketing work with Refunds Manager has positioned them as the leader in the reimbursement space. The only FBA reimbursement company with a quality blog, regular Facebook live streams, and over 150 five-star reviews on Trustpilot, Refunds Manager has grown to not only be the oldest in the business but also the most authoritative.

When compared with the four biggest competitors, my client is the clear winner of targeted organic traffic in this competitive space. **Refunds Manager now owns 78% of the 351 keyphrases relevant to FBA reimbursements, and positions for almost 5x more keyphrases than the leading competitor.**

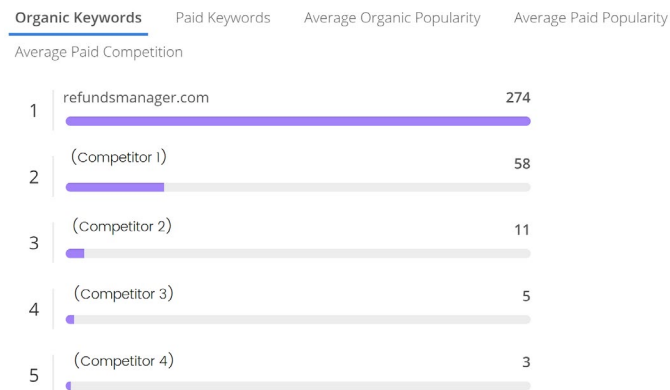
Refunds Manager now owns 78% of the 351 keyphrases relevant to FBA reimbursements

What pages do your users visit?

Page	Pageviews
/4-templates-for-req...-feedback-on-amazon/	5,978
/the-5-best-books-cre...r-amazon-fba-sellers/	2,368
/	1,915
/enhanced-brand-content-examples/	1,522
/5-best-blogs-for-amazon-fba-sellers/	597
/common-amazon-fba-refunds/	547
/best-conferences-for-amazon-sellers/	484
/removal-orders-for-fba/	483
/amazon-ppc-strategy-2018/	478
/5-best-podcasts-for-amazon-fba-sellers/	415

Top pages in 2018

Keyword Results Distribution



Versus its top 4 competitors, Refunds Manager now owns the vast majority of the 351 keyphrases identified by Alexa as relevant, including Amazon reimbursement software, Amazon reimbursement service and other high-value keyphrases

	Acquisition		
	Users	New Users	Sessions
	42,902	43,065	50,727
1 Organic Search	36,900		
2 Direct	4,593		
3 Social	875		
4 Referral	779		
5 Display	67		
6 Paid Search	61		
7 Email	4		
8 (Other)	1		

Traffic acquisition for 2017 and 2018

## Everything You Need to Know About Creating a Removal Order for FBA

September 26, 2016 by refunds + 3 Comments



Content that serves the target audience and leads towards conversion

Want to work with me to increase search traffic?  
Schedule a call here: [calendly.com/dayanamayfield/30minchat](https://calendly.com/dayanamayfield/30minchat)