



# An SEO

## CASE STUDY ON ACHIEVING A 400% TRAFFIC SURGE

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# CHALLENGES

We were approached by an ECommerce store specializing in selling Beauty Products. within a fiercely competitive market.

## PROJECT GOALS

- Increase organic traffic to the website
- Improve search engine rankings for targeted keywords
- Boost sales and revenue

## THE CHALLENGE

- The website was new and needed a robust online presence. The e-commerce industry is highly competitive. The client had an extensive product catalog, which made it challenging to optimize every page for search engines.



## STRATEGY | JOURNEY TO SEO SUCCESS

Our journey with the E-Commerce Project commenced with humble beginnings. The website received less than 200 clicks and impressions in the 1st month. This initial phase laid the foundation for the extensive SEO work that was about to unfold.

Despite implementing critical on-page SEO optimizations and addressing technical concerns, the numbers remained relatively steady. However, in the second month, a glimmer of hope appeared as we observed a notable one-time hike in traffic. This positive shift served as the motivation we needed



**dedicated efforts.**

Building upon the foundation of on-page SEO and taking our first steps into off-page SEO, we approached 750 clicks and impressions. The third month marked a turning point in our journey, demonstrating the power of comprehensive SEO strategies.

By acquiring high-quality guest post backlinks, we reached the coveted milestone of 1,000 clicks and impressions. This was a testament to the positive impact of effective off-page SEO and link-building activities.



A resilient and adaptive approach paid off as we surged to 1.5K clicks and 1K impressions. This was an encouraging indication of the rewards of perseverance and our commitment to data-driven decisions.

The subsequent months witnessed a gradual and consistent increase in clicks and impressions. Our efforts in content quality on-page and off-page SEO continued to shape the E-Commerce Project's online presence positively



## CURRENT STATUS

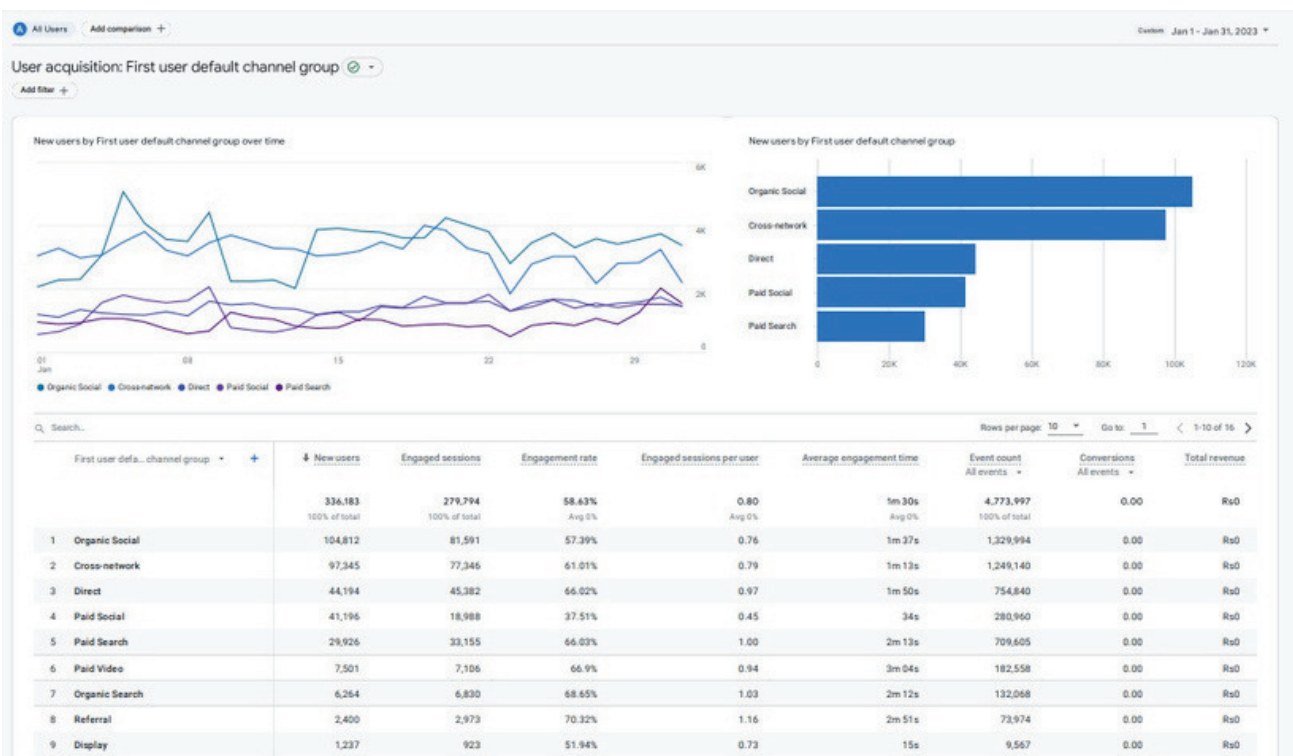
E-Commerce Project's SEO journey has culminated in an impressive 2.3K monthly clicks and an astonishing 80K impressions. This sustained growth reflects the long-term and sustainable SEO strategies we employ.

## GOOGLE ANALYTICS

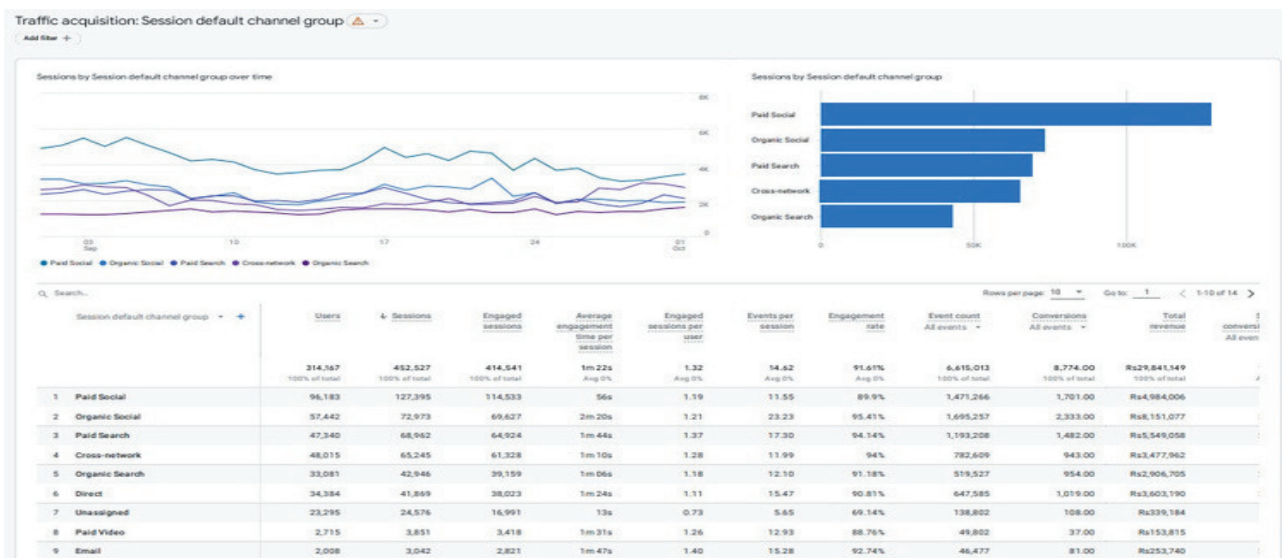
In our Google Analytics data, we have reached a remarkable milestone over the past 10 months. When we embarked on this journey, our organic search traffic stood at a modest 6,234.



However, through our dedicated SEO strategies and efforts, we've achieved a remarkable 4.4-fold increase in website traffic within just one year.



In essence, our commitment to optimizing our online presence and enhancing our visibility in search engine results has yielded substantial results. This remarkable growth not only speaks to the effectiveness of our SEO efforts but also to the potential for further expansion and success in the digital landscape.



It's a testament to our ongoing dedication to delivering valuable content and services to our clients, and it reaffirms our position on the path to achieving our online objectives.

## RESULTS

4.4% increase in net organic Search  
 100% increase in organic keywords in positions 1-5  
 1.5% CTR  
 Over 100% increase in Google Analytics goal completions