



From ₹ 1.2M to ₹ 2.9M
in Revenue for Sports Selling
Products Store in 5 Months

Presented by SEO Experts Company India

PROJECT GOAL

1. Increase revenue of the store with SEO
2. Increase organic traffic
3. Improvement in rankings of category pages
4. Reduce cart abandonment rate
5. Decrease page load time





FIXED DUPLICATE CONTENT ISSUES

We implemented practical steps to fix this issue:

1. **301 Redirect:** We implemented 301 Redirects from the "duplicate" pages to the original content pages.
2. **Canonical Tag:** Implemented canonical tags to deal with duplicate content.



WORKED ON CORE WEB VITALS

After completing the full audit, we focused on website page speed and user interaction measurements such as largest contentful paint, first input delay, and cumulative layout shift. This led to a substantial gain in site loading speed.



OPTIMIZED INTERNAL LINKING

When we were fixing the thin content issue on the website pages, our SEO experts realized there was irrelevant internal linking throughout the entire website in the existing content. We corrected the issues on each affected page.





4

FIXED BROKEN LINKS

There are many tools to find broken links on the internet, but we always prefer to use Ahrefs for SEO off-page activities. With the help of this tool, we found the broken links on the website and fixed them.



BUILT LINKS FROM HIGH AUTHORITY SITES

After completing the on-page activities, our team began creating and earning backlinks from high-authority websites, particularly guest posting websites. With the help of high-quality links, our team was able to maintain and elevate the website's authority and trustworthiness as per the E.A.T. guidelines.



IMPROVED CATEGORY PAGES CONTENT

After finishing the process of fixing broken links, we moved on to the specific category pages. We prioritized those pages that were in demand and improved the quality of the content on those pages.



INJECTED KEYWORDS ON PRODUCT PAGES

Our team analyzed Google Search Console data and optimized the site's product pages with well researched keywords to attract impressions and clicks. (This helped to increase organic traffic)



OPTIMIZED CHECKOUT PROCESS TO INCREASE THE CONVERSION RATE

This is one of the vital factors for every e-commerce website, and e-commerce stores tend to struggle with the checkout process.

1. During our analysis, we found only a single checkout button on the entire website, which was not good from the user's perspective, and we added multiple buttons on the site at the required places.
2. Since the checkout process was not secure, we immediately fixed the problem to save the client's website from getting a negative reputation. It is crucial since customers prefer to avoid buying products from insecure sites.

THE RESULTS WE ACHIEVED

Our client's organic revenue grew by 127.10%

That is, we increased their revenue from 1.2 million to 2.9 million.

So there you have it...

the challenges we faced, the strategy we built, and the results we delivered.

It was challenging, given that the website was young and the competition was intense, but it's not the first time we faced this problem, and it won't be the last time.

Ecommerce Overview ✓

[SAVE](#) [EXPORT](#) [SHARE](#) [INSIGHTS](#)

Organic Traffic
+5.28% Sessions

+ Add Segment

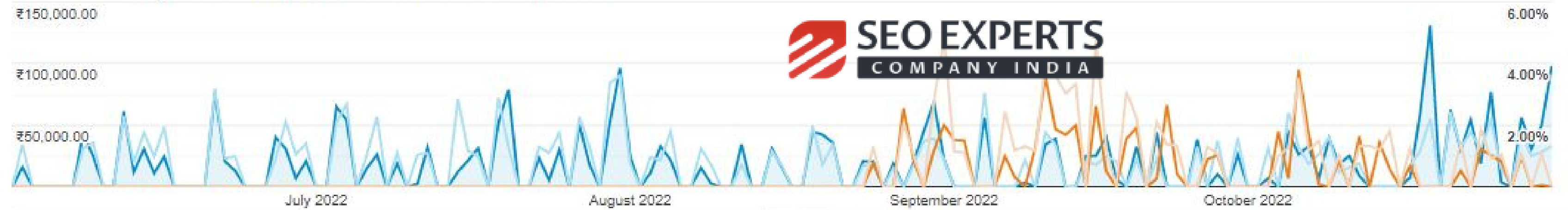
Jun 1, 2022 - Oct 31, 2022
Compare to: Dec 30, 2021 - May 31, 2022

Overview

Revenue VS. Ecommerce Conversion Rate

Hourly Day Week Month

Jun 1, 2022 - Oct 31, 2022: ● Revenue ● Ecommerce Conversion Rate
Dec 30, 2021 - May 31, 2022: ● Revenue ● Ecommerce Conversion Rate



Revenue & Conversion Rate

Revenue
Organic Traffic
127.10%
₹2,915,011.49 vs ₹1,283,604.04

Ecommerce Conversion Rate
Organic Traffic
82.07%
0.84% vs 0.46%

Transactions

Transactions
Organic Traffic
152.46%
154 vs 61

Avg. Order Value
Organic Traffic
-10.05%
₹18,928.65 vs ₹21,042.69





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THANK YOU