Organic Visitors Increased by

40.32%

in Just 90 Days for an online shoe store

Presented by SEO Experts Company India
After conducting a thorough audit, we discovered that this client's website had numerous SEO issues.

I will show you how my SEO Experts Company India's team increased this client's monthly organic traffic by 40.32% in just 90 days.

As a result of the strategies that we implemented, we elevated the monthly search traffic from 36,802 to 51,640
Here are the Solutions We Implemented After a Detailed Audit to Achieve the Targeted Results

1. Fixed product pages that were broken.
2. Rectified structured data issues on product pages.
3. Added breadcrumb navigation.
4. Optimized content on category pages.
5. Improved URL structures.
A quick site: search can tell you whether a page is indexed by Google or not if you're ever unsure.

**FIXED PRODUCT PAGES THAT WERE BROKEN**

In this case, the website had over 40 product pages that were being indexed by Google but loading as "broken" or blank pages with a "200" HTTP response code.

We went through and deindexed all of these pages by adding a "no index, no follow" Meta robots tag to each page's HTML code.
RECTIFIED STRUCTURED DATA ISSUES ON PRODUCT PAGES

Using structured data, you can give Google more details about the content of your web pages.

We observed that the client's product schema had multiple warnings, indicating that it had not been implemented appropriately.

The product's brand, description, and URL were all missing from the initial implementation, as you can see in the screenshot below.

We gradually rectified the structured data issues on product pages and improved the affected pages' SEO.
ADDED BREADCRUMB NAVIGATION

We also added breadcrumb navigation to the client's website, which was missing when they contacted us.

Breadcrumbs are crucial because they let visitors follow their journey from the page they are on now to your website's home page.
The main landing pages of the website were not all that well optimized for the keywords they were aiming to rank for. Additionally, a lot of the category pages needed more content.

We enhanced the current information on category pages by taking the following actions:

a) We added more keywords to the core and requested pages.
b) To address the problems with thin content, we made adjustments by looking at the user intent of each page and adding or removing content as necessary.
We found several issues with the website, such as that some pages were using both HTTPS and HTTP, resulting in mixed content warnings and URLs that were not search engine friendly because they were fetching HTTP parts. We modified the URLs of the affected pages to sort out these issues.
The most important ranking factor in Google is the creation of high-quality backlinks.

With all this in place, we started acquiring links from relevant domains to raise the overall domain authority.
Our client's website's organic traffic increased by 40.32% in just 90 days!

In other words, thanks to the efforts of our team, the number of organic visitors increased from **36,802** to **51,640**.

So there you have it...

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