

**Organic Visitors Increased by**

**40.32%**

**in Just 90 Days for an online shoe store**

**Presented by SEO Experts Company India**

# Shoe Store: Boots, Sneakers, & More Online – Omega Walk

How to use

[www.omegawalk.com/](http://www.omegawalk.com/) ▾

Ahrefs Rank i

7,089,536



Backlinks i

1.41K -17

Recent 1.84K  
Historical 5.27K

Referring domains i

271

Recent 367  
Historical 687

Organic keywords i

597 -28

PPC 12

Organic traffic i

1.7K

PPC \$0

Traffic value i

\$107

Backlink profile

Organic search

Paid search



Monthly volume



All countries



Organic traffic i 1,733 /month

All time

One year

Last 30 days

Export



Country	Keywor... All count...	Traffic <small>i</small>		
		597	1.7K	96.4%
United States	538	1.7K	52	3%
Australia	18	52	9	<1%
United Kingdom	15	9	1	<1%
India	9	1	<1	<1%
Canada	12	<1	<1	<1%
South Africa	2	<1	<1	<1%
Philippines	2	<1	<1	<1%
Kenya	1	<1	<1	<1%



# PROJECT GOAL

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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.

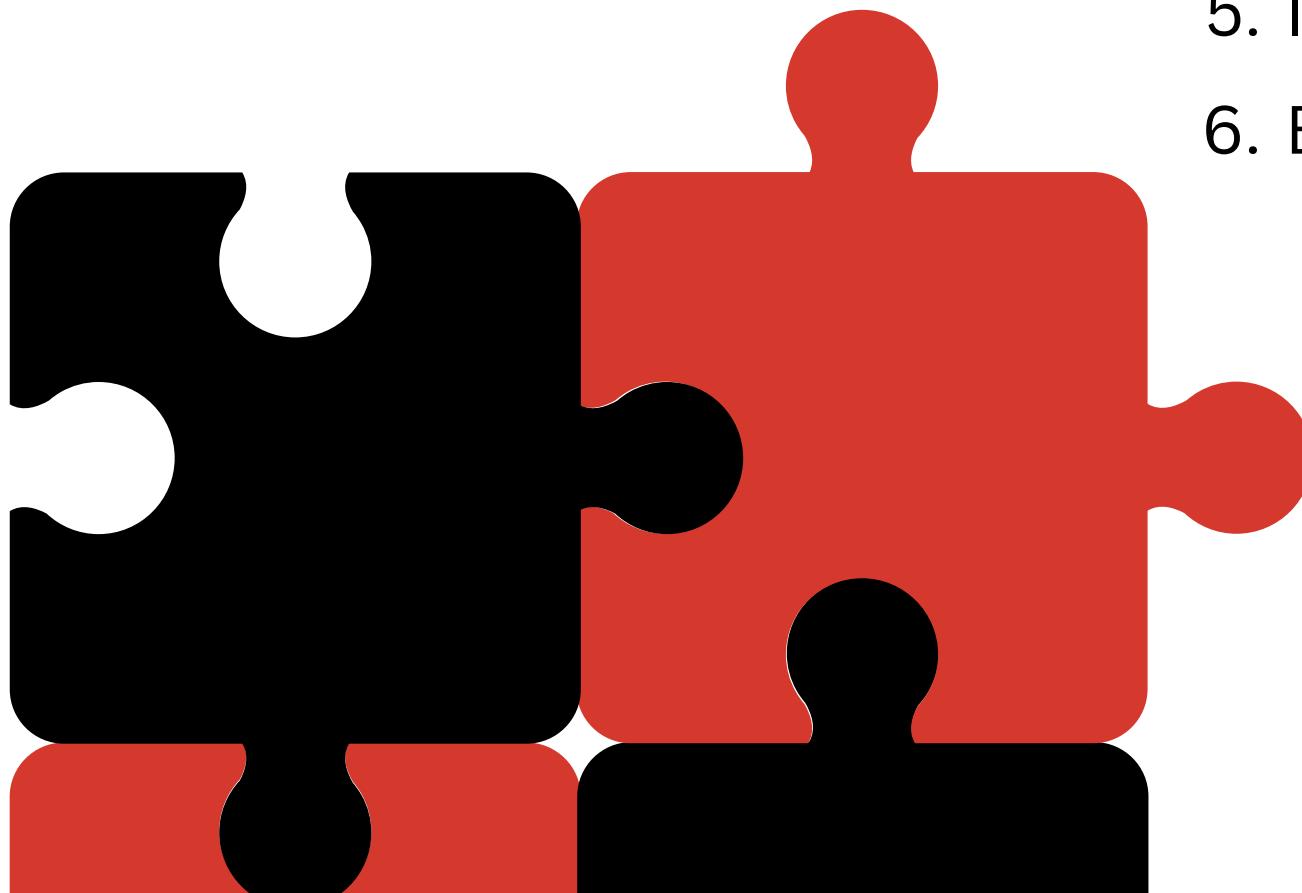
As a result of the strategies that we implemented, we elevated the monthly search traffic from 36,802 to 51,640



# Here are the Solutions We Implemented After a Detailed Audit to Achieve the Targeted Results

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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.
6. Earned quality backlinks.





## FIXED PRODUCT PAGES THAT WERE BROKEN

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### PRO TIP

A quick site: search can tell you whether a page is indexed by Google or not if you're ever unsure.

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

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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

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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.



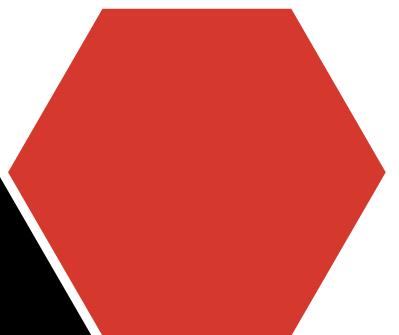
## OPTIMIZED CONTENT ON CATEGORY PAGES

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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.





## IMPROVED URL STRUCTURES

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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.



## EARNED QUALITY LINK BUILDING

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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.

# THE RESULTS WE ACHIEVED

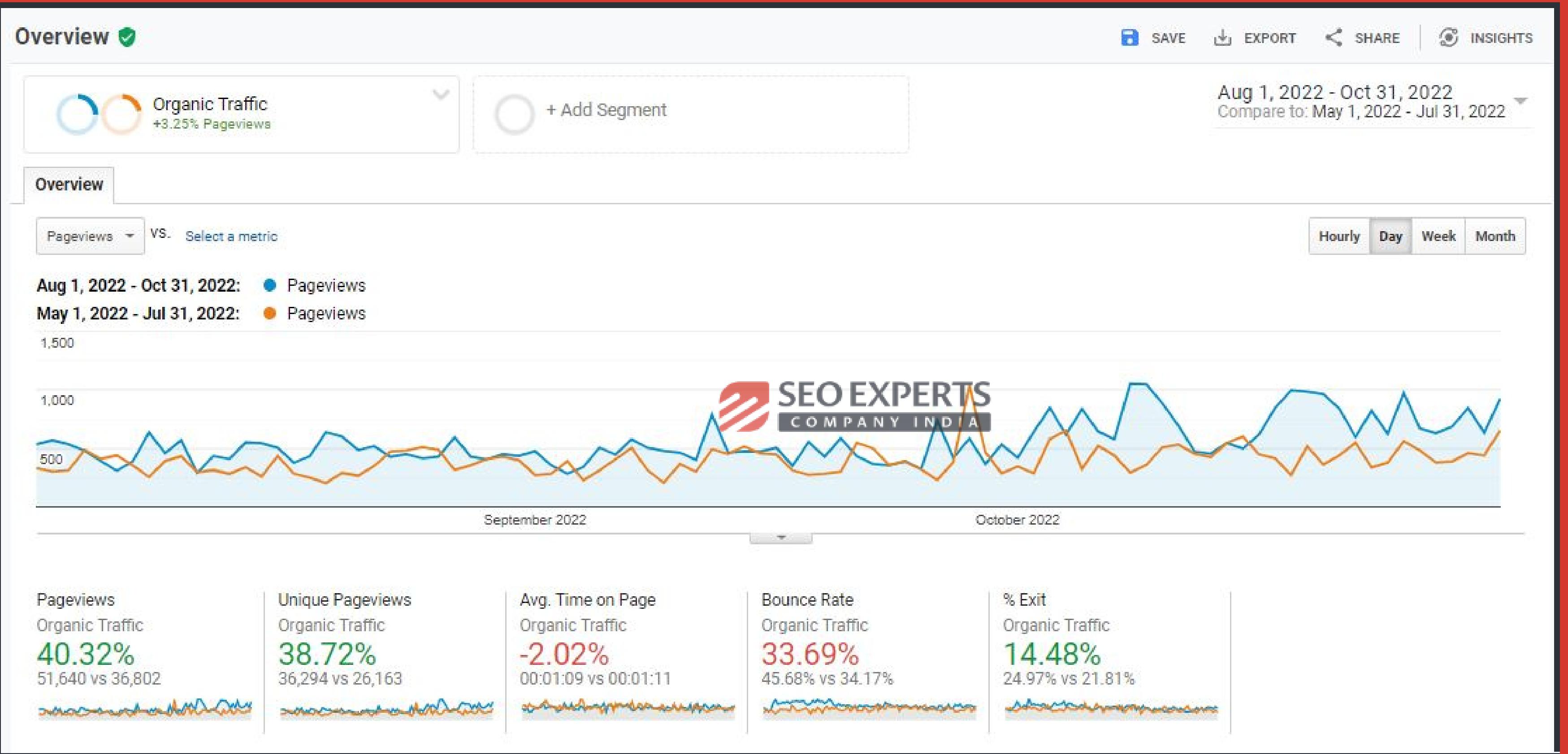
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**Our client's website's organic traffic increased by 40.32% in just 90 days!**

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.





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# THANK YOU



**SEO EXPERTS**  
COMPANY INDIA