

**Organic Traffic Increased by**

**101.21%**

**within 7 Months for an Online Jewelry Store**

**Presented by SEO Experts Company India**

Backlink profile

Organic search

Paid search

Monthly volume



All countries



SEO EXPERTS  
COMPANY INDIA

Organic traffic: 1,521 /month

All time

One year

Last 30 days

Export



# PROJECT GOAL

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Our SEO audit of the client's website uncovered several issues that could be behind its lower search engine rankings. One of the most common issues we identified was the lack of keyword optimization.

We noticed that the content on the website was not targeting any specific keywords, which could be causing the website to rank lower in search engine results.

Our team at SEO Experts Company increased this client's organic traffic by 101.21% in just seven months.



# After Conducting a Comprehensive Audit, We Applied the Following Strategies to Achieve Our Desired Outcomes

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1. Performed keyword research and tweaked it as per requirements.
2. Optimized website content, particularly for landing pages with little interaction.
3. Done internal linking and created the topical authority
4. Built backlinks and earned quality links with an outreach strategy.





# Performed Keyword Research and Tweaked it as per Requirements

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- We started by understanding the target audience and what they were searching for.
- Used tools like Google's Keyword Planner, Ahrefs, or SEMrush to generate a list of business-relevant keywords.
- Looked at metrics such as search volume, competition, and relevance to evaluate the potential value of each keyword.



## Optimized website content, particularly for landing pages with little interaction

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- We used clear and descriptive headings and subheadings to make the content easier to read and scan.
- Wrote high-quality, informative content as per user queries
- Used descriptive file names and alt text for images and multimedia to help search engines navigate the website's content easily.
- Optimized the website's page load times by compressing images, minifying the code, and leveraging caching techniques.



## Done Internal Linking and Created the Topical Authority

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Internal linking is an important aspect of on-page SEO, as it helps search engines understand the structure of the website and the relationship between different pages.

- Used Descriptive Anchor Text
- Link to Relevant Content
- Used a Reasonable Number of Internal Links
- Monitored and updated internal links regularly



# 4

## Analyzed Other Website Metrics

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- Identified and tracked the most important KPIs for the client's business over time.
- Evaluated the client's website's link profiles and identified opportunities to earn high-quality backlinks from authoritative websites in the relevant industry.

Tracked and analyzed the competitors' SEO strategies to identify opportunities to stay ahead.



# The Outcomes We Accomplished

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In just 7 months, organic user traffic to our client's website increased by **101.21%**!

In other words, our team's efforts helped the client's site rank higher for organic keywords in search engine result pages.

So there you have it.

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

<input type="checkbox"/> Default Channel Grouping		Acquisition		
		Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>
		<b>101.21%</b> ↑ 18,477 vs 9,183	<b>107.96%</b> ↑ 17,612 vs 8,469	<b>74.11%</b> ↑ 32,348 vs 18,579
<input type="checkbox"/> 1. Organic Search				
Aug 1, 2022 - Feb 28, 2023		18,477 (100.00%)	17,612 (100.00%)	32,348 (100.00%)
Jan 1, 2022 - Jul 31, 2022		9,183 (100.00%)	8,469 (100.00%)	18,579 (100.00%)
% Change		101.21%	107.96%	74.11%



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# THANK YOU