

Organic Revenue Increased By

70.20%

within 3 Months for Online Apparel Store

Presented by SEO Experts Company India

Backlink profile **Organic search** Paid search

Monthly volume

All countries



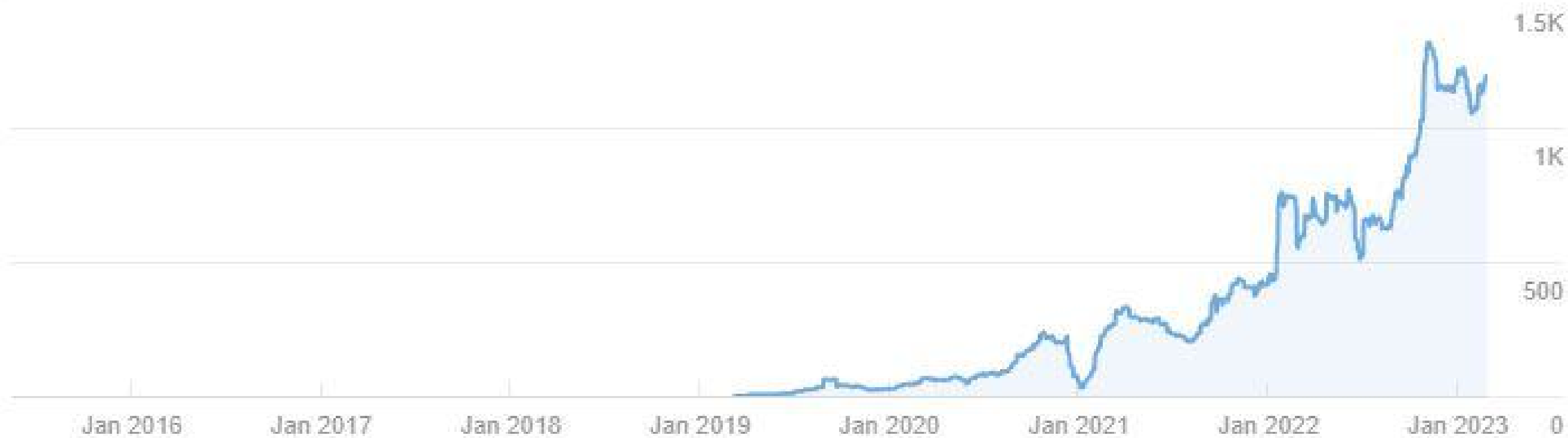
Organic traffic 1,198 /month

All time

One year

Last 30 days

Export



PROJECT GOAL

Increase organic revenue for a client who owns an online Apparel store.

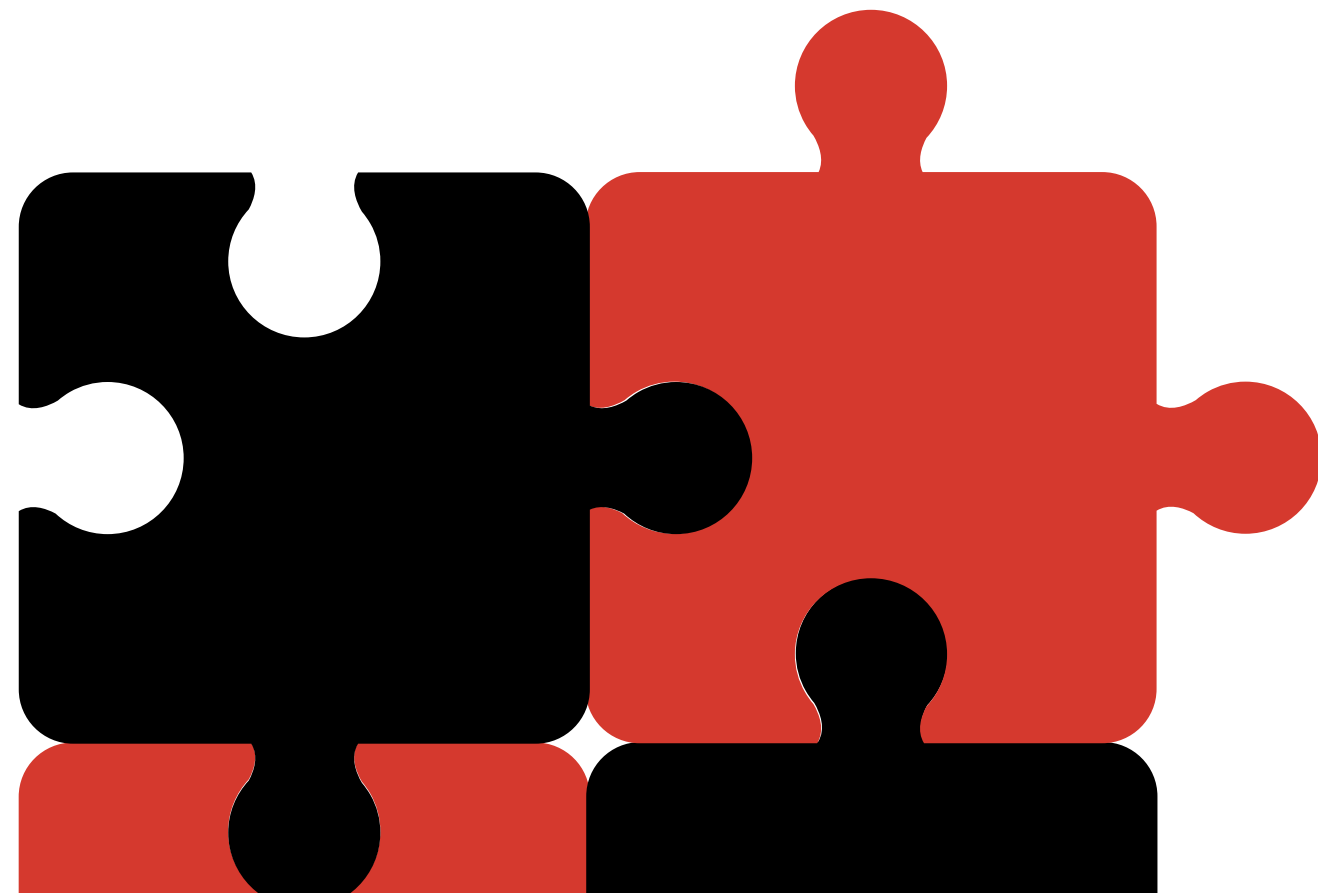
During our SEO audit, we found that the client's website had significant SEO problems.

In just three months, our team at SEO Experts Company India was able to increase this client's monthly organic traffic by 70.20 percent. But how did we do it? Let's examine!



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

1. Content Optimized using GSC (Google Search Console Data)
2. Internal Link Building
3. Quality Link Building for the Money Pages
4. Page Speed Optimization and Done Core Web Vitals Optimization





CONTENT OPTIMIZATION USING GSC (GOOGLE SEARCH CONSOLE DATA)

Google Search Console is a powerful tool that can help optimize the website's content for search engines.

- Went to GSC
- Analyzed Search Queries
- Identified Content Gaps
- Monitored Crawl Errors
- Sorted Results by Impressions
- Analyzed Click Performance for the last 3 months
- Added those keywords to your article (make it natural)



INTERNAL LINKING

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



QUALITY LINK BUILDING FOR THE MONEY PAGES

Link building is an important aspect of off-page SEO, as it can help improve the authority and rankings of the website.

- Created High-Quality Backlinks
- Conducted Outreach to Relevant Websites
- Participated in Industry Forums and Communities
- Monitored and Disavowed Low-Quality Links
- Removed Broken links



PAGE SPEED OPTIMIZATION AND DONE

CORE WEB VITALS

Core Web Vitals are a set of user-centric metrics that measure a website's loading speed, interactivity, and visual stability.

Steps that we took to optimize the website's performance:

- Improved Page Speed
- Website Optimization for Interactivity
- Minimized Layout Shift
- Optimized for Mobile Devices

THE RESULTS WE ACHIEVED

Our client's website's organic revenue increased by **70.20% in just 3 Months!**

In other words, thanks to the efforts of our team, the **organic traffic increased by 52.94%**

So there you have it...

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

Ecommerce Overview ✓

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

Organic Traffic
+24.27% Sessions

Nov 1, 2022 - Jan 31, 2023
Compare to: Aug 1, 2022 - Oct 31, 2022

Overview

Revenue vs. Ecommerce Conversion Rate



Hourly Day Week Month

Nov 1, 2022 - Jan 31, 2023: ● Revenue ● Ecommerce Conversion Rate
Aug 1, 2022 - Oct 31, 2022: ● Revenue ● Ecommerce Conversion Rate



Revenue & Conversion Rate

Revenue

Organic Traffic

70.20%

\$10,214.95 vs \$6,001.85



Ecommerce Conversion Rate

Organic Traffic

-15.40%

0.05% vs 0.05%



Transactions

Transactions

Organic Traffic

52.94%

26 vs 17



Avg. Order Value

Organic Traffic

11.28%

\$392.88 vs \$353.05





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THANK YOU