

10X Increase In Traffic!

SEO Case Study



E-commerce Industry

Here is a detailed case study of one of our clients in the E-commerce space who got great results in only a few months working with us.

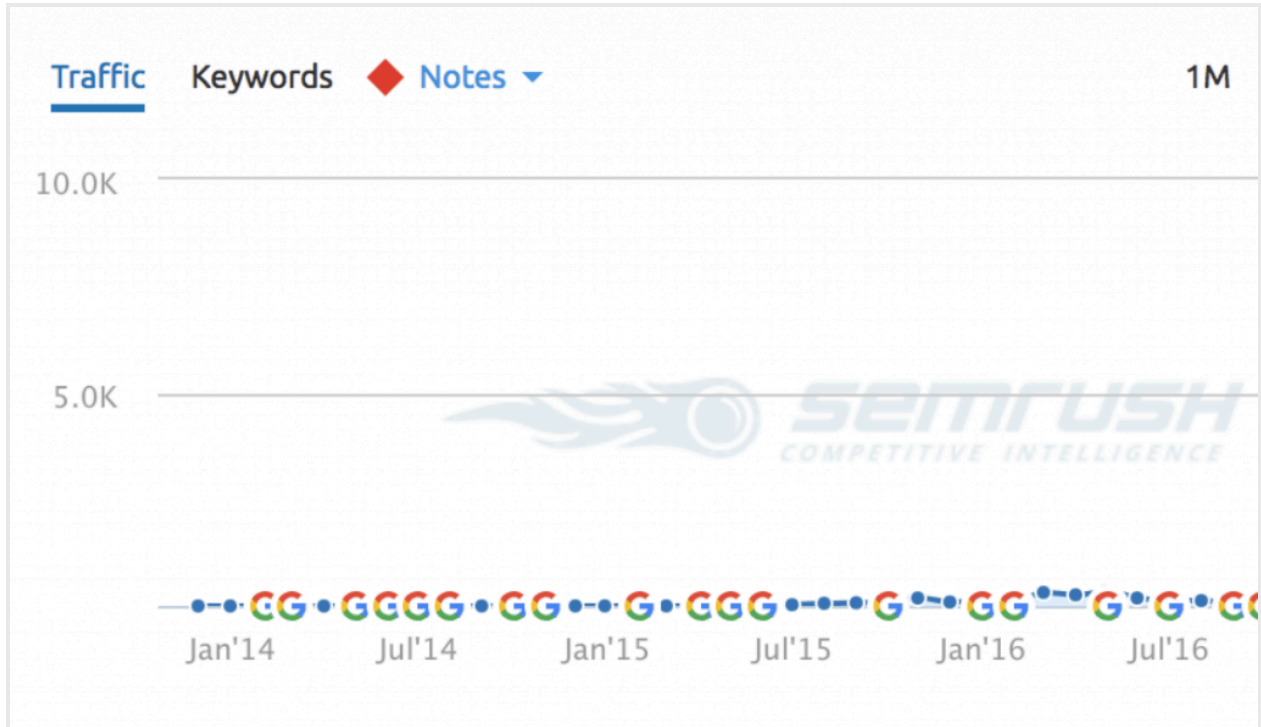
This client was on our Fully managed SEO Package.

Now we are going to see the exact step by step strategy we have followed to get these results.

Let's get into it!

Background

Despite being registered in late 2015, this site had almost no traffic. It took a long time for this site's owner to build out a significant amount of pages, but still it didn't seem to get much traffic.



SEO Audit

We always start by auditing the site to see if there are any major underlying issues.

In this case, the site was not penalized, but just never ranked on page 1 for the target keywords. The site also didn't have too many links.

Keyword Research

We always try to find the hidden potential of a site when keyword researching to see where we can focus our efforts to make quick gains.

Below is a graph showing how many keywords they rank for in the top 100 positions. They have a lot of potential, as you can see!



Easy Wins Analysis

In the easy wins analysis, we look for keywords that are ranked somewhere in Google but not in the top spots, where the majority of traffic comes from. These can be identified and pushed up for faster traffic gains.

With this site, we identified 984 easy wins keywords with traffic between 10 - 8600ms resulting in CPCs between .62 cents and \$7.

Due to its low ranking on page one, this site had huge potential, but didn't get much attention.

Content Gap Analysis

Our content gap analysis looks for competitor keywords that the site hasn't yet targeted, and this forms the basis for our content creation.

This site had 126 keywords between 170 - 2800 ms volume, with a comparable PPC cost to the easy wins.

The client and we worked together to pick out high priorities and selected some keywords based on the client's familiarity with industry trends.

SEO Strategy & Execution

Here's what our campaigns looked like:

Month 1:

- 1 Guest Post - Exact match on easy wins
- 2 Guest Post - Exact match (another kw) on another easy win
- Medium Diversity Links - partial match, brand, naked anchors
- Blog Content 1 x 1500 word post - informational kw focus based on industry trends

Month 2 - Very Similar:

- 1 Guest Post - money keyword variation
- 1 Guest Post - money keyword variation
- Medium Diversity Links - partial match, branded, naked anchors
- Blog Content 1 x 1500 word post - money keyword

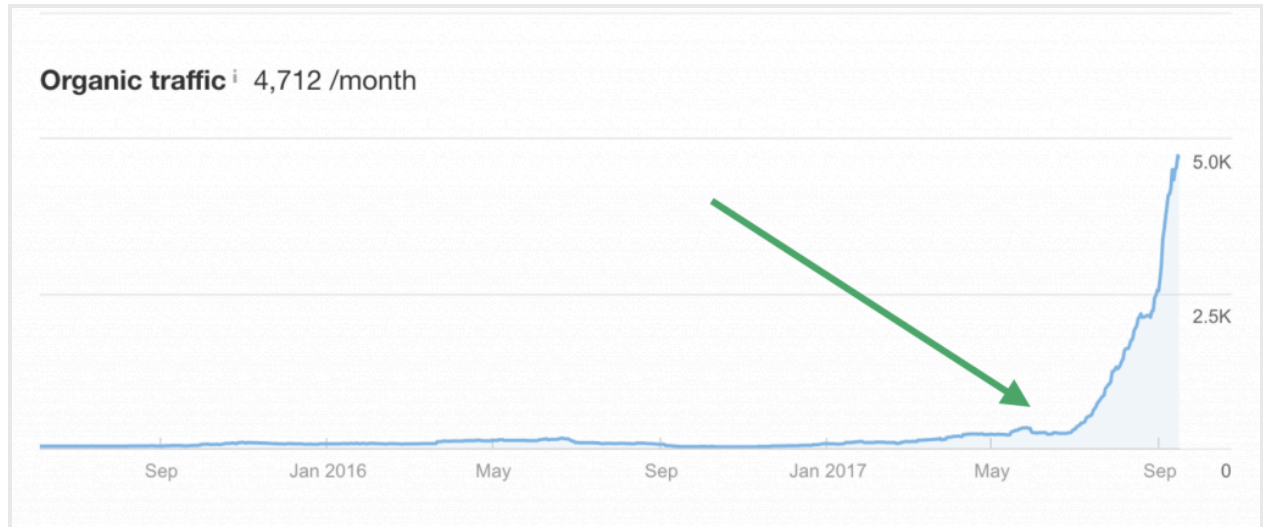
Month 3 - Similar, But got more anchor text diversity:

- 1 Guest Post - Branded
- 1 Guest Post - Branded
- Medium Diversity Links - Branded, URL, Partial match mix
- Blog Content 1 x 1000 - Content gap kw, high volume

SEO Results

Since this site had a decent amount of content already, and had so many opportunities for easy wins, we really focused on getting those easy wins up to page 1.

When we were able to do this - The traffic exploded:



Takeaways

The work on this site was only 3 months, and there is so much more to be done.

Within the next three months, we'll be linking content that contains high volume keywords. The site is set up for dominance in the niche!

If you need help with your website (even if you have been penalized or your traffic has dropped), you might find our Managed SEO program useful.

Get your Free SEO Consultation Today:

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