

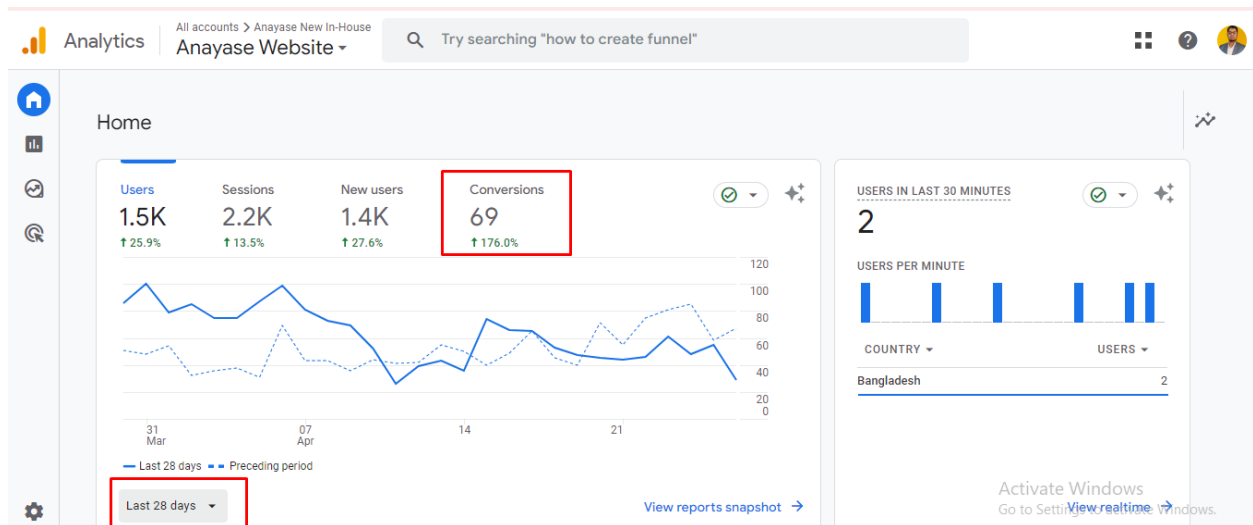
Project Name: Organic Sales Increase For Anayase in Bangladesh

Project Urls: <https://anayase.com/>

Project Durations: 1 Year+

This is the Case Study of This Ecommerce Websites:

Sales Data from Google Analytics



Google Analytics data indicate that 69 purchases were made from organic searches for the last 28 days, and this data is from Google. From 0 to 69 within a month is not as huge as e-commerce wants, but this purchase is not bad at all for starting the selling from Google Organic.

Performance in 2023/24:

Last 28 Days

Let's see Overall Improvement data:

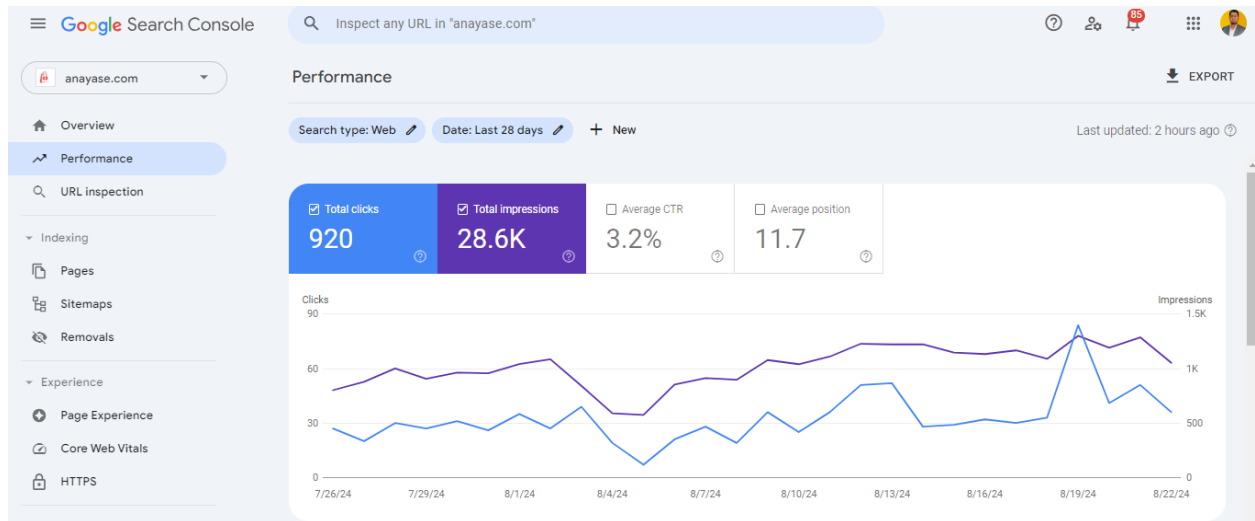
Total Clicks: 920

Total Impressions: 28.6k

Total CTR: 3.2%

Average Positions: 11.7

Proven Screenshot:



This is the first time in analyse history that there have been 1000 visitors in a single month. There were 920 visitors in the previous 28 days, but there were 1000+ visitors in a single month.

Last 3 Months

I am still working in this Project, Let's see Quarterly Improvement data:

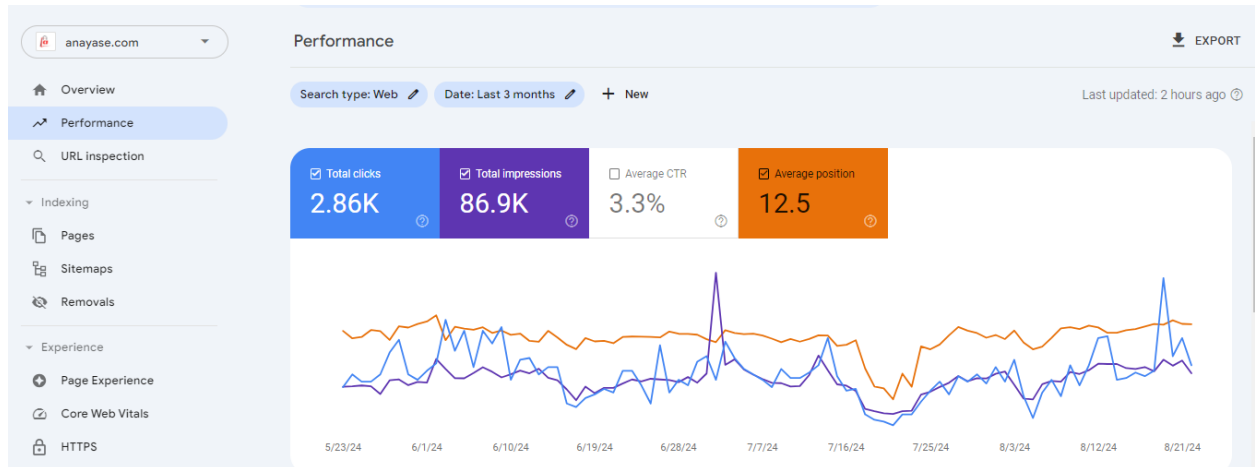
Total Clicks: 2.86k

Total Impressions: 86.9k

Total CTR: 3.3%

Average Positions: 12.5

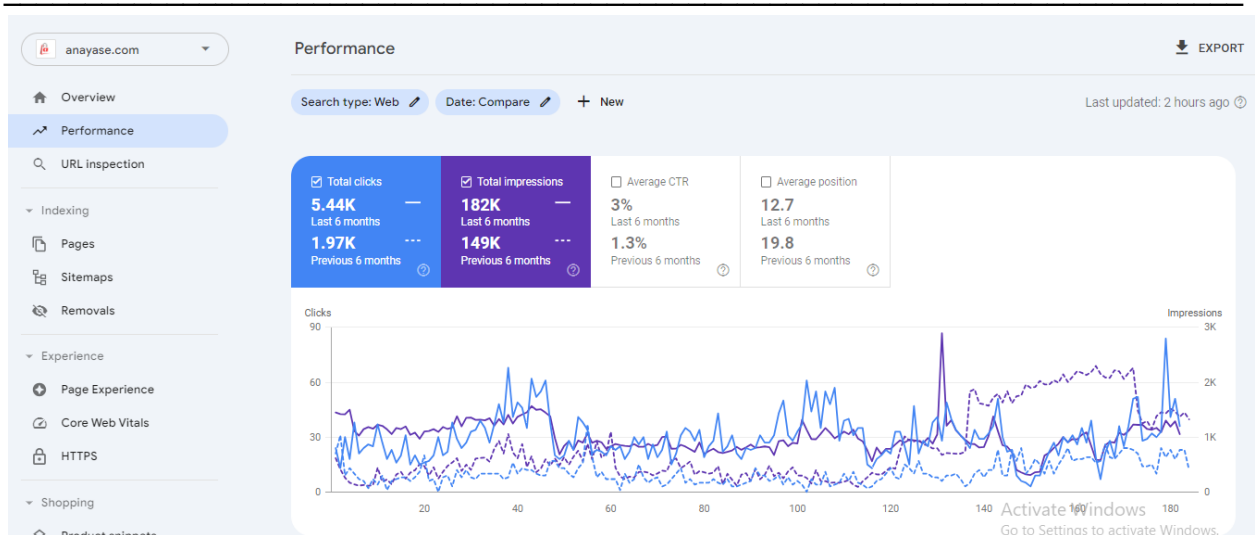
Proven Screenshot:



This is GSC data of **anayase.com**

Last 6 Months vs Previous 6 Months

Proven Screenshot:



Last Month(July, 24)

I am still working in this Project, Let's see Monthly Improvement data:

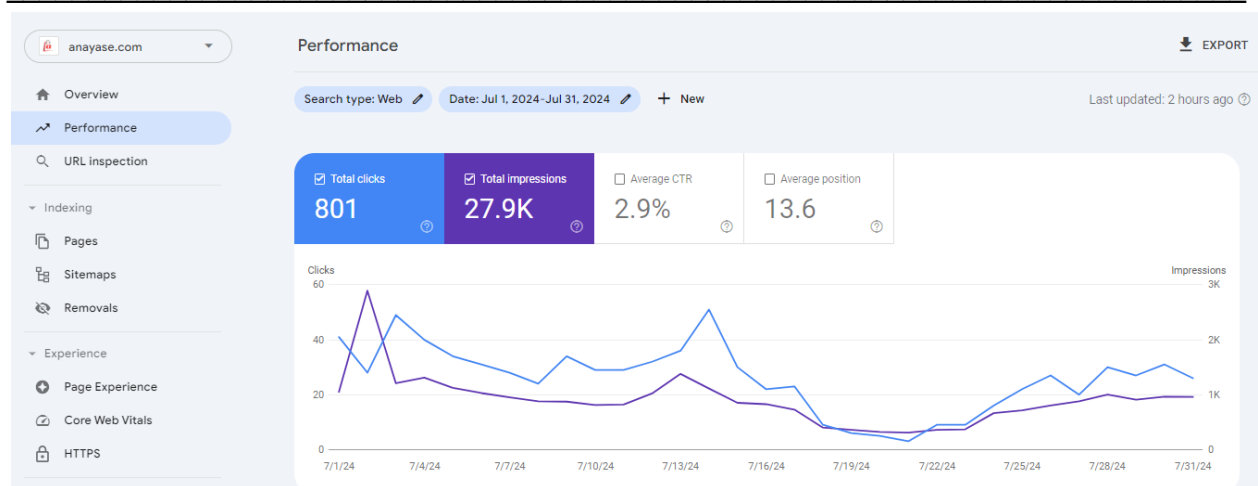
Total Clicks: 801

Total Impressions: 27.9k

Total CTR: 2.9%

Average Positions: 13.6

Proven Screenshot:



From 01-08-2023 to 26/04/2024(August 23 - July 24)

Let's see Overall Improvement data:

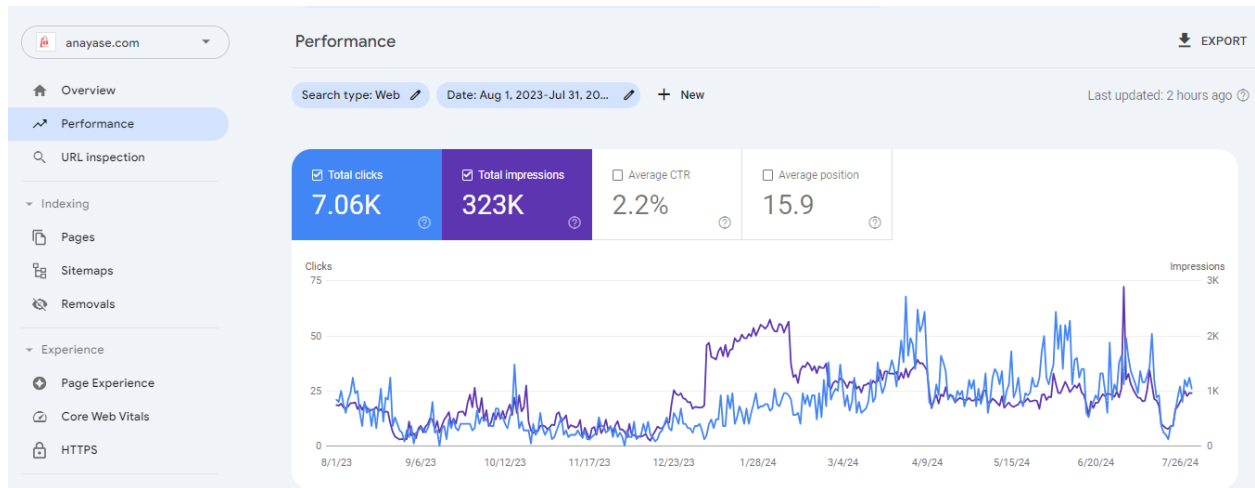
Total Clicks: 7.06k

Total Impressions: 323k

Total CTR: 2.2%

Average Positions: 15.9

Proven Screenshot:



Top Keywords with Performance from Google SERPs:

Top queries	↓ Clicks	Impressions	CTR	Position
anayase	215	351	61.3%	1.1
golden rose foundation price in bangladesh	160	968	16.5%	2.0
extra virgin olive oil price in bd	136	1,422	9.6%	4.7
golden rose face powder price in bangladesh	52	271	19.2%	1.7
olive oil price in bangladesh	37	2,358	1.6%	10.9
extra virgin olive oil price in bangladesh	36	467	7.7%	4.7
golden rose face powder	25	425	5.9%	3.6
golden rose compact powder price in bangladesh	21	83	25.3%	1.4
olive oils land price in bangladesh	21	72	29.2%	1.5
golden rose face powder price in bd	21	57	36.8%	1.5

Top queries	↓ Clicks	Impressions	CTR	Position
extra virgin olive oil	17	1,096	1.6%	9.0
golden rose foundation	17	896	1.9%	5.5
extra virgin olive oil in bangladesh	17	151	11.3%	5.1
golden rose perfume price in bangladesh	16	94	17%	2.4
dream wild roxanne perfume	15	83	18.1%	1.0
golden rose pressed powder price in bangladesh	15	68	22.1%	1.4
original golden rose foundation price in bangladesh	15	53	28.3%	1.6
olive oil extra virgin price in bd	14	105	13.3%	4.2
golden rose blush price in bangladesh	14	83	16.9%	1.3
olive oil	13	1,212	1.1%	15.2

Top queries	↓ Clicks	Impressions	CTR	Position
golden rose nail polish price in bd	13	116	11.2%	3.6
dream wild perfume	12	72	16.7%	1.2
dream wild parfüm	11	59	18.6%	1.1
golden rose toner price in bangladesh	11	26	42.3%	1.2
golden rose concealer price in bangladesh	10	125	8%	2.5
golden rose kajal price in bangladesh	10	122	8.2%	2.9
golden rose highlighter price in bangladesh	10	77	13%	2.2
blue azure perfume	9	143	6.3%	2.5
golden rose lip gloss price in bangladesh	9	104	8.7%	4.0
olive oil for hair price in bangladesh	8	187	4.3%	9.6

Top queries	↓ Clicks	Impressions	CTR	Position
golden rose foundation price	8	65	12.3%	4.3
golden rose perfume	7	263	2.7%	9.6
golden rose bangladesh	7	124	5.6%	8.6
virgin olive oil price in bangladesh	7	80	8.8%	4.3
golden rose dream wild parfûm	7	67	10.4%	1.1
golden rose foundation price in bd	7	23	30.4%	2.0
olive oil price	6	621	1%	8.8
golden rose lipstick price in bangladesh	6	473	1.3%	9.4
cooking olive oil price in bangladesh	6	310	1.9%	7.8
golden rose bd	6	239	2.5%	11.4

Top queries	↓ Clicks	Impressions	CTR	Position
best online shop in bd	6	230	2.6%	17.4
golden rose mascara price in bangladesh	6	142	4.2%	3.2
golden rose shampoo	6	109	5.5%	2.7
golden rose kajal	6	64	9.4%	2.6
roxanne dream wild parfûm	6	50	12%	1.1
dream wild roxanne perfume price	6	34	17.6%	1.0
extra virgin olive oil 750ml price	6	18	33.3%	1.1
room spray price in bd	5	232	2.2%	7.4
baby olive oil price in bangladesh	5	182	2.7%	8.1
best olive oil in bangladesh	5	166	3%	9.6

Details View

https://drive.google.com/drive/folders/1-WAn96drgY9KjKVGjTJjTYUGQ7-jjXl3?usp=drive_link

Top Keywords with Performance:

https://anayase.com/

Root Domain

Search

Projects > Domain Overview

User manual Send feedback

Domain Overview: anayase.com

Export to PDF

Worldwide

US

UK

DE

...

Desktop

Aug 23, 2024

USD

Overview

Compare domains

Growth report

Compare by countries

Authority Score

16

Semrush Domain Rank 12.8M

Organic Search Traffic

393

-12%

View details

Keywords 274

Paid Search Traffic

The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign.

Go to Position Tracking

Backlinks

4.7K

Referring Domains 1.6K

Organic

Paid

1M

6M

1Y

2Y

All time

Days

Months

Export

Distribution by Country

Organic Traffic 393/month

Organic Traffic

Paid Traffic

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	393	274
BD	99%	388	28
TR	1%	4	47
US	<0.1%	0	66
Other	<0.1%	1	133

Jan 2012

Jan 2014

Jan 2016

Jan 2018

Jan 2020

Jan 2022

Jan 2024

450

338

225

113

0

Rankings Distribution

Keywords

800

600

400

200

0

Jan 21

1-3

4-10

11-20

21-100

Out of top 100

Top 3

41

New

Lost

N/A

N/A

Top 10

269

New

Lost

N/A

N/A

Top 20

434

New

Lost

N/A

N/A

Top 100

621

New

Lost

N/A

N/A

Improved vs. declined

N/A

N/A

Activate Windows

Go to Settings to activate Windows.

Top 10 Rankings

Keywords

28-9.68%

Traffic

388-13%

Traffic Cost

\$32.0-15.79%

Organic Search Positions28

+ Add to keyword list

Manage columns11/16

Export

☐	Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL	SERP	Updated
> ☐	⊕ extra virgin olive oil price in bd	I	3	2	64	16.49	720	4	anayase.com/olive-oil/extra-virgin-olive-oil		2 days
> ☐	⊕ golden rose foundation	I	3	4	14	3.60	480	6	anayase.com/face-makeup/foundation		Aug 08
> ☐	⊕ olive oil price in bangladesh	I	7	4	176	45.36	4.4K	8	anayase.com/olive-oil/extra-virgin-olive-oil		Aug 15
> ☐	⊕ extra virgin olive oil	I	7	4	40	10.30	1.6K	26	anayase.com/olive-oil/extra-virgin-olive-oil		Aug 13
> ☐	⊕ olive oil	I	9	5	72	18.55	8.1K	30	anayase.com/olive-oil/extra-virgin-olive-oil		Aug 10
> ☐	⊕ room spray	I	11	3	5	1.28	720	10	anayase.com/perfume/room-spray		Jul 29
> ☐	⊕ room spray >>	I	8	4	17	6.71	590	10	anayase.com/perfume/room-spray		Apr 09
> ☐	⊕ olive oil price >>	I	10	5	14	5.53	480	6	anayase.com/olive-oil		2 days
> ☐	⊕ olive oil price in bangladesh >>	I	11	3	90	35.57	3.6K	8	anayase.com/olive-oil		1 day
> ☐	⊕ best shampoo in bangladesh >>	I	13	5	1	0.39	480	6	anayase.com/hair-care/shampoo		Apr 14
> ☐	⊕ shower gel price in bangladesh >>	I	13	3	4	1.58	480	12	anayase.com/body-care/shower-gel		Apr 14

> ☐ + extra virgin olive oil price in bd >>	13	3	5	1.97	590	4	anayase.com/olive-oil/ext-ra-virgin-olive-oil	Apr 04
> ☐ + face powder >>	14	3	8	3.16	1.6K	6	anayase.com/face-makeu-p/face-powder	Apr 07
> ☐ + extra virgin olive oil price in bd >>	16	3	2	0.79	590	4	anayase.com/olive-oil	Apr 04
> ☐ + foundation price in bangladesh >>	17	7	1	0.39	720	14	anayase.com/face-makeu-p/foundation	Apr 07
> ☐ + olive oil price in bangladesh >>	18	3	10	3.95	3.6K	8	anayase.com/olive-oil/ext-ra-virgin-olive-oil	1 day
> ☐ + body wash price in bangladesh >>	20	3	2	0.79	720	12	anayase.com/body-care/shower-gel	Apr 13

Activate Windows

Top Countries with Traffic:

- Bangladesh

Backlink:

Projects > Domain Overview > Backlink Analytics

Link building ideas

User manual

Backlinks: anayase.com

Export to PDF

Live Update: 11 backlinks found yesterday

Overview

Network Graph

Backlinks

Anchors

Referring Domains

Indexed Pages

Outbound Domains

...

Backlinks

4.3K

-9%

Referring Domains

1.3K

-5%

Referring IPs

Backlink Types

Text		7%	325
Image		93%	4.1K
Form		0%	0
Frame		0%	0

Link Attributes

Follow		96%	4.1K
Nofollow		4%	157
Sponsored		0%	0
UGC		<1%	1

Action Plan for Ecommerce Website:

- Product Research
- Product Keyword Research

- Low Competitive and High Demanding Keyword Choose
- Competitor Analysis
- Competitor Keyword Spy
- Content Analysis
- Product Gap Analysis
- Product Content with SEO Friendly approach
- Product On Page SEO
- Product Crawls and Index
- Product Category Page SEO
- Product Page SEO
- Technical SEO
- Page Speed Optimisations
- Product Schema
- Link Building Strategy
- Foundation Backlinks
- Guest Post From Niche Relevant Websites
- Manual Contextual Backlinks
- Social Share
- Social Engagements

Report Format:

- Excels Details Report, Weekly, Monthly

Project Taken By

Md Zahirul Islam

SEO Consultant

Aan-Nahl Software