

Living Farmacy Final Report

Introduction

At the start of the Living Farmacy 90 day project, the site had very little organic traffic. Unfortunately, a baseline overview score for on-page SEO score, organic monthly traffic, organic keywords and backlinks was not recorded. This would be something recommended for future projects. What can be noted is that the scores for on-page SEO score, organic keywords and backlinks were NOT green or “great”.

Objective:

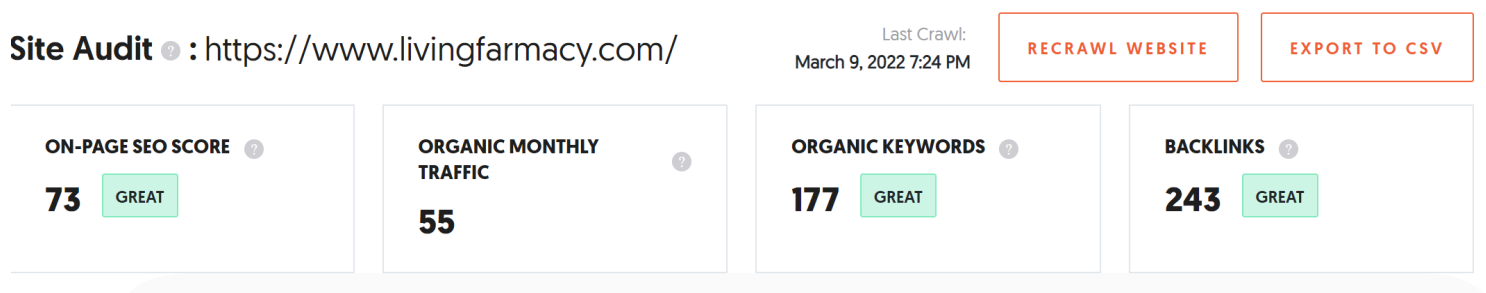
The objective for Living Farmacy was to increase their organic traffic, online presence and online visibility.

Results

After 90 days of search engine optimization tactics, on-page, off-page and technical, Living Farmacy’s website gained more organic traffic, greater online presence and visibility. Ubersuggest was used as the tool to audit the site, track keywords and perform research for the site, competitors and keywords, by the recommendation of the business owner.

Based on the Ubersuggest Site Audit Overview after the 90 day period we can see that all the scores had improved.

Ubersuggest Site Audit Overview



Tactics that helped with improving these scores included:

On-page SEO / Technical SEO

- Completing the meta descriptions for all pages and blog posts
- Including title tags for all pages and blog posts
- Including a group of focused keywords on each page around which to focus the copy on the page or blog post
- Including image alt text for all images.
- Giving images meaningful names.
- Giving all pages and blog posts meaningful slugs that include a focused keyword for the respective page or blog post.
- Including internal and external linking on each page and blog posts.
- Installation of the Yoast SEO plugin on the Shopify website. This helped highlight areas of improvement for the purposes of search engine optimization on each page and it was easy enough that I was able to show the founder and owner how to use it for future edits.
- Editing copy on the pages so that it satisfies the optimal reading level, writing styles and formatting for on-page SEO performance.

Off-page SEO / Backlinks:

As the organic traffic started to increase and the site's web presence increase, so too did the backlinks increase organically.

As this was only a 90 day project, no specific tactics and strategies were developed to acquire backlinks in this particular project..

Recommendation:

While many of the backlinks would be considered spam, it would not necessarily be worth spending the time to disavow all the spam backlinks. It would be wiser at this stage to invest that time working on more on-page and technical SEO tactics to help increase the site's web presence and visibility.

Local SEO / Google Business Profile:

Local SEO was also optimized which helped with off-page SEO. This included filling out the information on the Google Business Profile, GBP, as completely as possible. E.g. name, address, phone number, service areas, more robust descriptions, product listings. Posts to GBP were also created and posted with links back to website's shop to help create backlinks and greater website and business visibility online.

Recommendation:

Continue with posting to GBP regularly so that value is being created and offered. Request past customers to write a review on GBP. Engage more with the community on GBP. This can be done by posing questions in the posts onto GBP and responding immediately where there are comments.

Site speed

The site speed for Living Farmacy's site is still quite slow however it has improved since the beginning of the project. Note, a baseline audit for site and mobile speed was not taken which will be noted and done for future projects.

From the site speed audit at the end of the 90 day period we can see that some areas of site speed, both desktop and mobile, still need great improvement while other areas have improved.

On desktop, visual stability needs to be improved.

On mobile, visual stability is one area that is great and does not require improvement.

Tactics used:

While not much was done to improve site speed, the one tactic that was performed across the site was every image was reduced in file size.

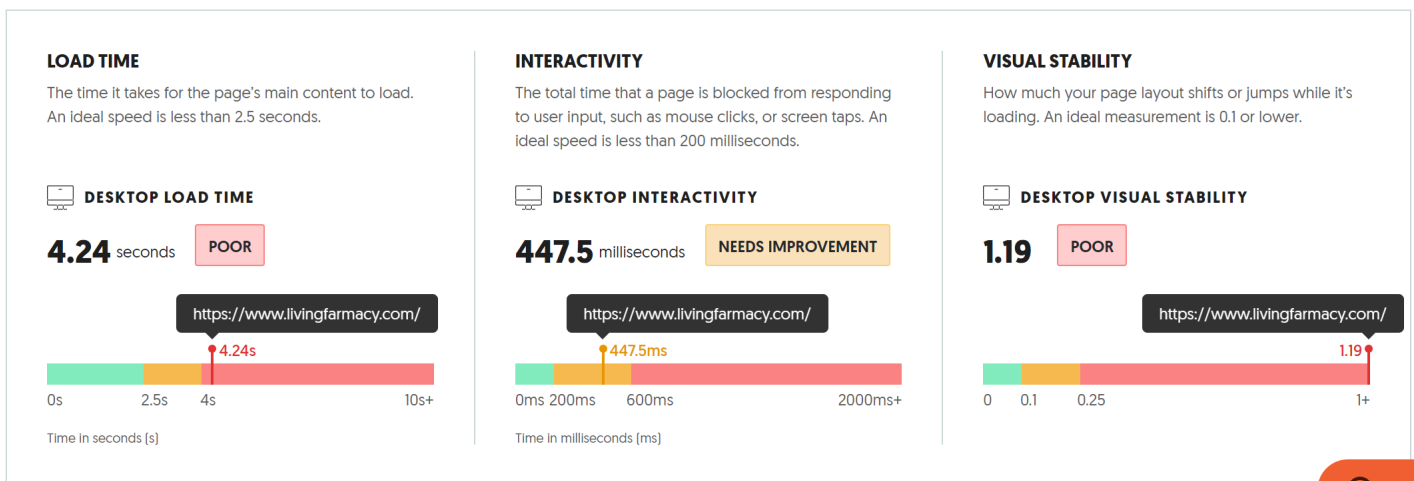
Recommendation:

Continue using small file sizes for the images. Considering using lazy loading for the site, in particular for the mobile version of the site. Given a certain Shopify theme was used to create the site, looking into whether there are aspects of this theme that may be slowing down the site.

Desktop

SITE SPEED

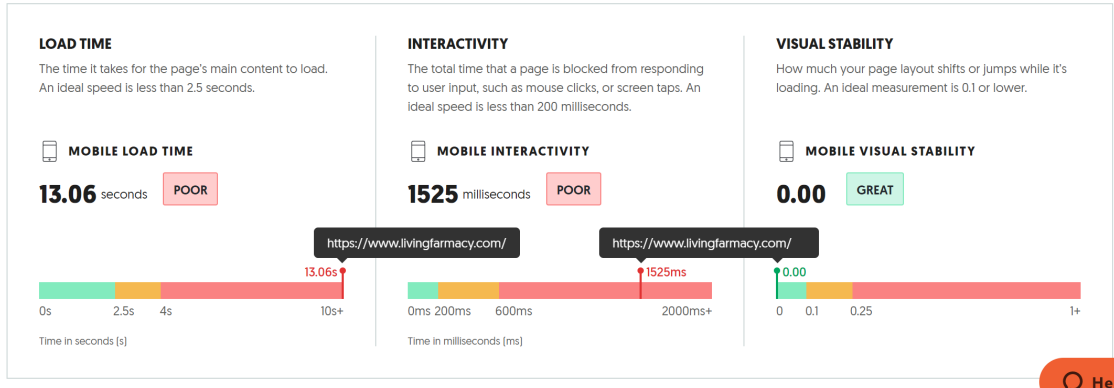
A fast site and smooth user experience are crucial to your SEO health. Based on real visitor experiences on your site in the last 28 days, we've broken down how fast your pages loaded, how long visitors waited while interacting with your pages, and how shaky your pages were when they loaded.



Mobile

SITE SPEED

A fast site and smooth user experience are crucial to your SEO health. Based on real visitor experiences on your site in the last 28 days, we've broken down how fast your pages loaded, how long visitors waited while interacting with your pages, and how shaky your pages were when they loaded.



Keywords

Ranking for Keywords

Below are the keywords that the site was ranking for at the beginning of the 90 day period.

Organic keywords for Living Farmacy at the start of the project.

Keyword	Volume	Position	Estimated Visits
farmacy	4400	28	1
our farmacy	210	31	0
best smoothies toronto	140	36	0
farmacy for life	390	37	0
greens pharmacy toronto	480	39	0
frozen smoothie packs canada	170	43	0
the good stuff smoothies	50	47	0
76 densley ave	90	51	0
best smoothie toronto	140	53	0
farmacy hours	70	53	0
frozen rhubarb toronto	30	61	0
veg auto body	30	66	0
smoothie subscription canada	480	75	0
smoothie delivery toronto	70	82	0
smoothies toronto	320	82	0
frozen craft	70	91	0
smoothie toronto	320	93	0
farmacy hillside	210	96	0
smoothie subscription	140	96	0

After 60-70 days of performing SEO tactics and optimizing the site, below are the keywords Living Farmacy was ranking for. The number of keywords that Living Farmacy was ranking for after 60-70 days almost doubled. Living Farmacy also has more keywords ranking on the first and second page of Google while at the start of the project all the keywords were ranking on the third page or greater.

Organic keywords for Living Farmacy after 60 days.

Keyword	Volume	Position	Estimated Visits
alive craft smoothie	0	1	0
craft smoothie	10	2	2
carft smoothie	0	2	0
smoothie subscription ontario	0	12	0
our farmacy	210	14	1
smoothie subscription toronto	10	17	0
frozen smoothies delivered	20	22	0
farmacy	4400	25	1
76 densley ave	110	26	0
farmacy for life	390	27	1
wholesale smoothies	10	29	0
smoothie delivery in toronto	0	32	0
frozen smoothie packs canada	170	33	0
greens pharmacy toronto	590	39	0
15 smoothie subscription	0	40	0
smoothies for the office	0	46	0
smoothies subscription	140	46	0
the good stuff smoothies	50	47	0
smoothies delivered canada	320	48	0
craft farmacy	3600	50	0
best smoothie toronto	140	53	0
wholesale frozen smoothies	0	60	0
frozen rhubarb toronto	30	61	0
frozen smoothie subscription	10	63	0
veg auto body	30	66	0
living arts pharmacy	210	70	0
smoothie subscription box canada	10	74	0
smoothie subscription canada	390	75	0
the farmacy	110	80	0
smoothie delivery toronto	50	82	0
best smoothies toronto	140	86	0
smoothies toronto	320	87	0
frozen craft	70	91	0

smoothie toronto	320	93	0
smoothie subscription	140	95	0
20 smoothies	10	96	0
farmacy hillside	210	96	0
farmacy hours	50	97	0
smoothie subscription box	10	98	0

Tactics used:

A keyword research was performed based on the initial keywords the site was ranking for; keywords organic competitors were ranking for; keywords other businesses in the industry were ranking for.

Each page and blog post was given a focus keyword group. Content was written and edited around these keywords.

Recommendations:

There are two keywords that are in position 1. Continue maintaining this position by editing the content on the relevant pages; create internal linking to those pages for those keywords.

The keywords that are ranking on page 2, invest some time and energy to try to increase the position of these words. Check which pages are ranking for these keywords, update the copy on those pages, create internal linking to those pages, check images and image alt text, use those keywords in copy throughout the site where appropriate.

For example, for the keywords with high volume, e.g. farmacy, craft farmacy, farmacy for lift, greens pharmacy Toronto, smoothies delivered Canada, smoothie subscription Canada, smoothie(s) Toronto invest some effort into ranking for these keywords for a couple of months to see if it leads to anything. Choose those that are relevant, greens pharmacy Toronto may not be relevant to Living Farmacy.

Position Tracking

Ubersuggest has a keyword position tracking feature where a set of 25 selected keywords for the site can be tracked. A list of keywords from the keyword groups for each page of the site were selected to be tracked. Ubersuggest only lists the rank for a keyword that has a position less than 100.

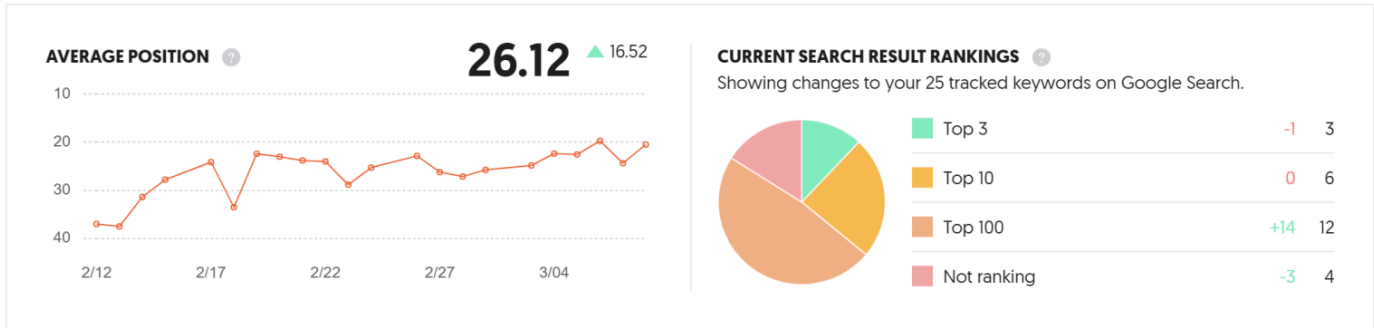
Below is the list of keywords that were being tracked during the project. It shows the position of the keyword, the keyword, the change in position of the keyword since the last time period, search difficulty of the keyword, search volume of the keyword and the webpage that is ranking for that keyword.

Below an overview from Ubersuggest as to how these tracked keywords are doing is given. In general, the average position of the site's keywords is moving up, which is great.

13 ▲
Keywords moved up

3 ▼
Keywords moved down

9
Keywords unchanged



Recommendation:

Between the Ranking for Keywords list and Position Tracking list of keywords, those keywords from the former list that Living Farmacy is ranking well for, take these keywords and put them onto the Position Tracking list, if they are not already there. For example, the keywords that Living Farmacy is ranking on pages 1-5 on from the Ranking for Keywords that are relevant start tracking.

Keywords being tracked for Living Farmacy by Ubersuggest.

Position	Keyword	Change	Search Difficulty	Search Volume	URL
1	alive craft smoothie	0	12	0	https://www.livingfarmacy.com/products/alive-frozen-craft-smoothie
2	craft smoothie	0	18	10	https://www.livingfarmacy.com/products/copy-of-power-craft-smoothie
3	craft smoothie	-1	17	0	https://www.livingfarmacy.com/products/copy-of-power-craft-smoothie
5	smoothie subscription box canada	25	36	10	https://www.livingfarmacy.com/pages/subscription
5	smoothie subscription ontario	6	12	0	https://www.livingfarmacy.com/pages/subscription
6	smoothie subscription canada	14	33	390	https://www.livingfarmacy.com/pages/subscription
8	frozen smoothie packs canada	6	36	170	https://www.livingfarmacy.com/pages/subscription

8	smoothie delivery toronto	-8	40	50	https://www.livingfarmacy.com/products/55-for-10-s-moothies
10	frozen smoothie subscription	18	44	10	https://www.livingfarmacy.com/pages/subscription
11	smoothies delivered canada	-11	34	320	https://www.livingfarmacy.com/products/55-for-10-s-moothies
12	smoothies subscription	24	52	140	https://www.livingfarmacy.com/pages/subscription
12	15 smoothie subscription	43	12	0	https://www.livingfarmacy.com/pages/subscription
13	farmacy	8	64	4400	https://www.livingfarmacy.com/
14	smoothie subscription	32	56	140	https://www.livingfarmacy.com/pages/subscription
25	smoothie toronto	-25	53	320	https://www.livingfarmacy.com/products/55-for-10-s-moothies
30	farmacy for life	-6	51	390	https://www.livingfarmacy.com/
32	best smoothies toronto	30	60	140	https://www.livingfarmacy.com/products/55-for-10-s-moothies
33	smoothies toronto	28	52	320	https://www.livingfarmacy.com/
40	best smoothie toronto	56	62	140	https://www.livingfarmacy.com/products/55-for-10-s-moothies
67	farmacy hours	8	31	50	https://www.livingfarmacy.com/

This list was downloaded from Ubersuggest.

The above is the outcome of performing some on-page and technical SEO tactics. E.g. Meta titles, meta descriptions, alt text for images, image file names, reducing image file sizes.

Google Analytics

Google analytics and Google Search Console were set up for the Living Farmacy site.

Below is some information regarding the traffic on the Living Farmacy site. Based on this Living Farmacy has quite a bit of Search Traffic. The session duration of returning users and search traffic is pretty good. Search traffic is spending 3 minutes and 30 seconds on the site, so that means they are definitely looking around on the site.

User Defined

Returning Users
7.77% Users (19.62% Sessions)

Search Traffic
20.97% Users (28.01% Sessions)

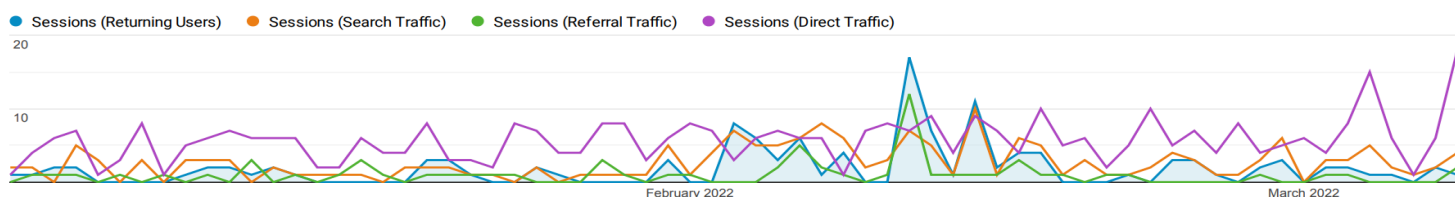
Referral Traffic
9.32% Users (10.28% Sessions)

Direct Traffic
69.71% Users (60.60% Sessions)

Jan 1, 2022 - Mar 8, 2022

Explorer

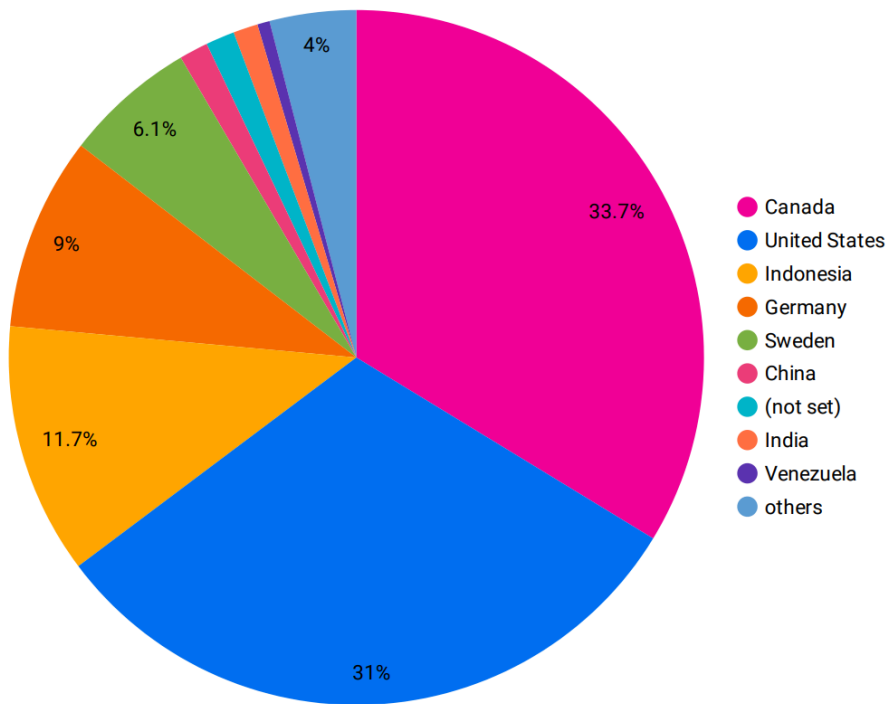
Summary



User Defined Value	Acquisition			Behavior			Conversions eCommerce		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
Returning Users	124 % of Total: 19.62% (632)	0.00% Avg for View: 80.38% (-100.00%)	0 % of Total: 0.00% (508)	17.74% Avg for View: 42.41% (-58.16%)	5.66 Avg for View: 3.31 (71.11%)	00:04:29 Avg for View: 00:01:35 (183.94%)	0 % of Total: 0.00% (2)	CA\$0.00 % of Total: 0.00% (CA\$141.02)	0.00% Avg for View: 0.32% (-100.00%)
Search Traffic	177 % of Total: 28.01% (632)	58.76% Avg for View: 80.38% (-26.90%)	104 % of Total: 20.47% (508)	15.25% Avg for View: 42.41% (-64.03%)	5.49 Avg for View: 3.31 (65.98%)	00:03:29 Avg for View: 00:01:35 (120.35%)	1 % of Total: 50.00% (2)	CA\$106.02 % of Total: 75.18% (CA\$141.02)	0.56% Avg for View: 0.32% (78.53%)
Referral Traffic	65 % of Total: 10.28% (632)	72.31% Avg for View: 80.38% (-10.04%)	47 % of Total: 9.25% (508)	33.85% Avg for View: 42.41% (-20.18%)	5.00 Avg for View: 3.31 (51.12%)	00:02:04 Avg for View: 00:01:35 (31.43%)	0 % of Total: 0.00% (2)	CA\$0.00 % of Total: 0.00% (CA\$141.02)	0.00% Avg for View: 0.32% (-100.00%)
Direct Traffic	383 % of Total: 60.60% (632)	92.43% Avg for View: 80.38% (14.99%)	354 % of Total: 69.69% (508)	56.92% Avg for View: 42.41% (34.23%)	1.92 Avg for View: 3.31 (-42.08%)	00:00:30 Avg for View: 00:01:35 (-68.74%)	0 % of Total: 0.00% (2)	CA\$0.00 % of Total: 0.00% (CA\$141.02)	0.00% Avg for View: 0.32% (-100.00%)

It was noticed that there are a lot of new users and by country. Canada is not the only country where new users are viewing your site. Many new users are from the US, Indonesia and Germany.

New Users by Country



The table below shows the new users vs all users by country. Every country except Canada has only new users.

	Country	New Users ▾	Users
1.	Canada	176	183
2.	United States	162	162
3.	Indonesia	61	61
4.	Germany	47	47
5.	Sweden	32	32
6.	(not set)	7	7
7.	China	7	7
8.	India	6	6
9.	Venezuela	3	3
...	France	3	3
...	Ireland	2	2
...	Philippines	2	2
...	Israel	2	2
...	Vietnam	2	2
...	United Kingdom	2	2
...	Greece	2	2
...	Bosnia & Herzeg...	1	1
...	Bulgaria	1	1
...	North Macedonia	1	1
...	Netherlands	1	1
...	New Zealand	1	1
...	Mexico	1	1

Details of Ubersuggest Audit

Below are some of the main details of the audit from Ubersuggest.

Top Queries

The table below outlines the top queries that result in Living Farmacy being noticed by google, so impressions, and then clicks. Based on this table there are three queries for which Living Farmacy rank within the top 10 search results, *living farmacy*, *craft smoothies* and *frozen smoothie delivery Canada*. These three search terms also have the highest click through rate, CTR, of all the top queries Living Farmacy is being noticed for.

The queries that have the most impressions are *smoothie subscription Canada*, *smoothie subscription* and *farmacy for life*. Each of these have a CTR less than 1.5%.

Based on this information the recommendation would be to

- invest more effort into ranking for the term *living farmacy* because it has a high CTR and Living Farmacy is already ranking high for that term
- Invest some effort into ranking for the three terms with the most impressions, *smoothie subscription Canada*, *smoothie subscription* and *farmacy for life*. The latter term may not be as high a priority to rank for as the first two since Living Farmacy is currently a smoothie subscription company.
- invest more effort in increasing the position of the other two search queries that Living Farmacy is ranking on page 1 for, *craft smoothies* and *frozen smoothie delivery Canada*. Both of these search terms are relevant to Living Farmacy's current offering.

Top queries	Clicks	Impressions	CTR	Position
living farmacy	58	99	58.59%	1.12
smoothie subscription canada	5	343	1.46%	16.54
craft smoothies	2	42	4.76%	6.71
smoothie subscription	1	944	0.11%	56.11
farmacy for life	1	346	0.29%	23.84
smoothie delivery toronto	1	79	1.27%	18.05
frozen smoothie delivery canada	1	26	3.85%	9.77

Top Pages

Below is a table of the top pages for the Living Farmacy domain. The top two pages are the home page and the subscription page. The other pages are product pages. None of these pages are on the first page of search results based on the average position.

The pages that are getting the most impressions are the home page, subscription page, the 10 smoothies for \$55 page and the <https://www.livingfarmacy.com/products/copy-of-power-craft-smoothie> now <https://www.livingfarmacy.com/products/love-smoothie-good-for-your-heart> page.

Recommendation:

- Take a look at the subscription page and see what can be done to increase traffic and “authority” of this pages. E.g. rework the copy on the page; include more internal linking to the page; link to the subscription

page from your other channels, Google my business, Instagram, Facebook, if possible, LinkedIn when possible.

- Check and see what words the subscription page may be ranking for and determine if they are appropriate or if they should be changed. Also consider the related keywords as well. This can be included in the copy on the page.
- For the home page, consider a similar strategy as for the subscription page.
- For the product pages with highest impressions, same as for the subscription page. Internal linking to these pages from other pages on the site will be a big part at this stage. Links to these pages from other places such as Instagram, GMB and FB.

Top pages	Clicks	Impressions	CTR	Position
https://www.livingfarmacy.com/	71	5829	1.22%	43.39
http://www.livingfarmacy.com/	20	221	9.05%	16.11
https://www.livingfarmacy.com/pages/subscription	14	2870	0.49%	36.53
https://www.livingfarmacy.com/products/55-for-10-smoothies	3	1037	0.29%	33.59
https://www.livingfarmacy.com/products/alive-frozen-craft-smoothie	3	689	0.44%	32.96
https://www.livingfarmacy.com/products/copy-of-power-craft-smoothie	2	1026	0.19%	25.36
https://www.livingfarmacy.com/products/copy-of-flow-craft-smoothie	2	325	0.62%	29.51
https://www.livingfarmacy.com/collections/all	2	126	1.59%	3.27
https://www.livingfarmacy.com/blogs/recipes/love-craft-smoothie	2	26	7.69%	26.88
https://www.livingfarmacy.com/pages/health-benefits	1	111	0.90%	27.52

Top Countries

The table below lists the top countries from where traffic is coming from. As expected, Canada is in the top spot however, the highest number of impressions of the site is in the US.

Notice that the site does not have a position on the first page of search results, yet.

Recommendations:

If the objective is to gain more visibility and customers in Canada, then focus on Canada. If the first step in this objective is Ontario or Toronto, then increasing consistent activity on GMB will be valuable. Creating some kind of plan and schedule of posts driving traffic back those top pages.

Country	Clicks	Impressions	CTR	Position
Canada	98	1171	8.37%	14.96
United States	16	2997	0.53%	40.53
United Kingdom	2	330	0.61%	47.37

Greece	2	106	1.89%	36.61
India	1	614	0.16%	40.80
Vietnam	1	484	0.21%	48.67
Philippines	1	292	0.34%	46.50
Mexico	1	186	0.54%	48.59
Sweden	1	83	1.20%	30.67
Macedonia	1	16	6.25%	60.62

Device

The table below provides a breakdown on how users are interacting on your site, desktop, mobile or tablet. While the number of clicks and impressions is greater for desktop, the CTR is greater on mobile. The position of the site is also higher on mobile.

Recommendation:

Optimize the site more for mobile! Mobile speed will be a big part of this. Is there a separate version of the site for mobile that is possible? Perhaps a plugin or app for Shopify that does this? The video you have on the home page, is this a link to a YouTube video or a video that is stored on the site's server?

Device	Clicks	Impressions	CTR	Position
Desktop	70	7810	0.90%	45.90
Mobile	50	4969	1.01%	34.11
Tablet	4	83	4.82%	11.40

Search Appearance

Search Appearance	Clicks	Impressions	CTR	Position
Review snippet	5	1623	0.31%	44.98
Product results	3	1808	0.17%	33.17
Web Light results	0	2	0.00%	8.00

A *review snippet* is a short excerpt of a review or a rating from a review website, usually an average of the combined rating scores from many reviewers. When Google finds valid reviews or ratings markup, we may show a rich snippet that includes stars and other summary info from reviews or ratings.

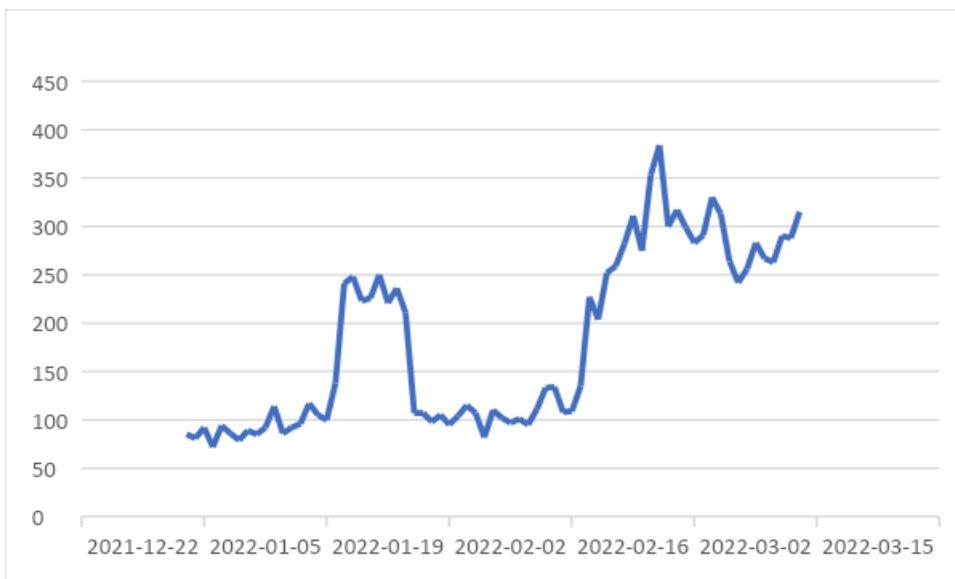
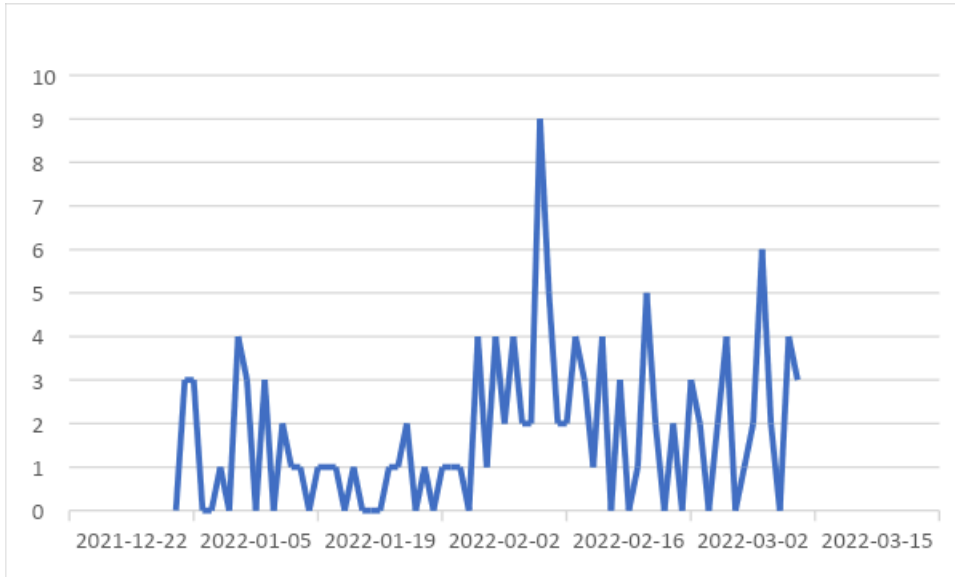
[Review Snippet, Google Search Central](#)

Product rich results typically show product ratings, price, availability and some description information. Note that product rich results are not new, just the report in Search Console.

[Google Search Console adds Product results filters to performance report](#)

Google Analytics and Google Search Console Data.

Below are a few graphs taken from Google Analytics for Living Farmacy. As we can there is more activity on the site by the number of clicks and frequency of those clicks as the 90 day period progresses. The visibility of the site has increased by the increase in impressions of the site over the 90 day period. The ranking position of the site has decreased, that is moved up in search ranking, over the 90 day period. These are all good signs and an indication that the above tactics have had a positive impact on the site to help meet the initial objective of the project.





Users

The graph below from Google Analytics Overview shows the organic traffic remaining relatively constant and slowly increasing in March 2022. However, of the organic traffic, almost 84% were new visitors. The number of pages viewed by organic traffic was almost 50% higher than for all users; the average session duration for organic traffic was over twice as long as for all users; the bounce rate for organic traffic is only 7% which is great while the bounce rate for all traffic is 29%. Based on this information we can see that the site provides a good user experience for organic traffic.

