
Overview of the task's performed for first 3 months for shop.heavyglare.com along with outcome and cost breakdown

(For \$1, 00,000/Month Budget)



Content Case Study

21.06.2021

<https://shop.heavyglare.com/>

OBJECTIVE:

To continually develop our expertise; to both demystify the CRM marketplace, and design best-fit solutions for our customers and then work practically with customers to implement them in a timely and cost-effective manner.

The client need good amount of traffic and unique user in the website and most important the keyword ranking for 1st page.

Difficulties we faced:

1. SERP visibility was none
2. Sessions in a month are very poor
3. Referring Domain score is very low
4. Less traffic
5. No quality content

MONTH 1

40% focused for the month would be invested on fixing the on-page issues and technical SEO aspects for making the website more competitive in SERP. This will also outlay a finer SERP ready website which will help to boost the initial foundation on SEO.

- Niche based Keywords to target
- SEMrush Fixes page by page
- Screaming Frog Fixes page by page
- Product / Cat / Service Pages Optimization

25% focused on architectural amendments. This was help to ensure that the website had no crawling or indexing issues as such.

- Architectural Fixes all the segment of the website

20% focused content planning and execution based to semantic engineering which was helped in order to achieve strong search visibility.

- Content Optimisation

15% focused on advanced SEO such as conversion rate optimization, algorithm fixes which will make the website search ready.

- Structured Data Implementation : Advanced Optimization
- PSI Fixes Mobile + Desktop optimization
- Gtmetrix Fixes Optimization
- Search Console Optimisation

MONTH 2

65 % focused on invested on page wise fixes across various marketing assets like SEO, social, branding.

- Competitive Intelligence have done
- Business Intelligence have done

5 % focused on advanced competitive strategy and insights where worked on uncover more hidden potential and strategies.

- Gap Strategies have done
- SWOT Strategies have done

15 % focused on High domain authority (DA) backlinks acquisition

- ThatWare's Advanced Link Building Exclusive have done
- ThatWare's Advanced SEO Exclusive have done
- High DA Backlinks have done
- Skyscraper Technique have done
- High DF Backlinks have done

15 % focused on advanced backlinks acquisition

- Competitor Backlinks have done
- NAPs Building have done
- PDF Submission have done
- PPT Submission have done
- Graphic submissions (Image / Info-graphic) have done

MONTH 3

70% focus on high DA links

- High DA Backlinks have done
- High DF Backlinks have done
- Podcast Submission have done
- WEB 2.0 Content Submission have done

5% on branding and brand profile creation

- Press Releases have done
- Reputation Management have done
- GMB Optimisation have done

20% on advanced links

- Link Wheel have done
- High TLD Links have done
- Edu Submissions have done
- Tiered Links have done

5% on gap analysis backlinks

- SENuke TNG have done

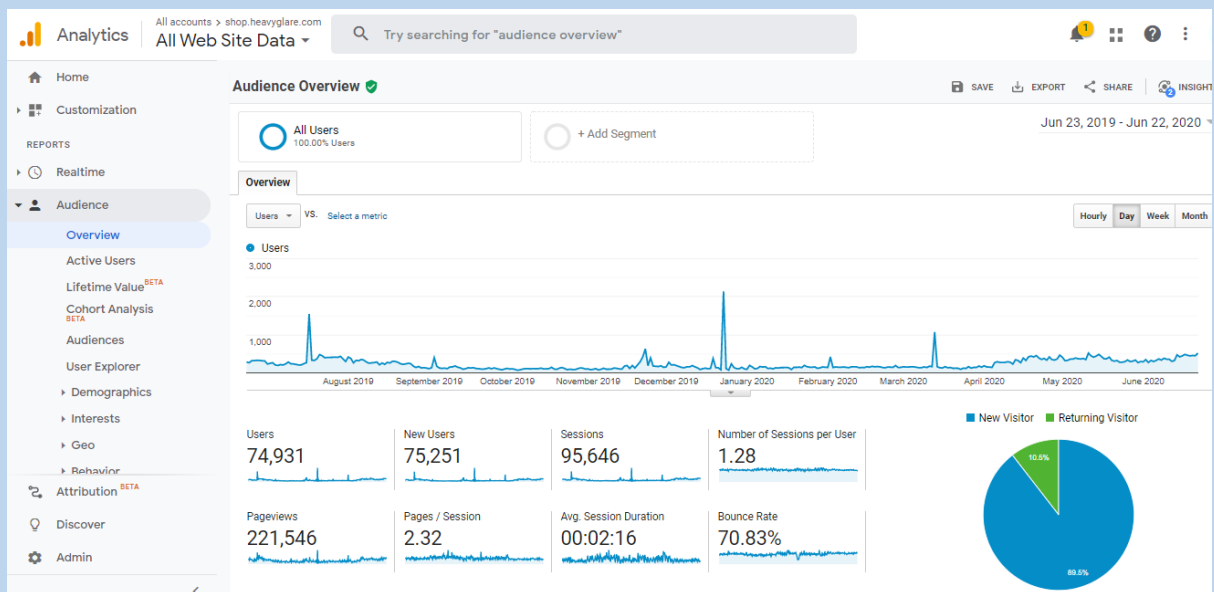
- Gap Analysis Practices have done
- Keyword Drop Analysis have done

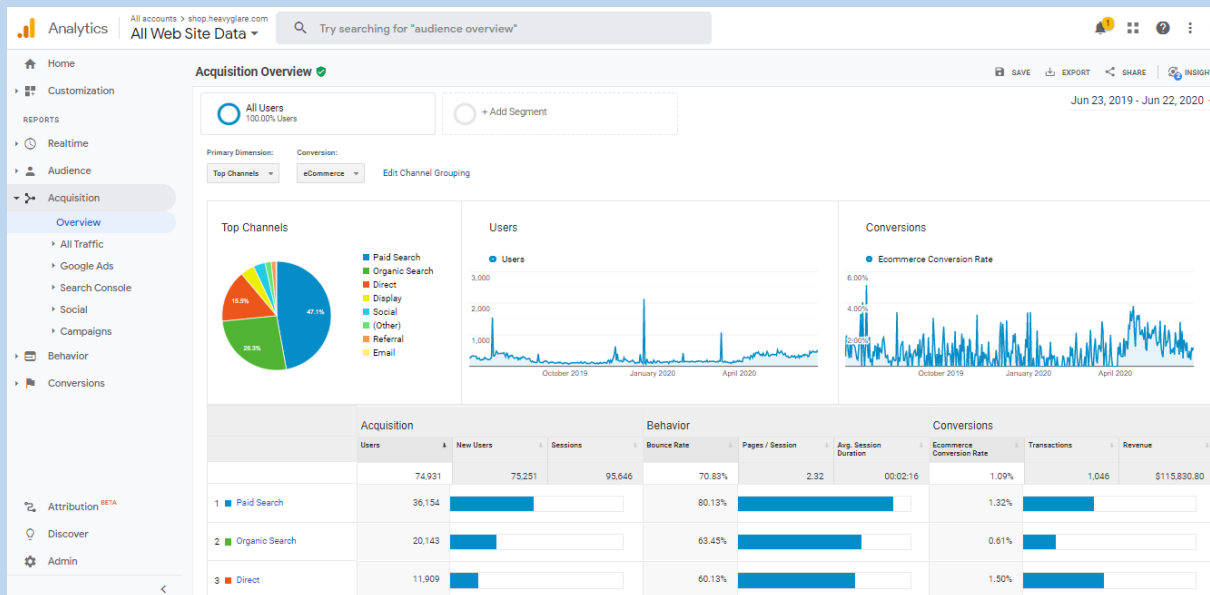
Analysis:

Before:

The amount of user they had and also the amount of sessions they are getting was very poor. There were barely any visitors in this site. Increasing its stats was challenging.

DATE: Jun 23, 2019 - Jun 22, 2020





NOTE: although this is a blogging site doing SEO and digital marketing was challenging because the quality of the content, keyword placing and improving user experience mattered a lot.

Traffic and visibility:

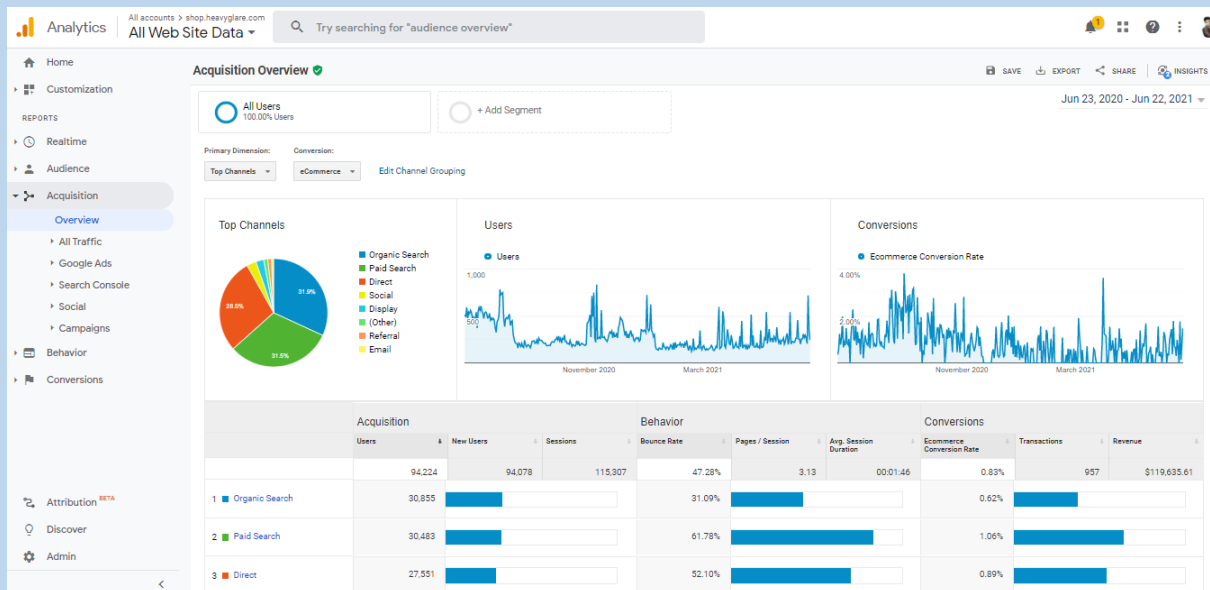
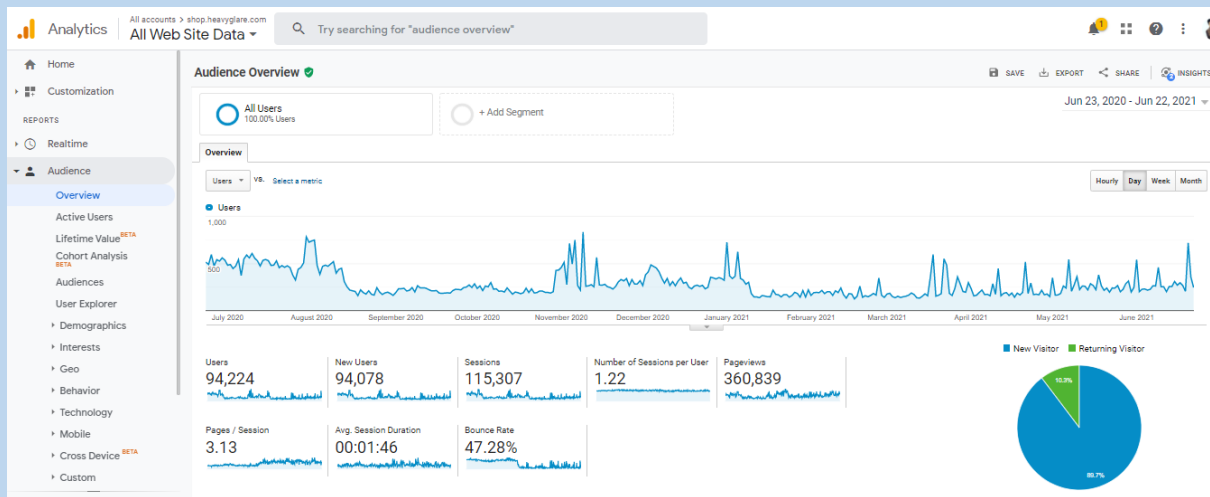
As we can see from below attached screenshot the organic reach of this site was very poor and didn't get any exposure in SERP. The head count if users are very low.

For this site we had work our way through from very low. There were lots of thing to improve for this site to at least get visibility in SERP.

After:

The amount of user and also the amount of sessions has been drastically increased from the previous stats. The visitors they have now is lot more than before and also this site is performing well in SERP compare to its competitors.

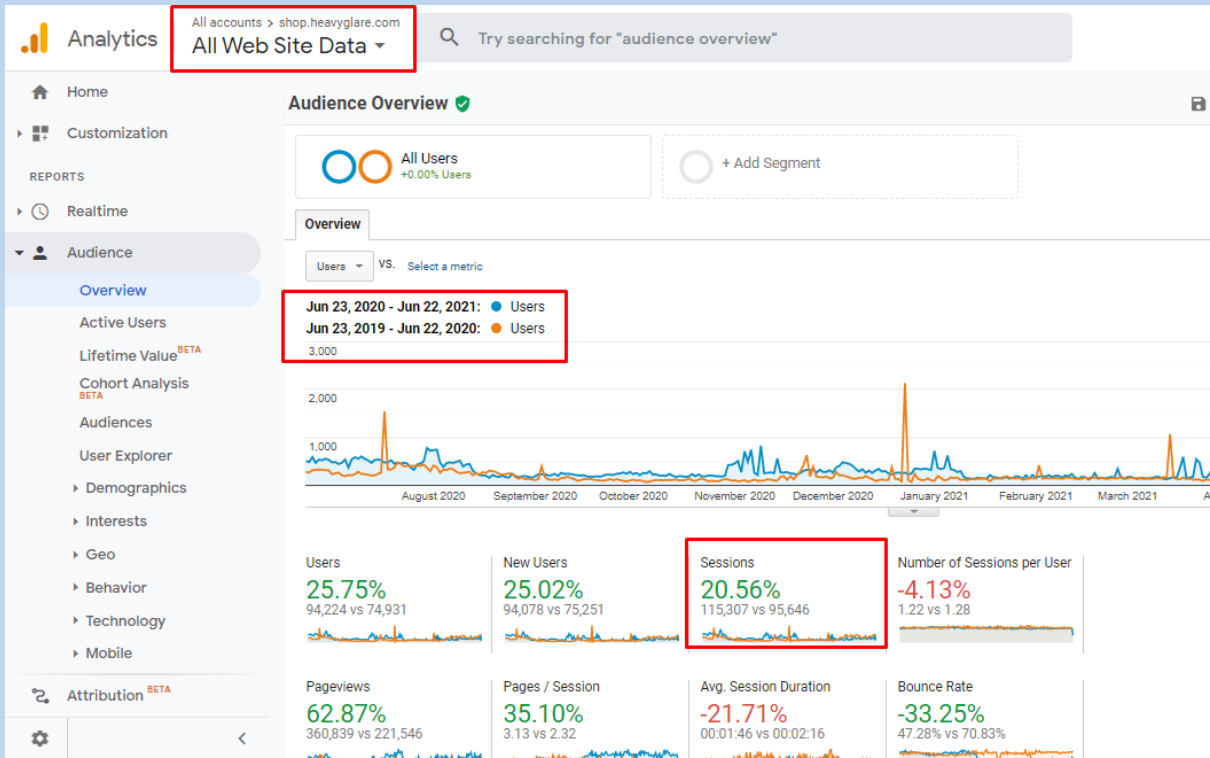
DATE: Jun 23, 2020 - Jun 22, 2021



COMPARING 1 Year DATA:

The sessions have **20.56%** increased from previous stats.

The growth of new users is tremendous from before, same goes for regulars of this site.



Analytics All accounts > shop.heavyglare.com All Web Site Data

Try searching for "audience overview"

Source / Medium	Acquisition			Behavior
	Users	New Users	Sessions	Bounce Rate
	25.75% 94,224 vs 74,931	25.04% 94,158 vs 75,302	20.56% 115,307 vs 95,646	33.25% 47.28% vs 70.83%
1. google / cpc				
Jun 23, 2020 - Jun 22, 2021	32,748 (33.76%)	31,723 (33.69%)	39,245 (34.04%)	62.80%
Jun 23, 2019 - Jun 22, 2020	33,983 (44.33%)	33,908 (45.03%)	40,928 (42.79%)	79.01%
% Change	-3.63%	-6.44%	-4.11%	-20.52%
2. google / organic				
Jun 23, 2020 - Jun 22, 2021	28,152 (29.02%)	27,138 (28.82%)	32,223 (27.95%)	30.76%
Jun 23, 2019 - Jun 22, 2020	17,772 (23.18%)	17,332 (23.02%)	21,756 (22.75%)	63.91%
% Change	58.41%	56.58%	48.11%	-51.86%
3. (direct) / (none)				
Jun 23, 2020 - Jun 22, 2021	27,551 (28.40%)	27,584 (29.30%)	31,893 (27.66%)	52.10%
Jun 23, 2019 - Jun 22, 2020	11,909 (15.54%)	11,858 (15.75%)	17,135 (17.92%)	60.13%
% Change	131.35%	132.62%	86.13%	-13.37%
4. bing / organic				
Jun 23, 2020 - Jun 22, 2021	1,570 (1.63%)	1,500 (1.57%)	1,700 (1.47%)	20.01%
Jun 23, 2019 - Jun 22, 2020	1,570 (1.63%)	1,500 (1.57%)	1,700 (1.47%)	20.01%

		Conversions eCommerce ▾		
Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
88.54% 6.01 vs 3.19	24.87% 00:02:49 vs 00:02:15	138.71% 1.73% vs 0.72%	110.55% 1,537 vs 730	190.05% \$351,377.91 vs \$121,145.86
3.52	00:00:54	0.94%	313 (20.36%)	\$46,463.78 (13.22%)
1.58	00:00:39	0.63%	253 (34.66%)	\$29,128.97 (24.04%)
122.78%	40.97%	49.82%	23.72%	59.51%
7.22	00:02:56	0.87%	247 (16.07%)	\$73,817.27 (21.01%)
3.03	00:02:22	0.35%	114 (15.62%)	\$24,570.38 (20.28%)
138.10%	23.94%	143.99%	116.67%	200.43%
7.88	00:05:13	2.15%	368 (23.94%)	\$100,827.54 (28.69%)
7.05	00:05:20	0.74%	130 (17.81%)	\$28,475.97 (23.51%)
11.76%	-2.21%	190.12%	183.08%	254.08%
8.51	00:04:46	8.64%	443 (28.82%)	\$86,635.94 (24.66%)
3.49	00:02:50	2.78%	208 (28.49%)	\$33,651.06 (27.78%)
143.57%	68.23%	210.39%	112.98%	157.45%

End Result:

1. Improvement in 100+ keywords
2. Strong Backlinks from high DA sites
3. Improved CTR
4. Better User Experience
5. Better brand exposure
6. Increase in website speed
7. Increase in traffic
8. 1st Page SERP visibility