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
- Skyscrapper 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

.ıl		shop.heavyglare.com Site Data 🔹 🤍 T	ry searching for "audiend	ce overview"			<i></i> ::	0	:
A	Home	Audience Overview 🥏				SAVE	🕁 EXPORT < SHARE		INSIGHT
▶ 10	Customization						Jun 23, 2019 - J	un 22,	2020 -
REP	ORTS	All Users 100.00% Users		+ Add Segment					
• 🕓	Realtime	Overview							
* <u>*</u>	Audience	Users 👻 VS. Select a metric					Hourly Day	Week	Month
	Overview	 Users 							
	Active Users	3,000							
	Lifetime Value ^{BETA}								
	Cohort Analysis	2,000							
	Audiences	1,000				1			
	User Explorer	m	ml	mm	Ahmm	m	m	~~~~	~
	Demographics	August 2019	September 2019 October 2019	November 2019 December 2019	January 2020 February 2020	March 2020 April 2020	0 May 2020 Ju	ne 2020	
	Interests					New	Visitor 🔳 Returning Visito	r	
	> Geo	Users	New Users	Sessions	Number of Sessions per User				
	Behavior	74,931	75,251	95,646	1.28		10.5%		
°2,	Attribution BETA	-hand and a second							
Q	Discover	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate				
٥	Admin	221,546	2.32	00:02:16	70.83%		89.5%		
	(

	ounts > shop.heavyglare.com Web Site Data ▼	earching for "audienc	e overview"						A 1	:: @ :
A Home ► Customization	Acquisition Overview 🥏							🖬 ន	AVE 🗄 EXPORT <	SHARE 🛛 🏽 🏹 INSI
REPORTS	All Users 100.00% Users Primary Dimension: Conversion:		+ Add Segment	t					Jun 23, 21	019 - Jun 22, 202
Audience	Top Channels v	- Edit Channel Group	bing							
	Top Channels	Paid Search Organic Search Direct Display Social (Other) Referral Email	Users 0 Users 2,000 2,000 1,000 0 0 0 0 0 0 0 0 0 0 0 0	Cetaber 2019 Jar	wary 2020 Ap		6.00% 4.00%	Conversion Rate	April 2020	
		Acquisition			Behavior			Conversions		
		Users &	New Users +	Sessions 4	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
		74,931	75,251	95,646	70.83%	2.32	00:02:16	1.09%	1,046	\$115,830.
℃ Attribution BETA	1 🔳 Paid Search	36,154			80.13%			1.32%		
Q Discover	2 📕 Organic Search	20,143			63.45%			0.61%		
🅸 Admin	3 Direct	11,909			60.13%			1.50%		

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:

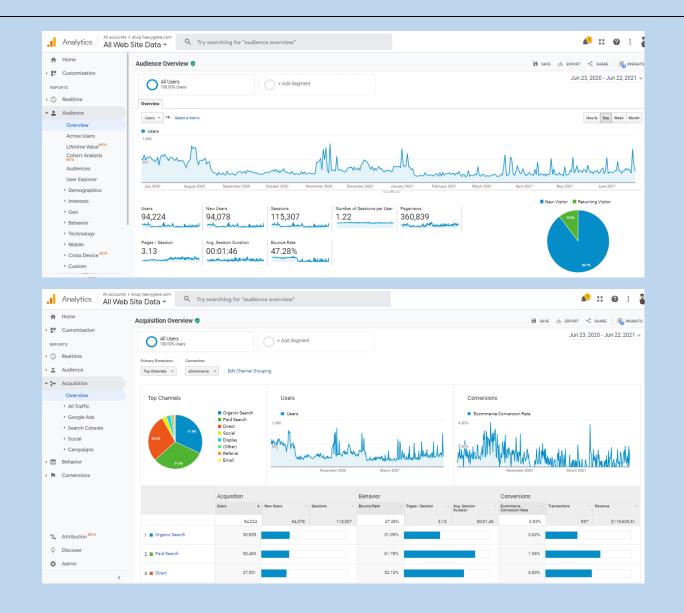
As we can see from below attached screenshot the organic reach of this site was very poor and didn't get any exposure in SERP. The head count if users are very low.

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.

.ıl	Analytics	All accounts > shop.heavyglare.com All Web Site Data - Try searching for "audience overview"	
↑ #	Home Customization	Audience Overview 🕏	
REPO	ORTS	All Users + Add Segment	
• 🕓	Realtime	Overview	
- ±	Audience	Users + VS. Select a metric	
	Overview	Jun 23, 2020 - Jun 22, 2021: • Users	
	Active Users	Jun 23, 2019 - Jun 22, 2020: Users	
	Lifetime Value	A 3,000	
	Cohort Analys	2,000	
	Audiences		
	User Explorer	1000 monthing and many Man Anone Man Anone	I
	Demographic	August 2020 September 2020 October 2020 November 2020 December 2020 January 2021 February 2021 March 2021	
	 Interests 		
	► Geo	Users New Users Sessions Number of Sessions per User	
	▶ Behavior	25.75% 25.02% 20.56% -4.13%	
	Technology	94,224 vs 74,931 94,078 vs 75,251 115,307 vs 95,646 1.22 vs 1.28	
	Mobile	the same and the second the secon	
°C,	Attribution BETA	Pageviews Pages / Session Avg. Session Duration Bounce Rate	
Ċ		62.87% 35.10% -21.71% -33.25% 360,839 vs 221,546 3.13 vs 2.32 00:01:46 vs 00:02:16 47.28% vs 70.83%	
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.ıl	Analytics All accounts > All Web S	\circ $ \cdot$	for "audience	overview"		
A	Home		Acquisition			Behavior
• ==	Customization	Source / Medium 📀	Users 🤊 🗸	New Users 💿	Sessions 📀	Bounce Rate F
REPO	Realtime		25.75% 	25.04% 📤	20.56% • 115,307 vs 95,646	33.25% • 47.28% vs 70.83%
	Audience	1. google / cpc]
- >-	Acquisition	Jun 23, 2020 - Jun 22, 2021	32,748 (33.76%)	31,723 (33.69%)	39,245 (34.04%)	62.80%
	Overview	Jun 23, 2019 - Jun 22, 2020	33,983 (44.33%)	33,908 (45.03%)	40,928 (42.79%)	79.01%
	✓ All Traffic	% Change	-3.63%	-6.44%	-4.11%	-20.52%
	Channels	2. google / organic				
	Treemaps	Jun 23, 2020 - Jun 22, 2021	28,152 (29.02%)	27,138 (28.82%)	32,223 (27.95%)	30.76%
	Source/Medium	Jun 23, 2019 - Jun 22, 2020	17,772 (23.18%)	17,332 (23.02%)	21,756 (22.75%)	63.91%
	Referrals Google Ads 	% Change	58.41%	56.58%	48.11%	-51.86%
	 Search Console 	3. (direct) / (none)				
	▹ Social	Jun 23, 2020 - Jun 22, 2021	27,551 (28.40%)	27,584 (29.30%)	31,893 (27.66%)	52.10%
	 Campaigns 	Jun 23, 2019 - Jun 22, 2020	11,909 (15.54%)	11,858 (15.75%)	17,135 (17.92%)	60.13%
• 🗉	Behavior	% Change	131.35%	132.62%	86.13%	-13.37%
°C,	Attribution BETA	4. bing / organic				J
-		her 02 0000 her 02 0001	1	1 500 /	1 700 /	20.010

		onversions eCommerce *		
Revenue (1)	Transactions ①	Ecommerce Conversion Rate	Avg. Session Duration	Pages / Session
190.05% • \$151.377.91 vi \$121.145.88	110.55% * 1,537 vs 730	138.71% ♠ 1.73% vs 0.72%	24.87% ♠ 00 02.49 vs 00 02.15	88.54% # 6.01 vs 3.19
\$46,463.78 (13.22%	313(20.36%)	0.94%	00:00:54	3.52
\$29,128.97 (24.04%	253 (34.66%)	0.63%	00:00:39	1.58
59.511	23.72%	49.82%	40.97%	122.78%
\$73,817.27 (21.01%	247 (16 07%)	0.87%	00.02:56	7.22
\$24,570.38 (20.28%	114(15.62%)	0.35%	00.02.22	3.03
200.431	116.67%	143.99%	23.94%	138.10%
\$100,827.54 (28.69%	368 (23.94%)	2.15%	00:05:13	7.88
\$28,475.97 (23.51%	130 (17.81%)	0.74%	00:05:20	7.05
254.081	183.08%	190.12%	-2.21%	11.76%
\$86,635.94 (24.66%	443 (28.82%)	8.64%	00:04:46	8.51
\$33,651.06 (27.78%	208 (28.49%)	2.78%	00:02:50	3.49
157.455	112.98%	210.39%	68.23%	143.57%

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