
SEO Case Study: Online Shop's Traffic Skyrockets 10-fold!

Description

Hello there! Today, we're going to dive into an exciting case study about one of our clients who runs an online shop. They saw brilliant results in just a few months of working with us. Imagine going from barely any visitors to your website to suddenly having loads of people browsing your products! That's exactly what happened here.

This client was part of our Clout X managed SEO programme. Don't worry if you don't know what SEO means just yet – we'll explain it as we go along!

What's SEO, anyway?

Before we jump in, let's quickly chat about SEO. It stands for Search Engine Optimisation. Basically, it's all about making your website show up when people search for things related to your business on Google or other search engines. The higher up your site appears in the search results, the more likely people are to click on it and visit your shop!

Setting the Scene

Imagine you've spent ages building a brilliant online shop. You've got great products, a smashing website design, and you're all ready to welcome customers. But there's just one problem – nobody's visiting your site! That's exactly what was happening to our client.

Their website had been around since 2013 (that's over a decade!), but it was getting almost no traffic. It's like having a shop on the high street that everyone walks past without even noticing. Frustrating, right?

First Things First: The SEO Audit

When someone comes to us with this problem, the first thing we do is what we call an 'SEO audit'. It's like giving the website a full health check-up. We look for any major issues that might be stopping the site from showing up in search results.

Good news for our client – there weren't any big problems! The site hadn't been penalised by Google or anything like that. The main issue was that it just wasn't ranking on the first page of Google for the words (we call them keywords) that potential customers were searching for.

Another thing we noticed was that the site didn't have many links from other websites pointing to it. These links are like votes of confidence from other sites, and they help Google understand that your site is trustworthy and worth showing to people.

Digging Deeper: Keyword Research

Next, we did some keyword research. This is where we look at what words and phrases people are typing into Google when they're looking for products like our client's. It's a bit like being a detective, trying to figure out exactly what potential customers are searching for!

We found something really interesting. The site was actually showing up in Google's search results for loads of different keywords – over 1,000! But here's the catch: most of these were on the second or third page of the search results. And let's be honest, how often do you click through to those pages when you're searching for something?

This was actually great news! It meant the site had tons of potential. If we could just give it a little boost, we could get it onto the first page where people would actually see it.

Finding the 'Easy Wins'

We then did what we call an 'Easy Wins Analysis'. This is where we look for keywords that the site is already ranking for, but not in the top spots. If we can push these up to the first page, we can see quick gains in traffic.

For our client, we found over 1,000 of these 'easy win' keywords. Most of them were on page 2 or 3 of Google, and they had decent search volumes (that means lots of people were searching for these terms).

Filling in the Gaps

Next, we did a 'Content Gap Analysis'. This is where we look at what keywords the site's competitors are ranking for, but our client isn't. This helps us figure out what new content we should create for the site.

We found over 100 keywords that fit this bill. We then worked with the client to pick out the most important ones, based on their knowledge of what's trending in their industry.

The Game Plan

Now that we had all this information, we could put together a plan of action. Here's what we did over the next three months:

1. We created high-quality articles (called 'guest posts') that we published on other relevant websites, with links back to our client's site.
2. We built up the site's overall authority by getting more links from a variety of sources.
3. We wrote new blog posts for the client's site, focusing on the keywords we'd identified.

We did this consistently each month, mixing up the types of keywords we targeted and the kinds of links we built.

The Results: Traffic Explosion!

Remember how we said the site had loads of content already, but it just wasn't getting to page 1 of Google? Well, our strategy focused on pushing those 'easy win' keywords up to the first page.

And when we managed to do that... BOOM! The traffic exploded!

The graph showing the site's traffic looked like a rocket taking off. In just three months, the number of visitors to the site increased by ten times! That's like going from having 10 customers a day in your shop to suddenly having 100. Imagine how much that could increase your sales!

What Can We Learn From This?

This case study shows us a few important things:

1. Sometimes, your website might have more potential than you realise. It might just need a little expert help to unlock it.
2. Getting to the first page of Google can make a massive difference to your traffic.
3. Consistent, well-planned SEO work can lead to big results, even in a short time.

What's Next?

The exciting thing is, this was just the beginning! We've got plans to build on this success over the next few months. We're going to start focusing on some of the higher-volume keywords we used in our new content. This site is well on its way to becoming a leader in its niche!

Need Help With Your Site?

If you're in a similar situation – maybe your site's not getting the traffic you want, or perhaps you've seen a drop in visitors recently – don't worry! There's almost always a way to turn things around.

Our Clout X Managed SEO programme is designed to help businesses just like yours. We'll do all the technical stuff we've talked about in this case study, leaving you free to focus on running your business and looking after your customers.

Remember, in today's digital world, having a great website is only half the battle. Making sure people can find it is just as important. With the right SEO strategy, you could be the next success story we're writing about!

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