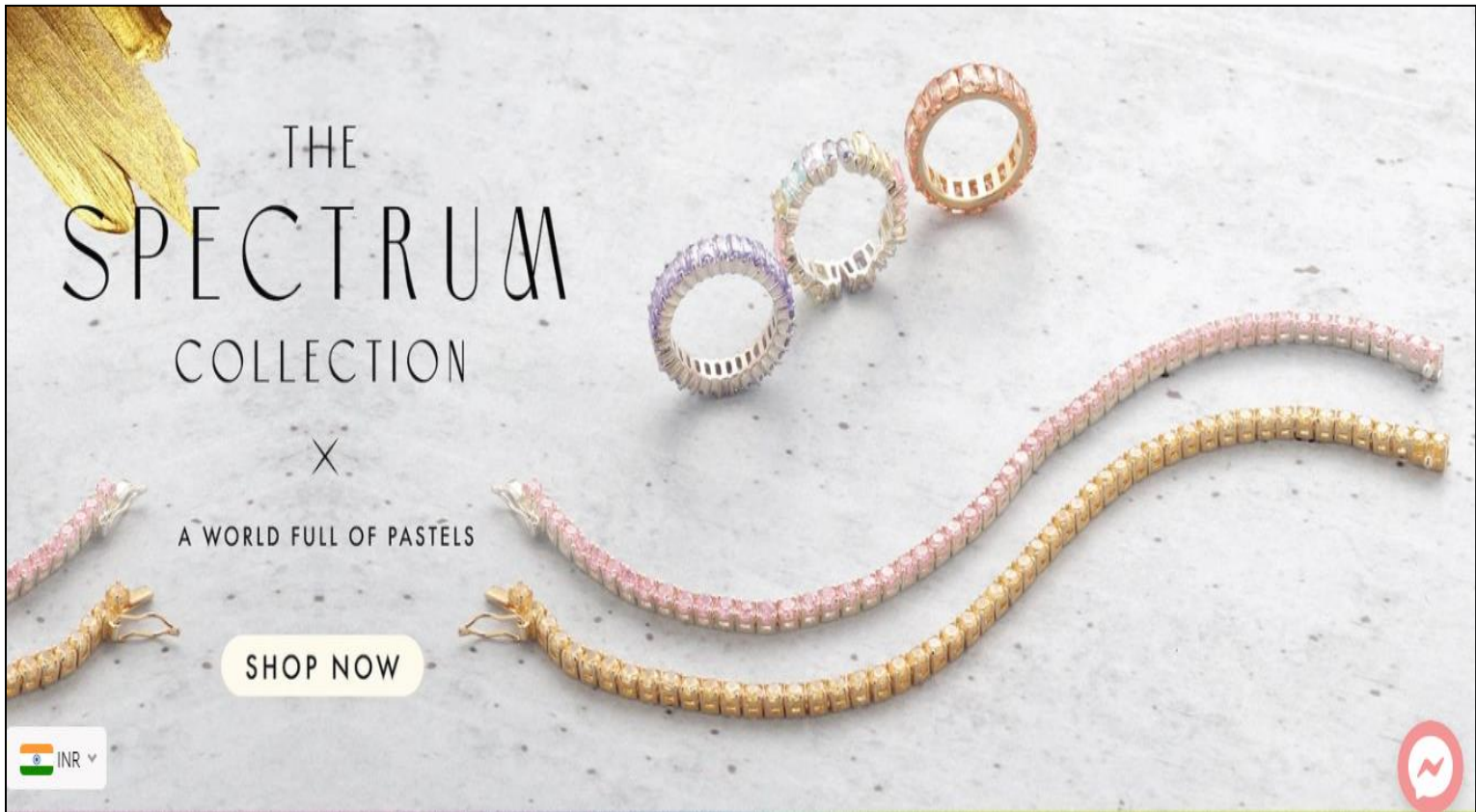




SEO CASE STUDY

www.orionzjewels.com

November



What Client Needs

Harsh required someone that has advanced level of experience in Search Engine Optimization.

The Goal

Client required Local Onsite & Offsite SEO of his E-Commerce website.

- Constant maintenance of the website.

The Challenge

Ranking the website and generating the sales.

What We Provided

We optimized the website to increase page load up speeds, and performed On-Page and Off-SEO to help search engines crawl effectively.

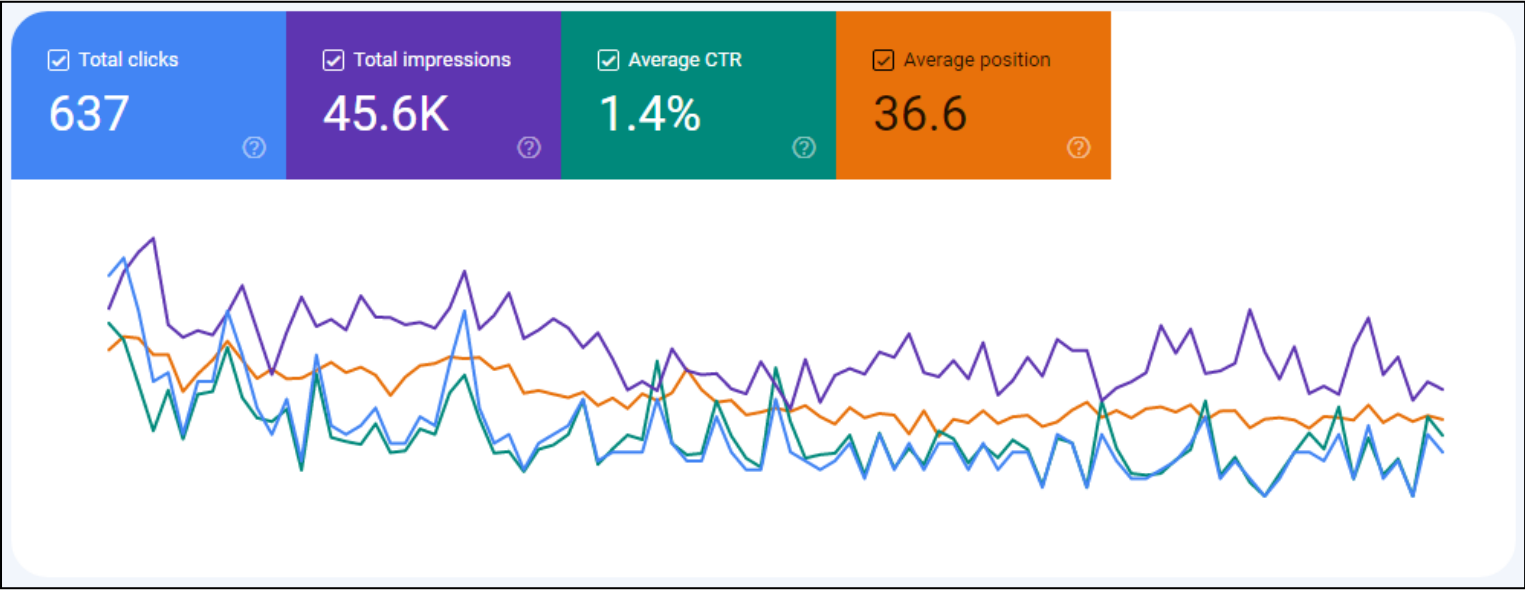
Over a period of 6 months of continuous On-Page and Off-Page SEO activities, beginning April to September, we saw huge improvements in traffic.

The graph below shows the comparison and improvement in the overall traffic (Direct+Organic+Referral+Social+Display) between the time durations of April – June and July – September.

Clicks & Impressions

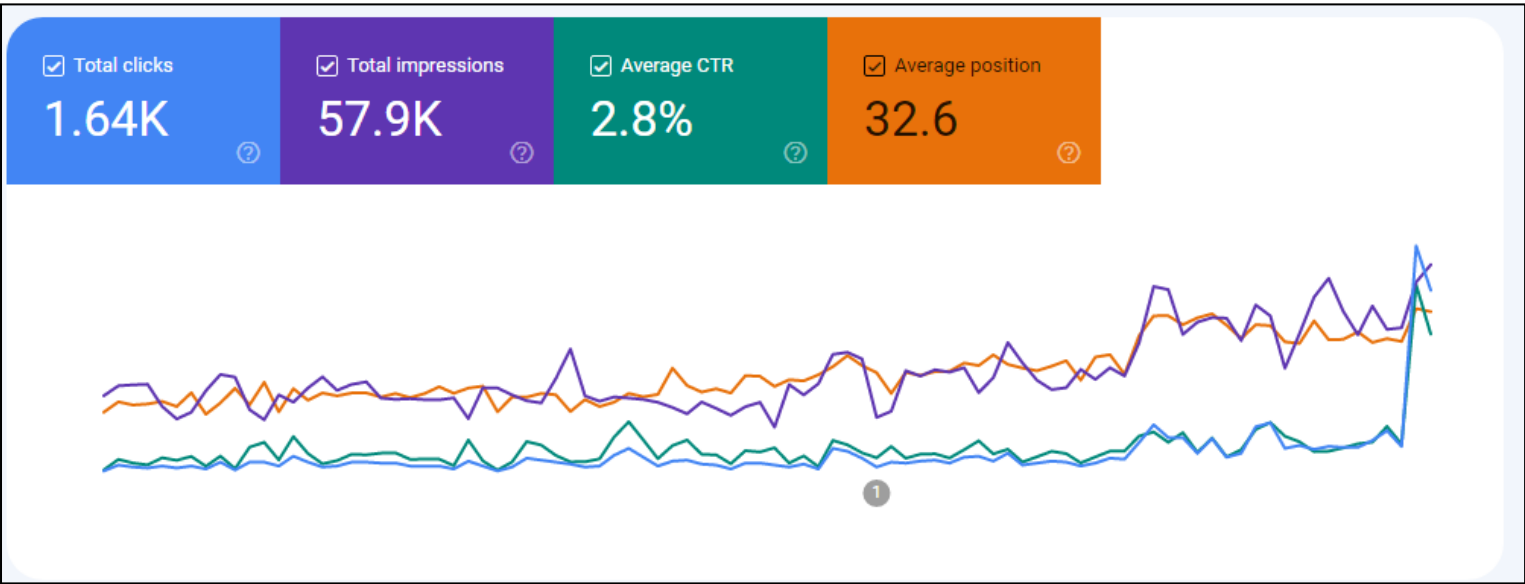
BEFORE SEO

April – June



AFTER SEO

July – September



Apr – Jun
Clicks – 637
Impressions – 45.6K

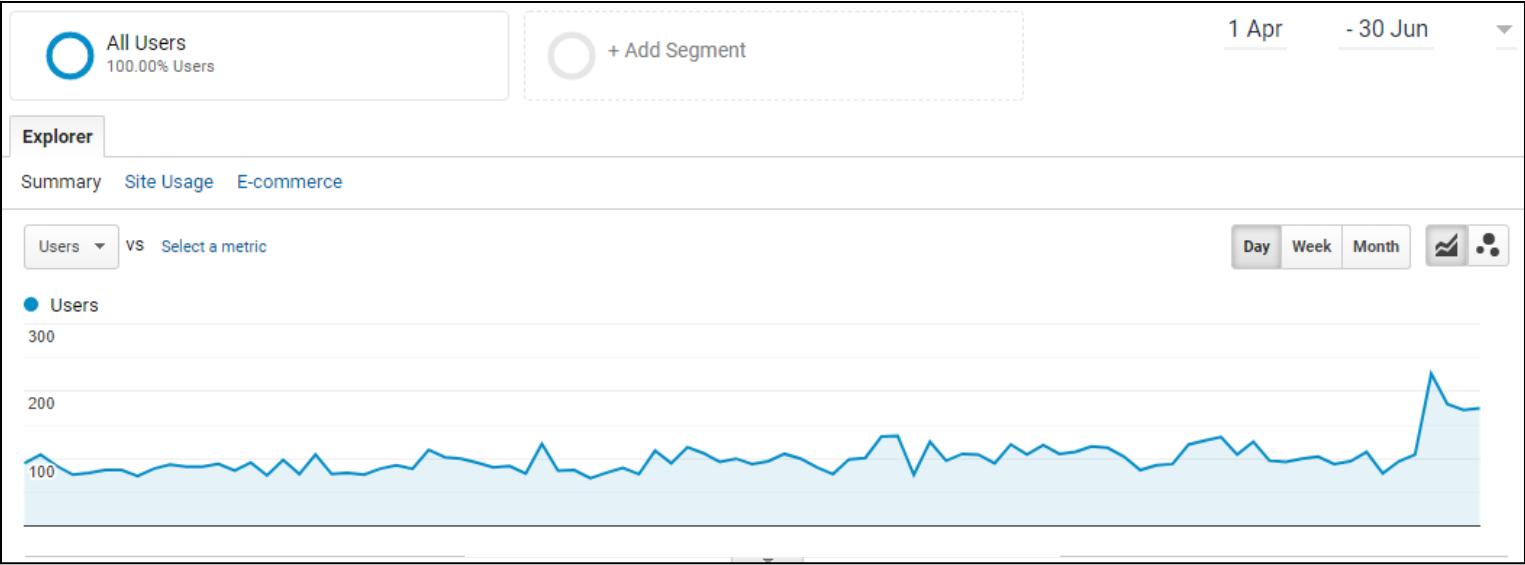


Jul – Sep
Clicks – 1.64K
Impressions – 57.9K

Overall Traffic

BEFORE SEO

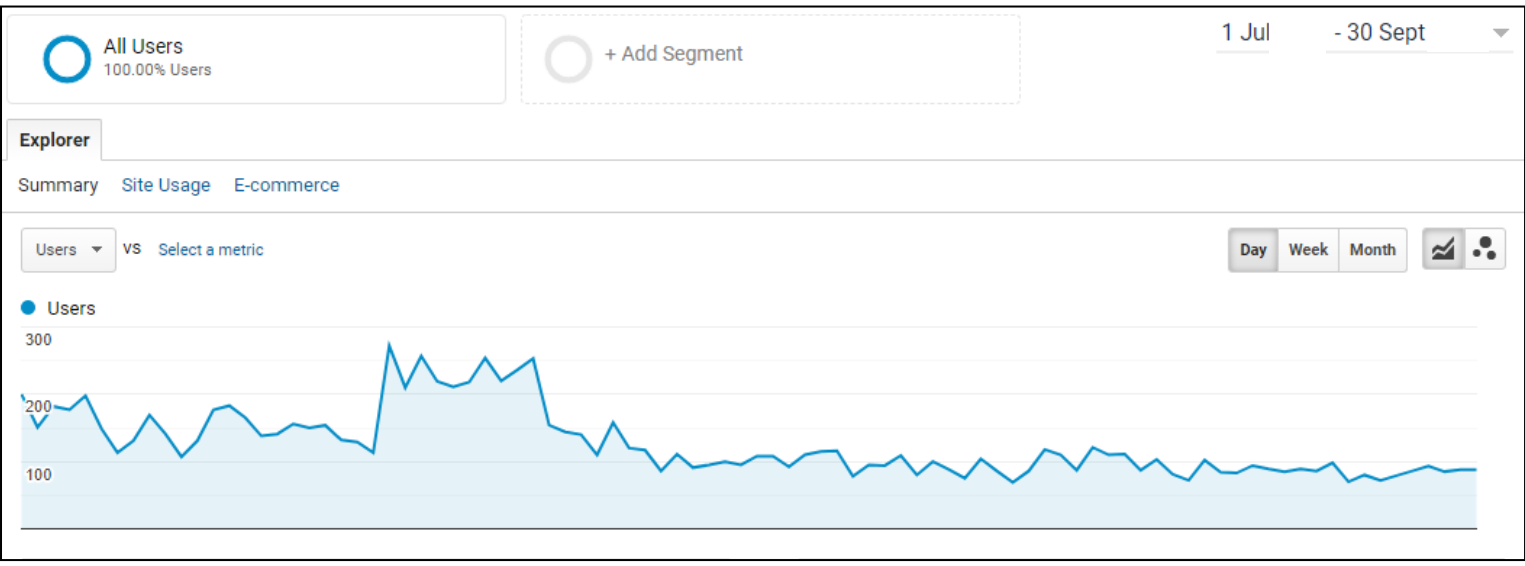
April – June



Organic 4,830	Social 1,545	Direct 1,992	Referral 33
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AFTER SEO

July – September



Organic 6,049	Social 2,071	Direct 1,586	Referral 834
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Overall Growth in Traffic



173.34%

Increase in Organic Visitors located in targeted Country.



1.78K

Clicks located in targeted Country.

Keywords Suggestion		Ranking November
mens square earrings	Not in 100	1
diamond studs for men	Not in 100	2
designer cufflinks online	Not in 100	3
mask chains online india	Not in 100	3
chain mask india	90	4
cufflinks for men online	Not in 100	5
mens ear studs gold	Not in 100	5
mens diamond earrings square	Not in 100	6
cufflinks online	Not in 100	7
diamond stud earrings for men	Not in 100	7
face mask chain online india	70	8
buy cufflinks online	Not in 100	9
buy mask chain	Not in 100	9
ear studs for men	Not in 100	10
mask chains online	86	11