

SEO Case Study



Prepared By
Softtrix Web Solutions LLP

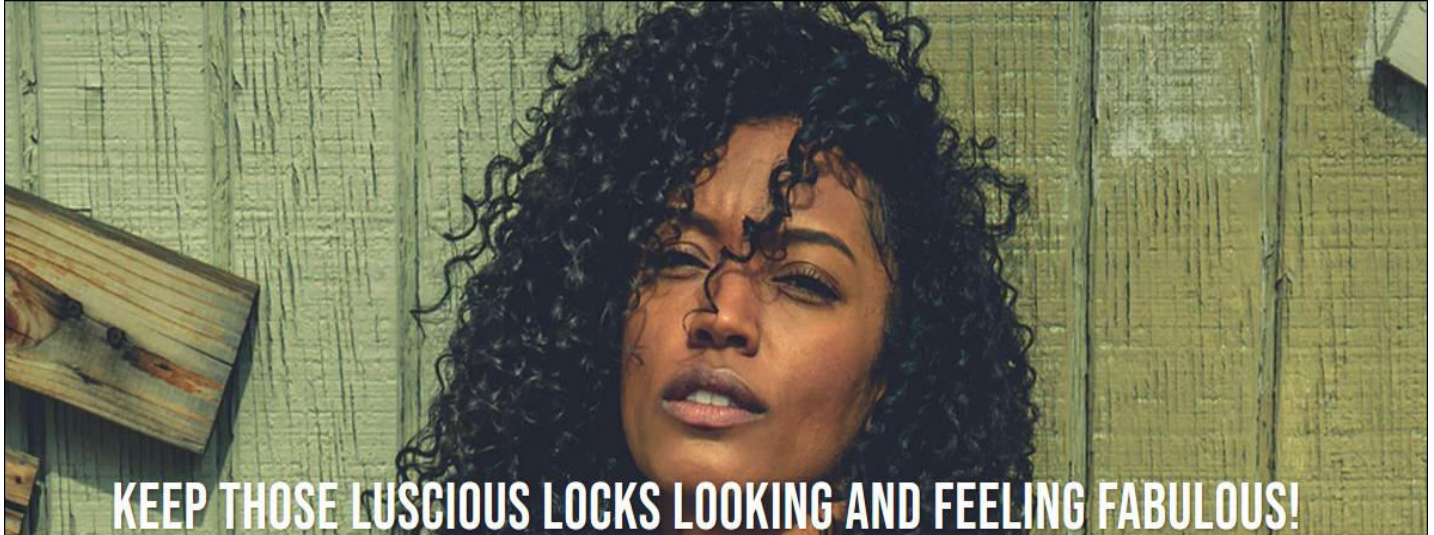


[Website](https://4mycurls.com.au/)

<https://4mycurls.com.au/>

Have prepared ecommerce SEO case study monitoring the result from SEO perspective and have presented the data which is easy to understand and evaluate.

SEO Case Study: <http://4mycurls.com.au/>



➤ Individual Project Information

➤ Project Scope	SEO For Attaining Better Traffic To The Website.
➤ Project Start	May - 2019
➤ Client Name	Denise Halloway
➤ Business	Curly Hair Product Online Store
➤ Country	Australia
➤ Target Location	Sydney Melbourne Brisbane

Baseline Website Status

➤ Website Stats When We Started **May, 2019**

Sr no	Stats	May, 2019
1	Website URL	www.4mycurls.com.au
2	Google Indexed	100
3	Alexa Rank	-
4	Backlinks	-
5	Website Grade	-
6	Moz Rank	-
7	Domain Authority	-
8	Page Authority	-

➤ Compressions After Six Month Website Stats (**May 2019 To Oct 2019**) Please have a look Stats below:

Sr no	Stats	Oct, 2019	May 2019
1	Website URL	www.4mycurls.com.au	www.4mycurls.com.au
2	Google Indexed	415	100
3	Alexa Rank	7,184,609	-
4	Backlinks	520	-
5	Website Grade	77	-
6	Moz Rank	2	-
7	Domain Authority	20	-
8	Page Authority	24	-

After Six month ahrefs.com Website Data:

4 My Curls For All Your Curly Hair Needs								How to use
4mycurls.com.au/▼								
Ahrefs Rank ⁱ	UR ⁱ	DR ⁱ	Backlinks ⁱ	Referring domains ⁱ	Organic keywords ⁱ	Organic traffic ⁱ	Traffic value ⁱ	
17,385,598	26	10	520 +2	89	1.6K +11	1.7K +15	\$803	

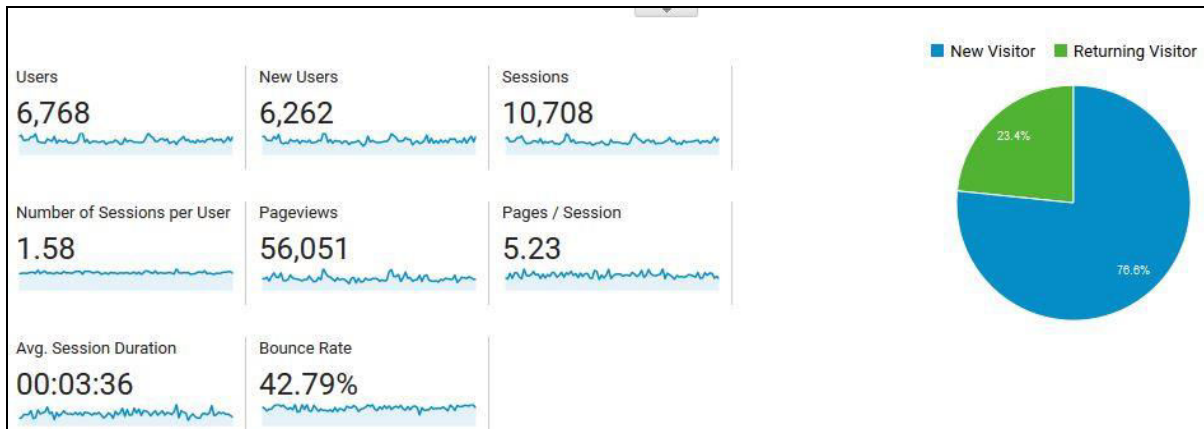
Targeted Keywords & Visibility Status

We mentioned here some of the keywords that are targeted during our SEO optimization. We started to target these keywords in May 2019. If we compare keyword rankings between **May 2019** to **Oct 2019** you can see that all keywords are on the gradual and steady rise. Please have look stats below:

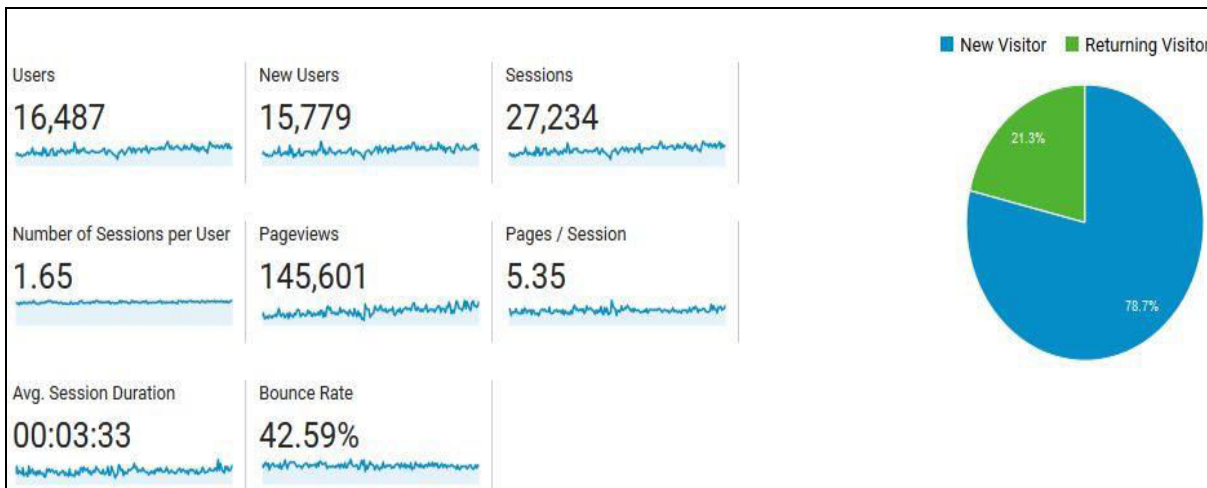
Sr no	Keywords	Oct, 2019	May, 2019
1	Fuzzy Duck Hair	1	55
2	Jessicurl Australia	2	-
3	Jessicurl Gentle Lather Shampoo	2	60
4	Curly Hair Products for Kids	2	-
5	Mixed Chicks Products	1	-
6	Mop Top Products	1	78
7	Mop Top Hair Products	1	-
8	Kinky Hair Products	3	-
9	Mixed Chicks Shampoo and Conditioner	5	-
10	Mop Top Hair Care Products	2	87
11	Jessicurl Products	2	-
12	Mixed Chicks Conditioner	5	-

Google Analytics Data Comparison after Six Month

- We mentioned here some of the Six Month Google analytics Data Comparison. Please have a look snapshot below:
- **Nov 2018 - April 2019**



- **May 2019 - Oct 2019**



Organic Search by Google Analytics

- **Nov 2018 To April 2019**
- **Google Organic Search: 5100**

We have started getting traffic on our website in **Nov 2018 to April 2019** months till the date, the total visitors on our website are 6768 in which 5100 have come from SEO work i.e. organics. Please have a look screen shots below:

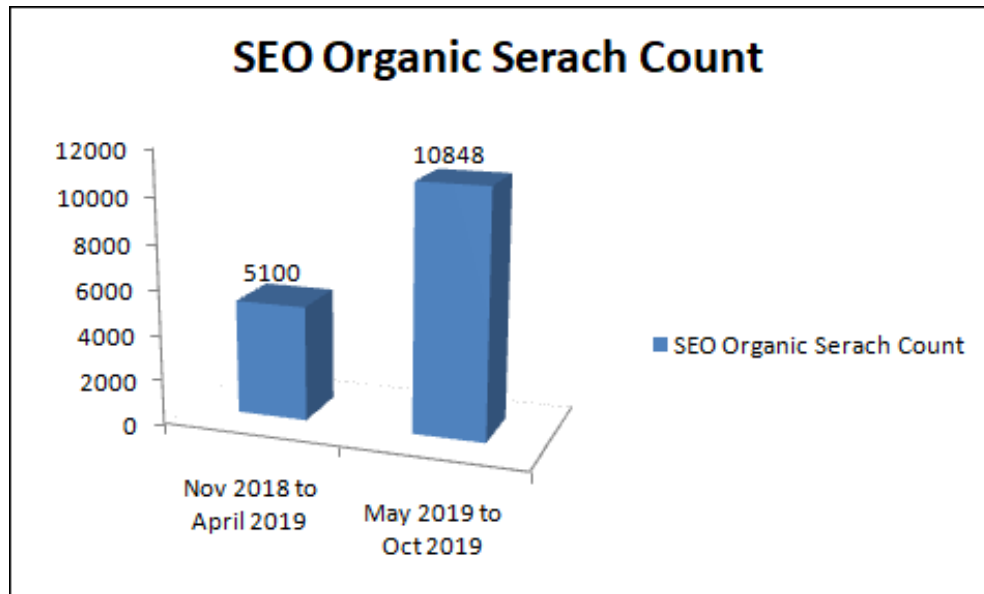
	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	6,768	6,262	10,708	42.79%	5.23	00:03:36
1 ■ Organic Search	5,100	<div style="width: 81%;"></div>		41.69%	<div style="width: 75%;"></div>	
2 ■ Direct	1,019	<div style="width: 15%;"></div>		46.08%	<div style="width: 95%;"></div>	
3 ■ Social	662	<div style="width: 10%;"></div>		48.89%	<div style="width: 98%;"></div>	
4 ■ Referral	470	<div style="width: 7%;"></div>		39.40%	<div style="width: 85%;"></div>	

- **May 2019 To Oct 2019**
- **Google Organic Search : 10,848**

	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	16,487	15,779	27,234	42.59%	5.35	00:03:33
1 ■ Organic Search	10,848	<div style="width: 66%;"></div>		39.06%	<div style="width: 55%;"></div>	
2 ■ Direct	2,664	<div style="width: 17%;"></div>		50.73%	<div style="width: 80%;"></div>	
3 ■ Social	1,786	<div style="width: 11%;"></div>		48.34%	<div style="width: 85%;"></div>	
4 ■ Paid Search	1,254	<div style="width: 8%;"></div>		49.94%	<div style="width: 90%;"></div>	
5 ■ Referral	983	<div style="width: 6%;"></div>		44.26%	<div style="width: 75%;"></div>	
6 ■ Display	5	<div style="width: 0%;"></div>		100.00%	<div style="width: 100%;"></div>	
7 ■ (Other)	1	<div style="width: 0%;"></div>		100.00%	<div style="width: 100%;"></div>	

Organic Traffic Comparison by Google after Six Month

We just wanted to have most of the traffic coming through our website from Google. You can check positive results for this goal in following stats:



Traffic Comparison by Targeted Location Stats

- We were targeting Australian local cities to get traffic so it was important that most of the traffic coming through our website from Australian local cities. We have increased the visitor successfully. Please have a look snapshots below:

Nov 2018 to April 2019

<input type="checkbox"/>	1. Melbourne	1,637 (31.41%)	1,441 (31.10%)
<input type="checkbox"/>	2. Sydney	1,179 (22.62%)	1,060 (22.87%)
<input type="checkbox"/>	3. Brisbane	690 (13.24%)	620 (13.38%)
<input type="checkbox"/>	4. Perth	411 (7.89%)	365 (7.88%)
<input type="checkbox"/>	5. Adelaide	233 (4.47%)	206 (4.45%)
<input type="checkbox"/>	6. Canberra	100 (1.92%)	91 (1.96%)

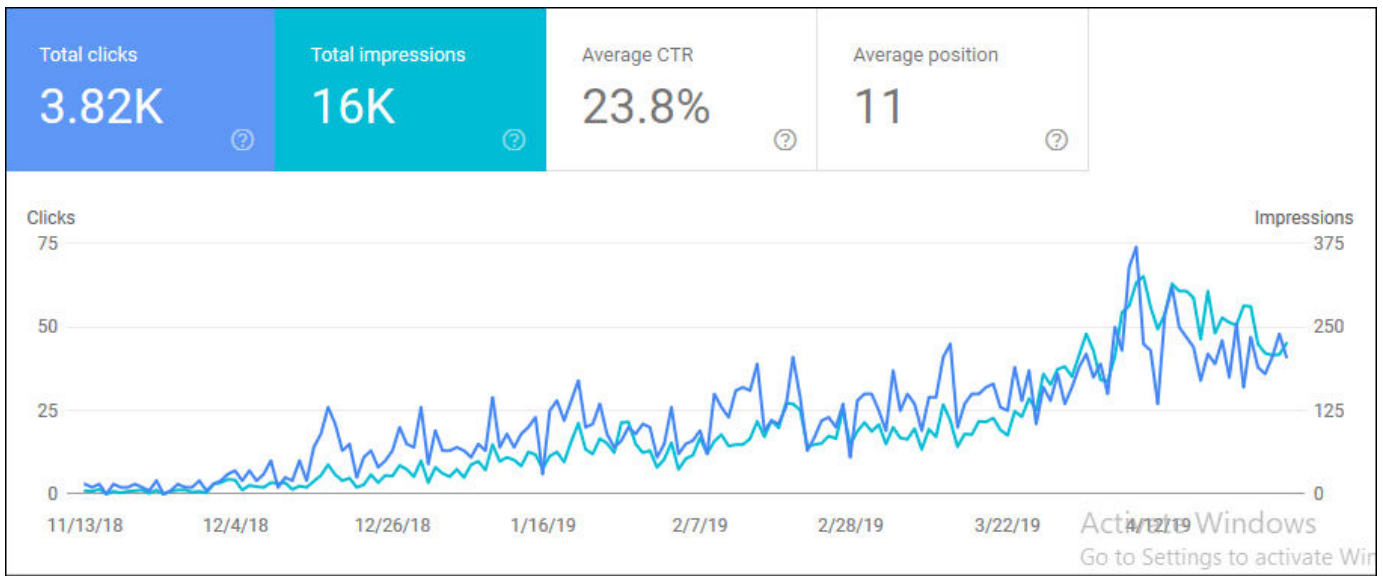
May 2019 to October 2019

<input type="checkbox"/>	1. Melbourne	3,226 (28.54%)	2,884 (28.21%)
<input type="checkbox"/>	2. Sydney	2,707 (23.95%)	2,488 (24.33%)
<input type="checkbox"/>	3. Brisbane	1,513 (13.38%)	1,370 (13.40%)
<input type="checkbox"/>	4. Perth	882 (7.80%)	813 (7.95%)
<input type="checkbox"/>	5. Adelaide	535 (4.73%)	503 (4.92%)
<input type="checkbox"/>	6. Gold Coast	222 (1.96%)	187 (1.83%)

Google Webmaster Status: <http://4mycurls.com.au/>

Nov 2018 to April 2019

Total Clicks: 3.82K | Total Impressions: 16K | Avg. CTR: 23.8% | Avg. Position: 11

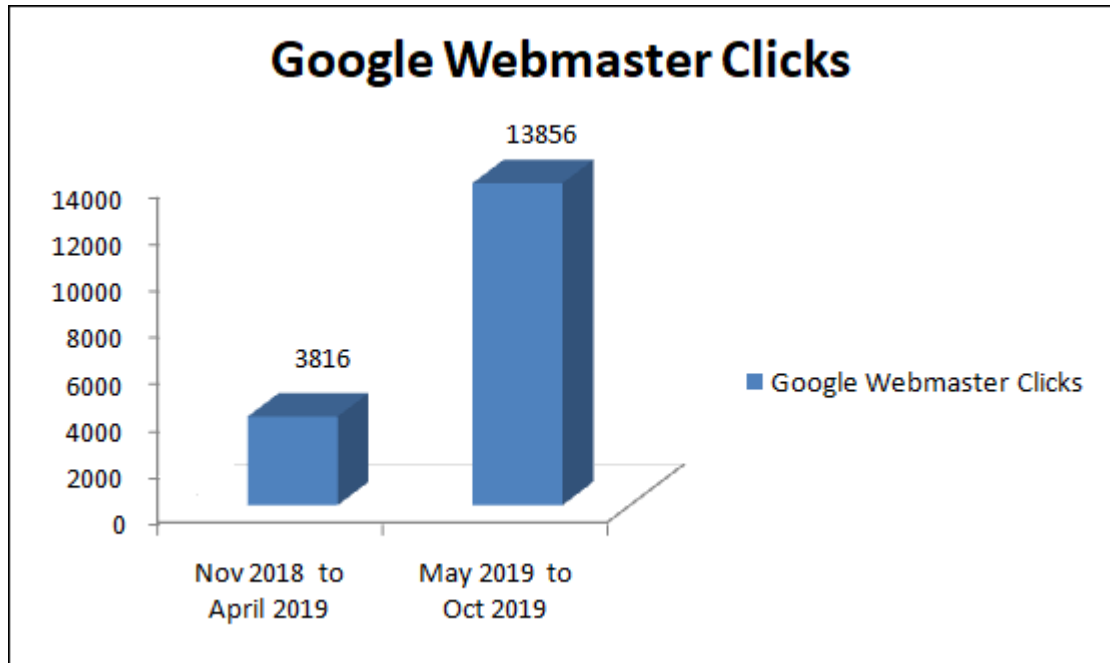


May 2019 to October 2019

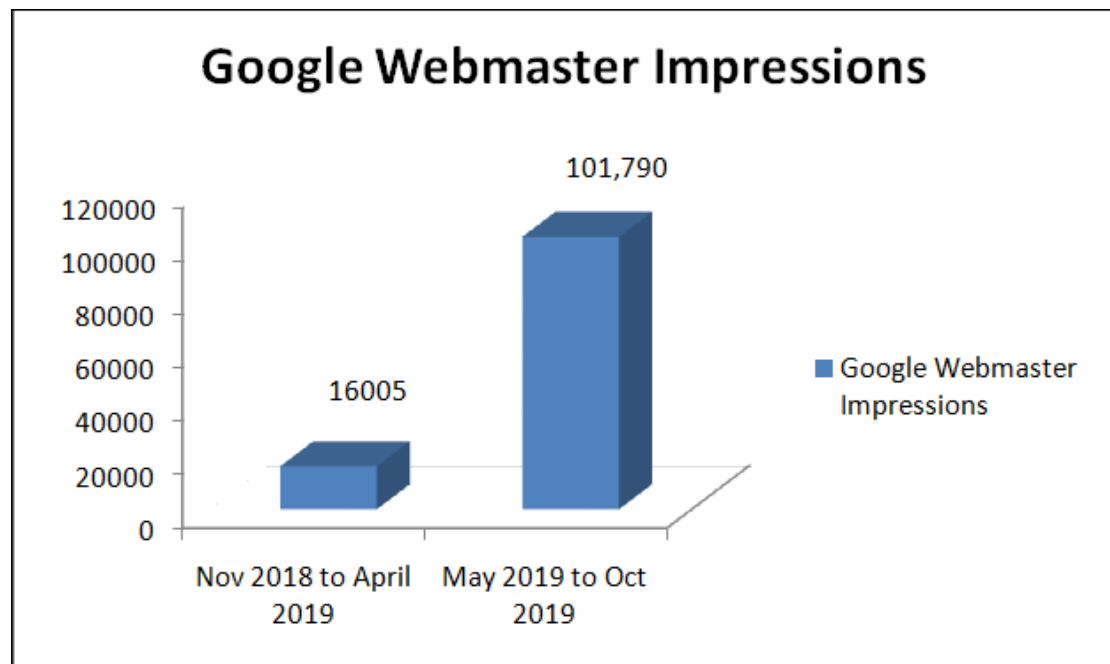
Total Clicks: 13.9K | Total Impressions: 102K | Avg. CTR: 13.6% | Avg. Position: 17.3



Six Month Google Webmaster Data Compression



Compression



I hope above stats have helped you in understanding what's going on the website and improvements we are getting over the time. Let me know your thoughts.

thanks!