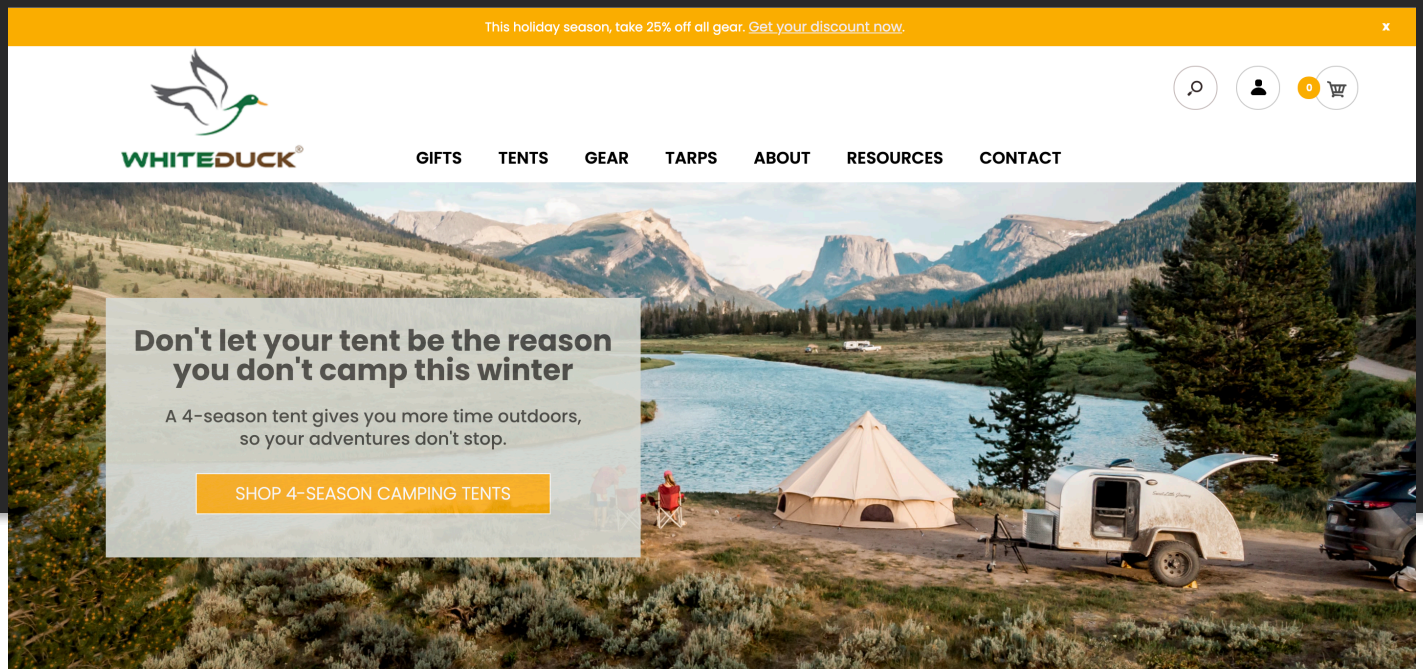


SEO - Case Study



Website - <https://whiteduckoutdoors.com/>
Project Tenure - December 2019 - June 2020

OVERVIEW

White Duck Outdoor deals in camping solutions and their products are meticulously designed to be easy to set up and quick to use, so getting outside and enjoying time in nature doesn't have to be limited to the most experienced campers our outdoors people. This brings people of all backgrounds, ages and experience levels together to #reconnectnow with loved ones, family, friends or simply, the outdoors.

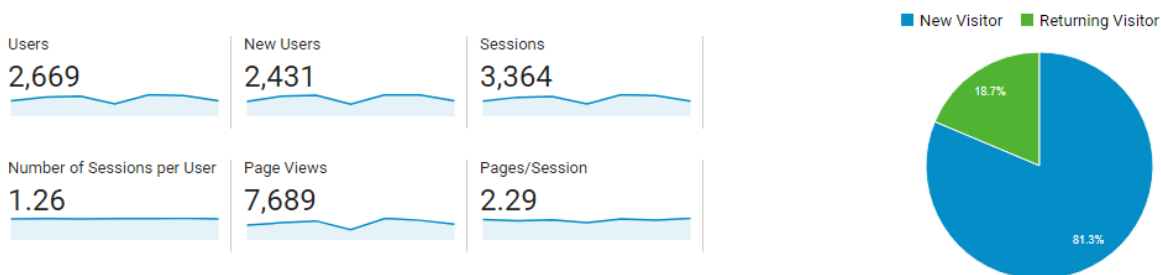
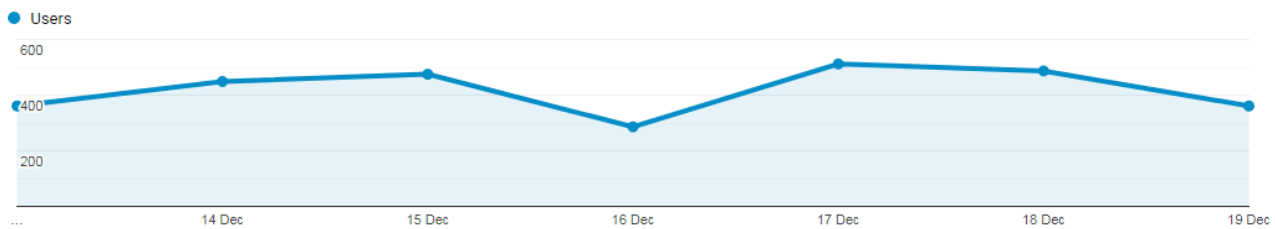
Objective

Raising the online presence of their website **whiteduckoutdoors.com** and achieving top rankings for a pre-selected GENERIC [highly competitive] search terms (keywords) in all major Search Engines. The target search terms were selected according to the products offered.

At the start of the project, of 10 keywords, the website was in TOP3 rankings for only 1 keyword and for all other keywords it was in Top20. The priority was to show quick progression in the percentage of terms appearing on the first page of Google.

Background

The website had presence in search engines but the web pages were not search engine optimized. As you can see in the picture below since we started organic traffic on the website was just decent (Approx 2400 people were visiting the website on weekly basis)



Pre -Campaign Analysis

We did keyword and market research to analyze competitors' rankings on basis of

keywords which I targeted and also analyzed their back-links.

The Strategy

The first phase of the SEO strategy was to ensure that all web pages were relevant to target keywords and phrases through basic Meta Optimization. A full website analysis was also done with plans devised for implementation.

Secondly, while having website & competitive analysis we come to know that we are lagging behind the content. So I plan to start with guest postings and on weekly basis sharing 2 informative blog posts regarding the most searched queries of the users.

Hurdles faced

- Had limited access to the website
- The keywords were highly competitive & generic
- The site has several pages as it is an e-commerce site

Domain Overview:

Page	Domain	Backlinks
Google cachedate error	Google index 249	SEMrush backlinks 75
Facebook likes 1.8K	Yahoo index 6.78K	SEMrush subdo... 441
Source	Bing index 3.06K	SEMrush root do... 854
Pinterest Pin count 5	Alexa rank 590K	SEMrush publish... 0
Linkedin share c... error	Webarchive age 2018 03 09	Yandex IKS 10
	Whois	Yandex index 235
	SEMrush Rank 355K	Baidu index n/a

Initial Rankings for the Target Keywords

Sr.no	Keywords	Initial Ranking
1	canvas tent	7
2	wall tent	8
3	glamping tents	84

4	bell tent	5
5	canvas wall tent	8
6	hunting tent	42
7	canvas camping tent	5
8	outfitter tents	9
9	canvas cabin tents	4
10	canvas bell tent	3

WHAT WE DID

First Month (ON Page to Business Listings)

In the first month of the project, we did -

Keywords Research & Analysis: - The first & foremost thing is to identify the target keywords. SEO is baseless without keywords! So we did a research based on keywords ideas shared by the client and analysed them around the data gathered from Google & keywords planner tool to build a final list of target keywords. And post that we did keywords grouping according to the pages on the website.

Website Analysis - We then analyzed the website to lookout for the on-page errors. And we did found many errors like - missing H1 tags, Meta tags, Alt Attributes, Broken links and the sitemap was also missing. So we listed down all the errors and resolved them first to ensure that the site is 100% search engine friendly.

It's very important to have the keywords added to the source code as we as the content. And we optimised everything around the target keywords

Search Engine Submissions: - It sends an intimation to search engine bots to crawl our website. So it's of utmost priority!

Niche Directory Listing: - Niche Directories submission also play an important role in building quality links so we also submitted the business on a few important directories in the first week itself as they usually get approved by the moderator over a period of one month and more.

In the last week, we started off with-

Content marketing & submission on High DA websites to boost organic search results.

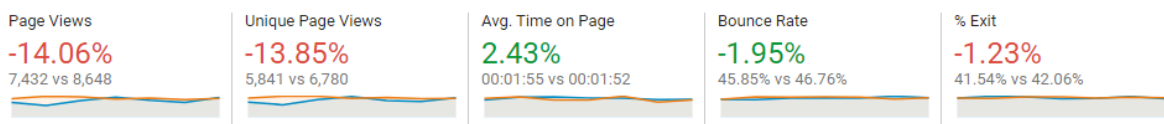
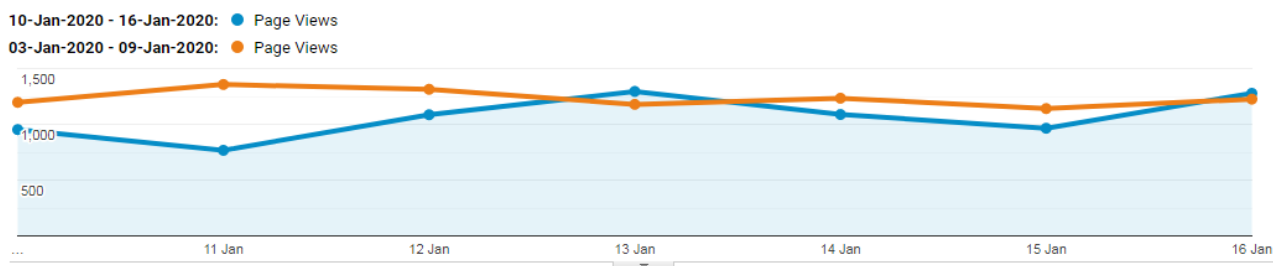
Article/Blog Posting: - We started submitting content over high DA article submission website sites like - Tumblr, Weebly, Wordpress, etc.

We usually keep adding more article submission sites every month and also keep maintaining old sites/profiles

First Month Keywords Ranking Progress

Sr.no	Keywords	Initial Ranking	Jan 2020
1	canvas tent	7	6
2	wall tent	8	8
3	glamping tents	84	79
4	bell tent	5	7
5	canvas wall tent	8	5
6	hunting tent	42	32
7	canvas camping tent	5	7
8	outfitter tents	9	9
9	canvas cabin tents	4	4
10	canvas bell tent	3	4

Traffic Overview: -



Second Month (OFF- Page Optimization - BACKLINKS BUILDING)

From the second month we started off with backlinks building in full swing. A list of activities we did to increase the number of backlinks pointing to the website -

1. Article Submission and Syndication
2. High DA Guest postings
3. Participation in Forums & Online Communities
4. Blog Creation, Blog Commenting and Blogs Promotions
5. Social Bookmarking of guest posts, articles and web 2.0 listings
6. Infographic creation and submissions
7. PPT creation and sharing on high PR Websites
8. Classified Ads Management to Increase Direct Leads
9. Ping Submission to increase indexing of content and website

Third Month Onwards (OFF-Page to Ranking Maintenance)

Starting third month we started tracking the results and performance of the activities followed in the second month. Based on the analysis we kept on modifying the backlinks building approach to reach to the ultimate goal of ranking the site in TOP 10 search results.

WHAT WE ACHIEVED

Keywords Ranking improvement Stats:

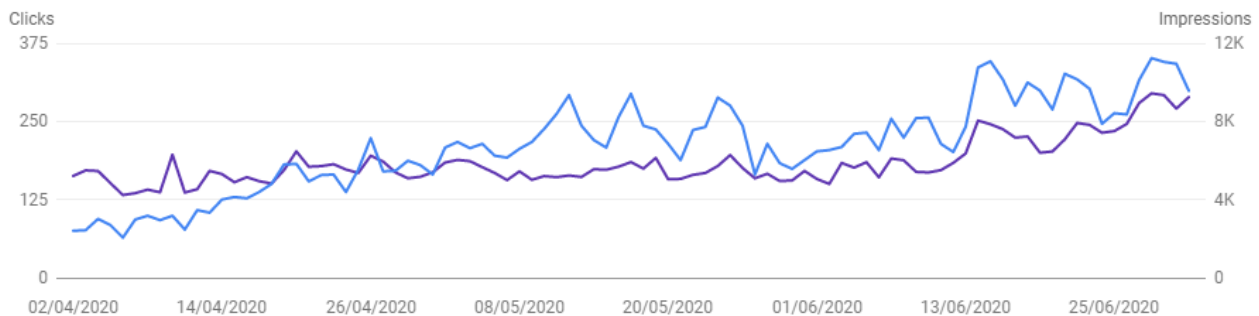
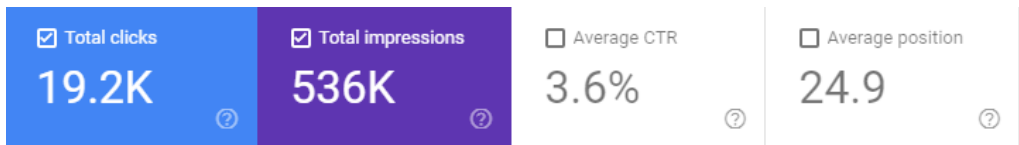
Total keywords:10

- 6 keywords rank in TOP3
- 2 keywords rank in TOP5
- 2 keyword rank in TOP15

Sr.no	Keywords	Initial Ranking	Jan 2020	June 2020
1	canvas tent	7	6	1
2	wall tent	8	8	4
3	glamping tents	84	79	13
4	bell tent	5	7	1
5	canvas wall tent	8	5	6
6	hunting tent	42	32	3
7	canvas camping tent	5	7	2

8	outfitter tents	9	9	4
9	canvas cabin tents	4	4	2
10	canvas bell tent	3	4	2

Analytics Stats - April 2020 - June 2020



Website and Domain Stats - June 2020

Alexa rank	Google index	Bing index	SEMrush ...	Webarchi...	SEMrush s...
434K	370	3.44K	118K	2018 03 09	9.06K

CONCLUSION

At the beginning, the site was optimised around the keywords but required some fixes and it was not in Top 3 positions for most of the keywords. After the first 2 months itself we saw a significant push in the rankings & traffic, and post 5 months, website started appearing in TOP 3 for almost 70% keywords.

The organic traffic to the website increased from 300 users/day to almost 900 users/day i.e 300% increase.