

CASE STUDY - SEO AND HIGH GOOGLE RANKING

| ABOUT OUR CLIENT ◀

Our client was an e-commerce platform that retailed authentic sports nutrition supplements at moderate rates.

| PROBLEM FACED BY OUR CLIENT ◀

When the client approached Netilly, the e-commerce website had no organic traffic & very low rankings on the Google search engine.

| OBJECTIVE OF THE PROJECT UNDERTAKEN BY NETILLY ▶

Our objective was to get visibility on search engine (Google-India) on finalized keywords & improve their organic traffic. For that, we optimized their website considering two aspects:

1. On-Page SEO
2. Off-Page SEO

APPROACH



Our web designers performed an extensive SEO audit of the website using multiple tools and captured the below SEO metrics.

Seositecheckup Score : 67
Average Organic Traffic : 10
Backlinks : 00

Since the client's website was a sports nutrition supplement site, it had a huge number of products pages (~100) with un-optimized images that had made the loading time over 22 seconds. So we first optimized the loading time.

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STRATEGY USED



Post the loading time optimization activity; we started working on the following tasks:

Blog postings

Social bookmarking

Directory submissions

After directory submissions, we started with email outreach activity along with Quora submissions.

RESULTS ACHIEVED



For On-page SEO

Optimized Meta Tags (over 150 pages).

To increase the audience interest on our website, we began searching relevant blog topics for their target audience & published those regularly. This was beneficial from the SEO perspective as well.

The loading time of their website was 22 seconds. Our development team worked on it & reduced the loading time to 7.5 seconds.

For Off-page SEO, broadly, we performed

Social Bookmarking (25 each) for all the blogs.

Directory submissions on 16 relevant platforms.

Email outreach for all blog topics.

Quora submissions.

RESULTS ACHIEVED

Before Date: 2 Aug'19

Website	Backlinks	Liv Protein - Organic traffic (Monthly)	SEO Site Checkup Score
Livprotein.com	0	10	67

After Date: 8 Nov'19

Website	Backlinks	Liv Protein - Organic traffic (Monthly)	SEO Site Checkup Score
Livprotein.com	451	6300	80

Seositecheckup Score: 80

Average Organic Traffic - Over 200 sessions /day

Keyword Rankings:

S.No	Keyword	Ranking	Volume	P No.
1	whey protein 100 gold sports nutrition	9	10-100	1
2	dymatize elite whey protein	14	100-1000	2
3	muscle mass gainer	15	1000	2
4	c4 60 servings	15	100-1000	2
5	muscle blaze whey protein isolate	16	590	2
6	big muscle lean gain	17	590	2
7	muscletech whey protein triple chocolate	12	10-100	2
8	iso 100 ultimate nutrition	14	10-100	2
9	gnc xxx protein	15	10-100	2
10	dymatize elite whey protein 5lb	16	10-100	2
11	iso 100 hydrolyzed protein	17	10-100	2
12	labrada mass gainer	18	4400	2
13	xxx mass gainer	19	100-1000	2
14	elite 100 whey protein	19	100-1000	2
15	gmc mass xxx	19	10-100	2
16	ultimate whey protein	21	1000-10000	3
17	muscleblaze raw whey protein	22	1000-10000	3
18	muscleblaze whey	23	1000-10000	3
19	ultimate nutrition prostar	24	1000-10000	3
20	muscle blaze whey gold	25	1000-10000	3
21	muscleblaze whey protein	26	9900	3
22	iso sensation 93	28	1000-10000	3
23	supplement store	29	1900	3
24	iso-hd	21	100-1000	3
25	bpi iso hd	20	100-1000	2
26	big nutrition whey protein	21	10-100	3
27	whey sensation 93	22	10-100	3
28	gold standard whey protein in india	22	10-100	3
29	gnc mass gainer	31	100-1000	4
30	iso sensation	35	1000-10000	4
31	premium whey protein	35	100-1000	4