

Case Study

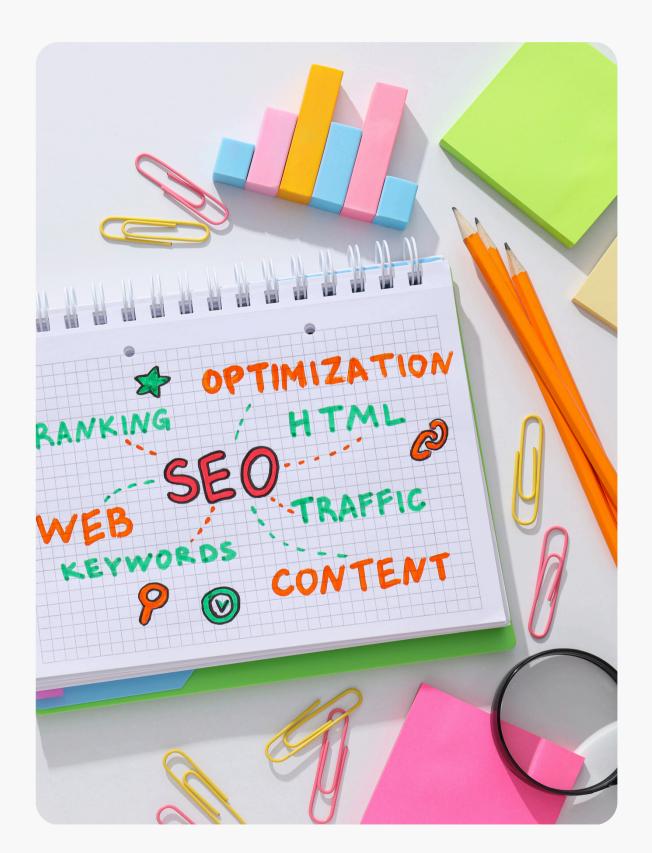
Ecommerce Niche

Search Engine Optimization



We execute a data-driven strategy to boost online visibility by emphasizing unique value propositions and aligning with search intent. Our approach prioritizes keyword optimization, high-quality content, and technical precision to rank higher on SERPs. By leveraging on-page SEO, authoritative backlinks, and user-centric metadata, we craft authoritative content that addresses user queries and showcases expertise. This methodology enhances organic traffic, builds domain authority, and fosters trust with both search engines and audiences, driving sustained growth and measurable results.

On-Page Strategy



Keyword & Metadata Optimization

• Optimize titles, meta descriptions, and headers with highintent keywords to improve rankings and search visibility.

UX & Technical SEO Enhancements

• Ensure fast loading speeds, mobile responsiveness, and schema markup for better user experience and search engine indexing.

Strategic Internal Linking Architecture

• Implement contextually relevant internal links to improve navigation, enhance SEO, and distribute authority across priority pages.

Pillar-Cluster Content Framework

 Develop pillar pages with supporting cluster content to build topical authority and improve search engine rankings.

E-A-T-Driven Content Development

• Strengthen credibility using data-backed insights, case studies, and expert sources to enhance trust and authority.

Multimedia Content Repurposing

 Convert top-performing blogs into videos, infographics, and podcasts to expand reach and engage diverse audiences.

Content Strategy



Off-Page Strategy



Authority-Building Backlink Acquisition

 Secure high-quality backlinks through guest posts, partnerships, and industry collaborations to boost domain authority.

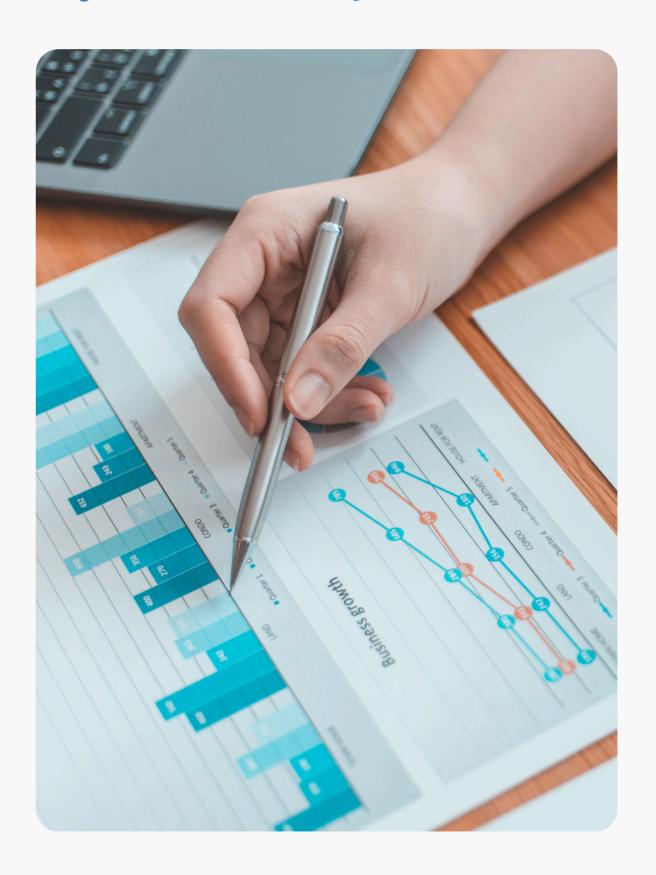
Social & Forum-Driven Visibility

• Share content on LinkedIn, Quora, and Reddit to drive referral traffic and increase brand awareness.

Brand Monitoring & Community Engagement

• Track brand mentions and engage in niche forums to strengthen credibility and foster organic advocacy.

Analysis & Optimisation



Monitoring SEO Performance Metrics

 Track keyword rankings, organic traffic, and SERP clickthrough rates using tools like Google Analytics and Search Console to gauge SEO effectiveness.

Enhancing Crawl Budget Efficiency

 Optimize crawlability via XML sitemaps, canonical tags, and internal linking to ensure search engines prioritize high-value pages.

Refining Content for Search Intent

 Update underperforming content by aligning it with user intent, improving keyword density, and adding structured data for better relevance.

Table of Content



Alneli

Premium Bathroom & Home Improvement Solutions for Modern Living



Huzzy Smart Sips

Premium Sips for the Bold & Hangover-Free



About Alneli

Alneli offers a premium home improvement experience, providing modern and stylish bathroom fittings that elevate any space. With a focus on quality craftsmanship and contemporary design, Alneli delivers durable, aesthetically pleasing solutions for both residential and commercial spaces.

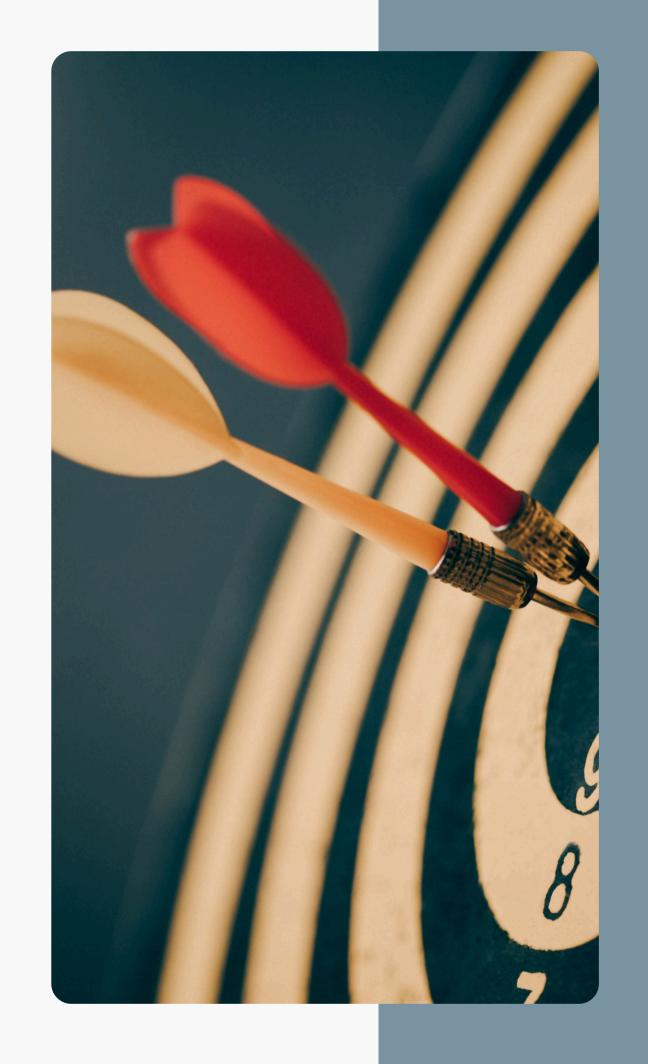
Catering to homeowners, designers, and builders, Alneli provides a diverse collection of bathroom fixtures, accessories, and home improvement products. From minimalist faucets to statement bathtubs, Alneli ensures toptier quality, innovative designs, and a seamless shopping experience both instore and online.



Objectives

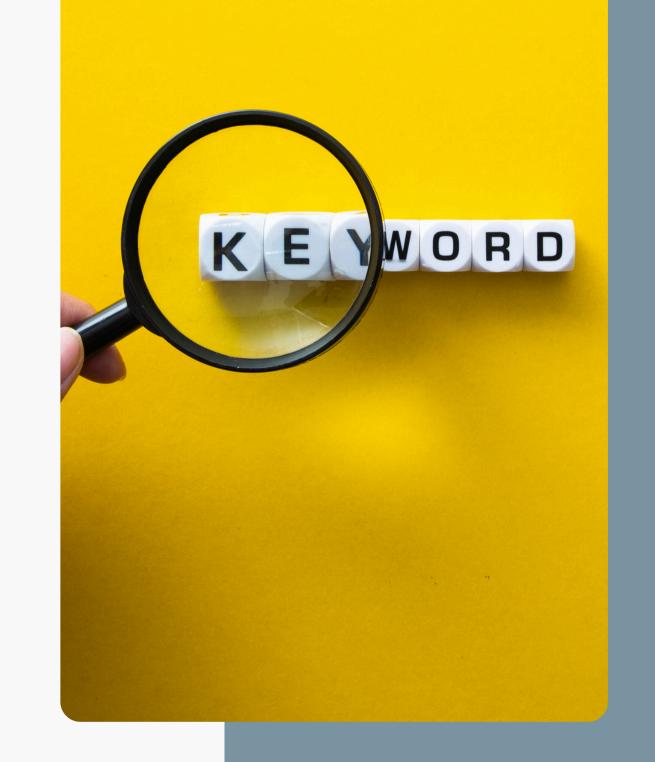
- Boost visibility for homeowners and designers searching for quality
 bathroom fittings through SEO-driven content.
- Position Alneli as a top brand for premium sanitary ware and home upgrades with optimized resources on design and functionality.
- Increase organic traffic by ranking for high-intent keywords in bathroom fittings and home improvement.





Keyword Rankings Acheived

Keywords	Ranking
mirror with led lights	1/1
bathroom mirrors	1/1
modern toilet	1/2
washing basin	1/5
kitchen tap	1/2





Website Authority

Keywords	Ranking
Linking Domains	82
All time backlinks	1.2k
Domain Authority	14

We focus on creating high-quality, niche-relevant backlinks to strengthen website authority and improve search rankings.







Results & Metrics

Google Search:

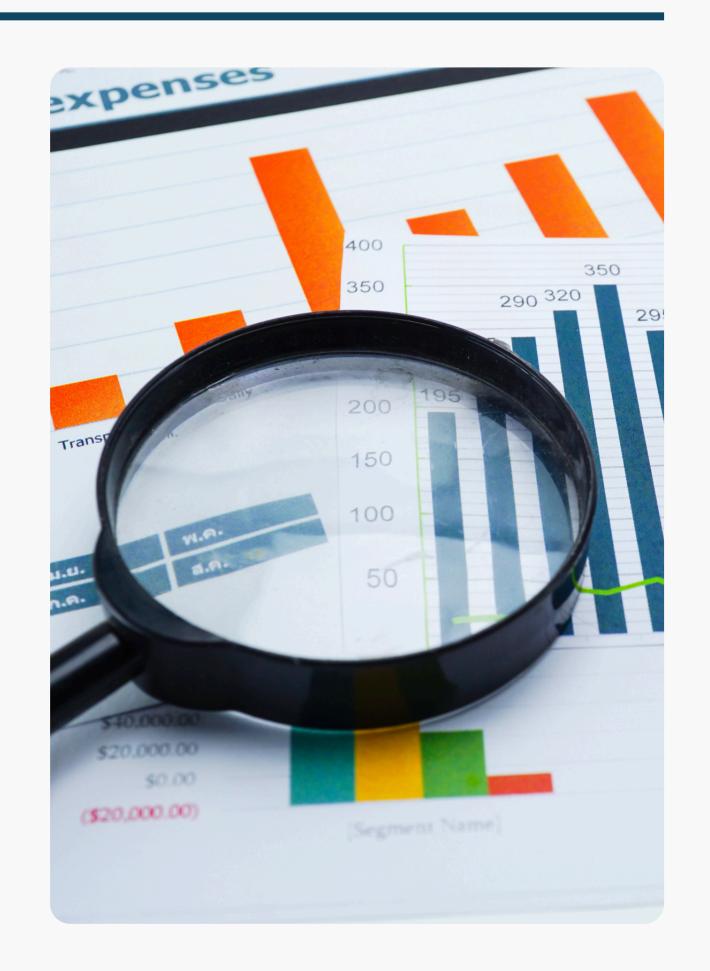
• Alneli generates over 23K+ impressions and 350+ clicks per month, boosting search visibility and reach.

Google Analytics:

 Achieved 500+ visitors and 430+ new visitors monthly, with an average engagement time of 1m 20+ seconds, improving user interaction.

Sales Growth

• Saw a steady rise in sales, driven by optimized content and enhanced online discoverability.





About Huzzy Smart Sips

Huzzy offers a premium beverage experience, crafting innovative alcohol alternatives that let you enjoy the buzz without the drawbacks. With a focus on wellness and clean ingredients, Huzzy delivers flavorful, mood-enhancing drinks that support a balanced lifestyle.

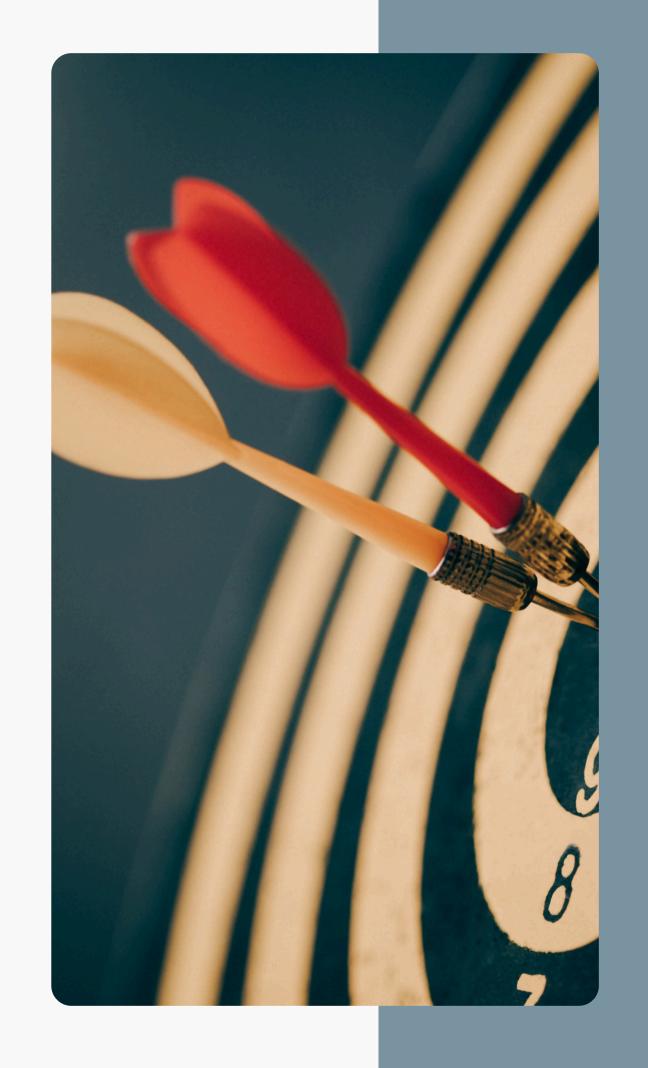
Catering to health-conscious consumers, social drinkers, and the sober-curious, Huzzy provides a curated selection of adaptogen and nootropic-infused beverages. From refreshing spritzers to bold, guilt-free blends, Huzzy ensures top-tier quality, functional ingredients, and a seamless shopping experience both online and in select retail locations.



Objectives

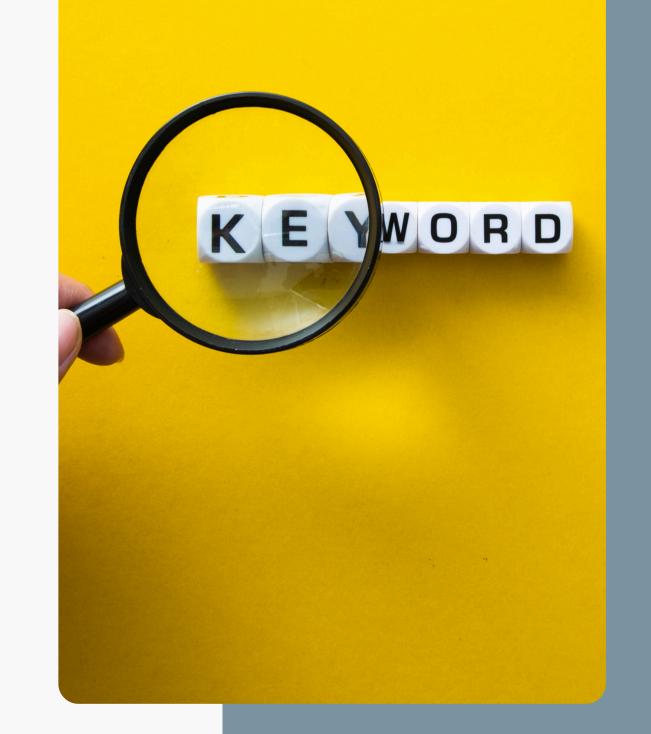
- Boost visibility for social drinkers seeking premium alcohol alternatives through SEO-driven content.
- Position Huzzy as a top brand for functional beverages with optimized resources on wellness and mindful drinking.
- Increase organic traffic by ranking for high-intent keywords in alcohol-free drinks and adaptogen blends.





Keyword Rankings Acheived

Keywords	Ranking
honey lemon drop	1/7
honey pop	1/9
sips and berries	1/2
pow pow drink	1/5
huney pop	1/3





Website Authority

Keywords	Ranking
Linking Domains	112
All time backlinks	11.8k
Domain Authority	22

We focus on creating high-quality, niche-relevant backlinks to strengthen website authority and improve search rankings.







Results & Metrics

Google Search:

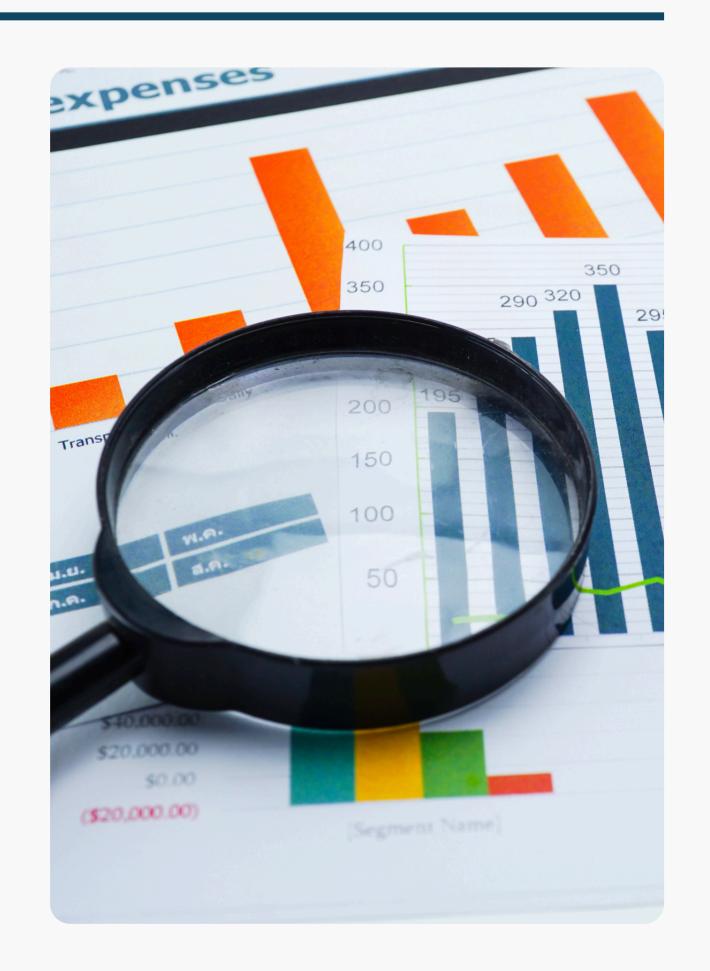
• Huzzy generates over 19K+ impressions and 310+ clicks per month, boosting search visibility and reach.

Google Analytics:

• Google Analytics: Achieved 500+ visitors and 430+ new visitors monthly, with an average engagement time of 1m+, improving user interaction.

Sales Growth

• Saw a steady rise in sales, driven by optimized content and enhanced online discoverability.





Thank you Codles Building teams for you