Oodles
Building teams *for you*

Case Study

Retail Niche
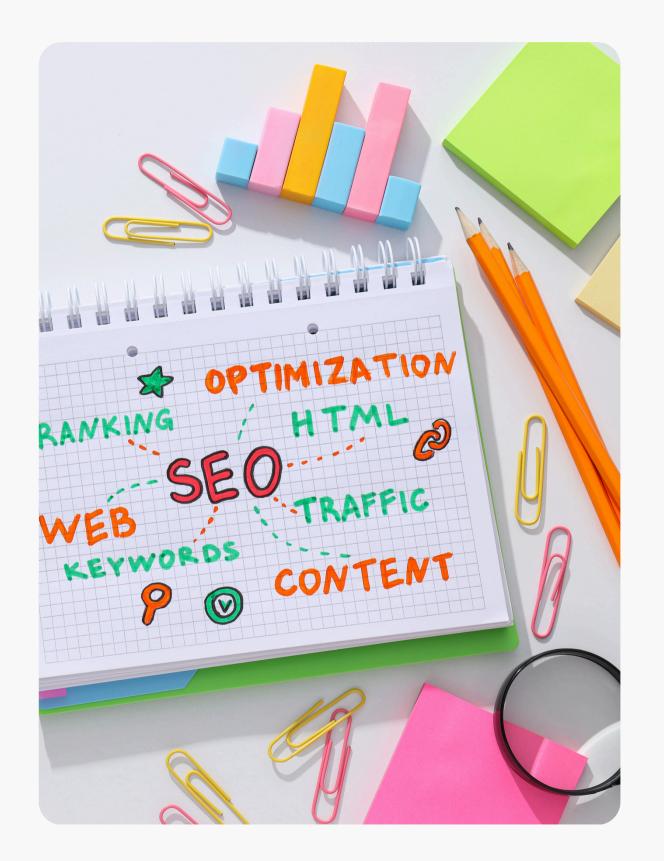
Search Engine Optimization

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 high-intent 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.

Content Strategy

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.

Off-Page Strategy

Authority-Building Backlink Acquisition

- Secure high-quality backlinks through guest posts, partnerships, and industry collaborations to boost domain authority.
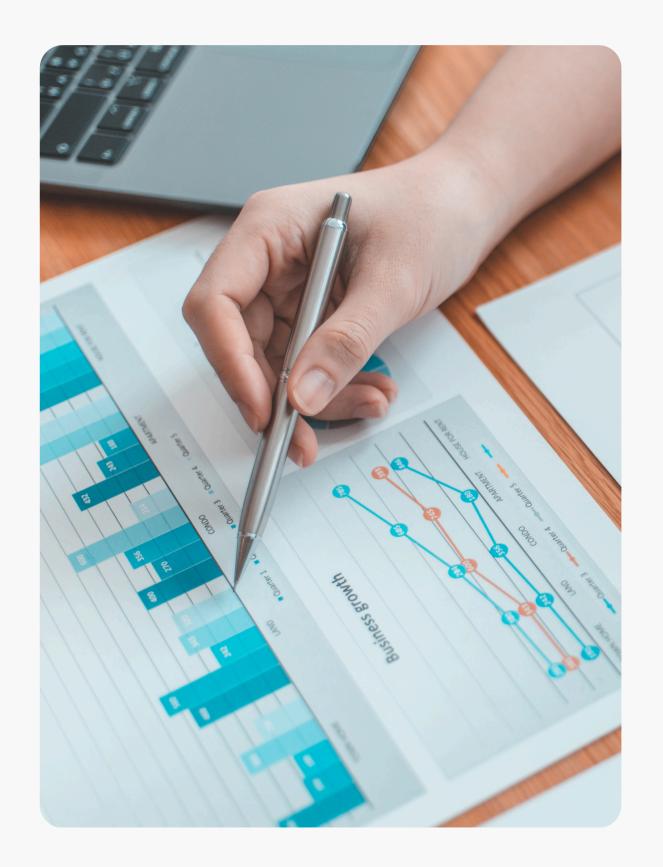
Social & Forum-Driven Visibility

- 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 click-through 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

Miskay Boutique

Premium Fashion for the Stylish & Trend-Forward

About Miskay Boutique

Miskay Boutique offers a premium fashion experience, bringing trend-forward styles that let individuals express their unique personalities. With a blend of European fast fashion and Lagos' dynamic energy, Miskay delivers high-quality, statement-making pieces for every occasion.

Catering to fashion lovers of all styles, Miskay Boutique provides a diverse collection of clothing and accessories for women and men. From everyday essentials to standout looks, Miskay ensures top-tier quality, trend-driven designs, and a seamless shopping experience both in-store and online.

Objectives

- Boost visibility for fashion enthusiasts searching for trendy and high-quality clothing through SEO-driven content.

- Position Miskay Boutique as a go-to fashion brand with optimized resources on style, trends, and wardrobe essentials.

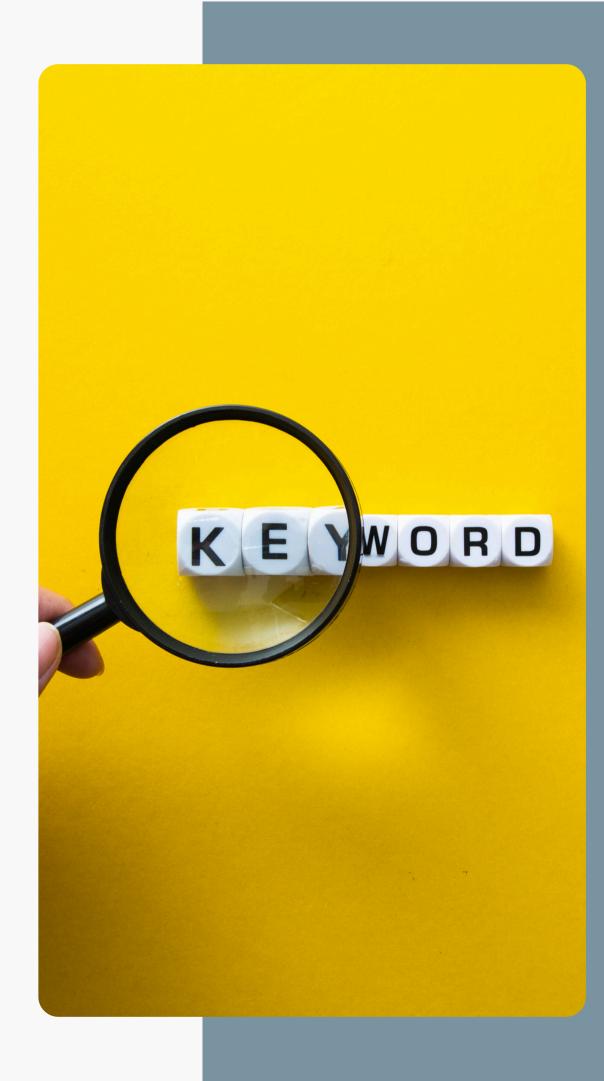- Increase organic traffic by ranking for high-intent keywords in women's and men's fashion.

Keyword Rankings Acheived

Keywords	Ranking
Fashion retail Nigeria	1/1
Fast fashion Nigeria	1/1
Affordable luxury	1/7
Stylish outfits	1/9
Lagos fashion	1/2

Website Authority

Keywords	Ranking
Linking Domains	221
All time backlinks	2.4k
Domain Authority	16

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

Results & Metrics

Google Search:

- Miskay Boutique generates over 13K+ impressions and 1.6K+ clicks per month, increasing search visibility and reach.
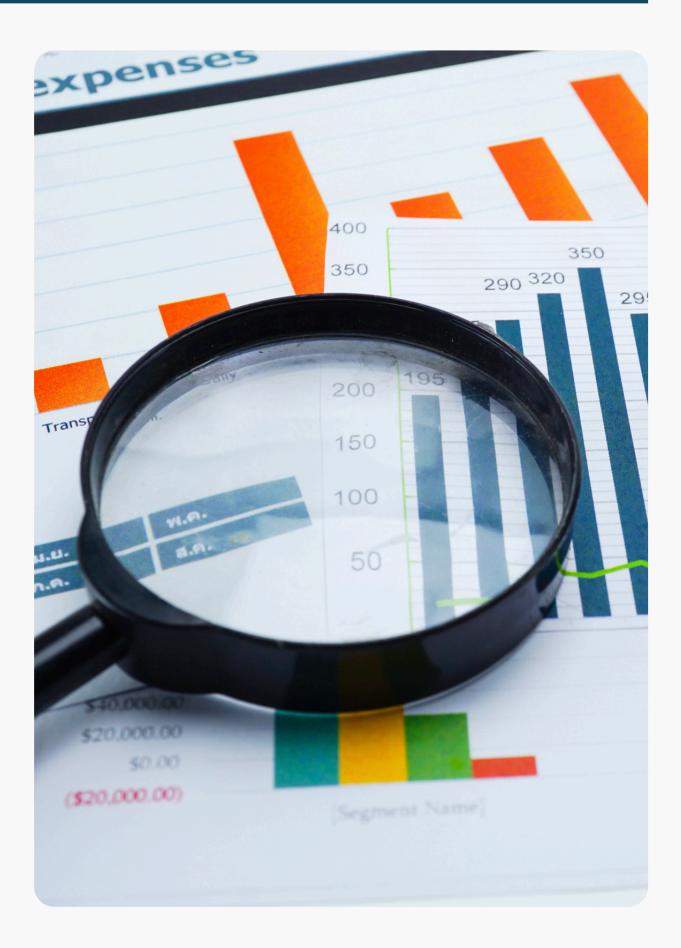
Google Analytics:

- Achieved 2.7K+ active users and 2.4K+ new users, with an average engagement time of 1m 15+ seconds, enhancing user interaction.

LEAD GENERATION:

- Saw a steady rise in online and in-store purchases, driven by optimized content and improved online discoverability.

Thank you