



CRAZY DIGITAL WORLD

www.crazydigitalworlds.com

Case Study Project 01

Comprehensive SEO Strategy Implementation for

THEHIGHCONFECTIONARY.COM

www.crazydigitalworlds.com

BACKGROUND

TheHighConfectionary.com, a premium confectionery retailer, aimed to enhance its online presence, improve search engine rankings, and optimize overall website performance. Over the past year, a comprehensive SEO strategy was implemented, focusing on both off-page and on-page activities.



OBJECTIVES



Increase organic traffic to the website.



Improve search engine rankings for targeted keywords.



Enhance user experience and site performance.



Resolve technical SEO issues to comply with Google's Core Web Vitals standards.



SEO STRATEGY AND IMPLEMENTATION

OFF-PAGE SEO ACTIVITIES:



BLOG SUBMISSIONS



PDF SUBMISSIONS



BUSINESS LISTING



PROFILE CREATION



DIRECTORIES AND WEB 2.0 SUBMISSIONS:

ON-PAGE SEO ACTIVITIES:



TITLE AND DESCRIPTION OPTIMIZATION



SCHEMA MARKUP



ANALYTICS INTEGRATION



PAGE ERROR FIXES



BREADCRUMB IMPLEMENTATION



CONTENT OPTIMIZATION

TECHNICAL SEO



TECHNICAL SEO



WEBSITE SPEED



CORE WEB VITALS

RESULTS

After a year of dedicated SEO efforts, TheHighConfectionary.com experienced significant improvements in several key areas:

ORGANIC TRAFFIC

- Increased by 50% year-over-year, demonstrating higher visibility and user engagement.

SEARCH ENGINE RANKINGS

- Achieved top 10 rankings for 20 primary keywords, with several other keywords showing consistent upward trends.

USER EXPERIENCE

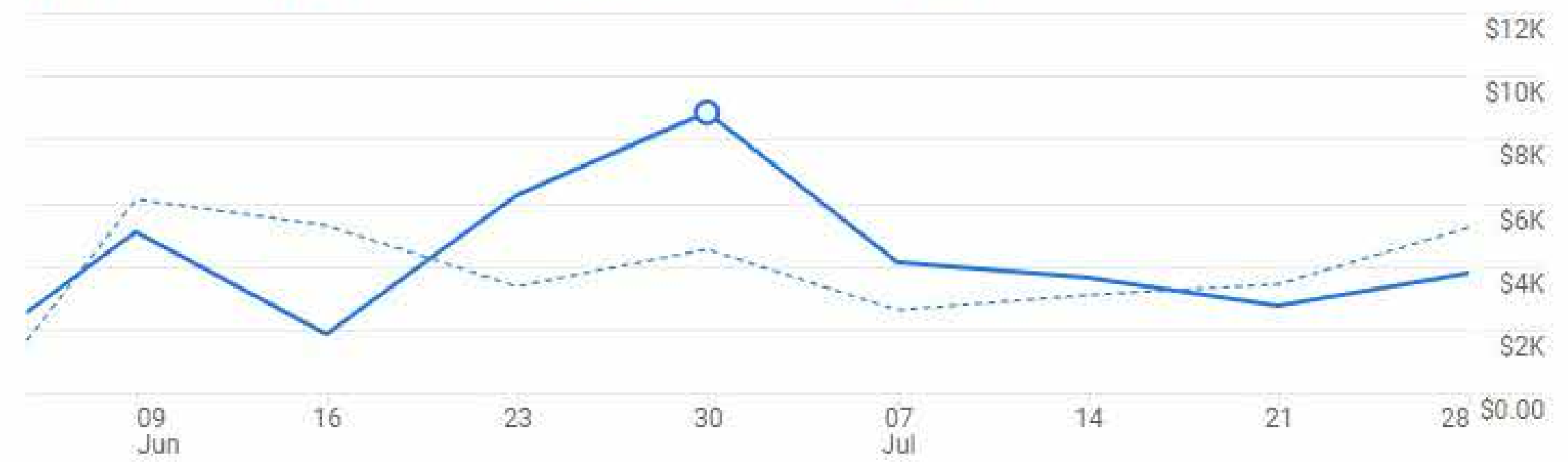
- Improved overall user experience as reflected in lower bounce rates and higher average session durations.

TECHNICAL PERFORMANCE

- Successfully met Google's Core Web Vitals requirements, resulting in better site performance and user satisfaction.

Home

Users **11K** ↑ 21.2%
New users **11K** ↑ 20.9%
Event count **123K** ↑ 35.1%
Total revenue **\$39K** ↑ 10.1%



ACTIVE USERS IN LAST 30 MINUTES

5

ACTIVE USERS PER MINUTE



COUNTRY

USERS

United States	4
Norway	1

Total clicks

4.46K

Total impressions

26.6K

Average CTR

16.8%

Average position

25.2



5/3/24

5/14/24

5/25/24

6/5/24

6/16/24

6/27/24

7/8/24

7/19/24

7/30/24

CONCLUSION

The comprehensive SEO strategy implemented for TheHighConfectionary.com has yielded substantial improvements in online visibility, search engine rankings, and overall website performance. The combination of off-page activities, on-page optimizations, and technical SEO enhancements has positioned the website for continued growth and success in the competitive confectionery market.

Case Study Project 02

Comprehensive SEO Strategy Implementation for

727MOTO.COM.AU

www.crazydigitalworlds.com

BACKGROUND

727moto.com.au, an Australian-based motorcycle parts and accessories retailer, aimed to improve its online visibility, search engine ranking, and overall website performance. Over the past year, a comprehensive SEO strategy encompassing both off-page and on-page activities was implemented.



OBJECTIVES



Increase organic traffic to the website.



Improve search engine rankings for targeted keywords.



Enhance user experience and site performance.



Resolve technical SEO issues to comply with Google's Core Web Vitals standards.



SEO STRATEGY AND IMPLEMENTATION

OFF-PAGE SEO ACTIVITIES:



BLOG SUBMISSIONS



PDF SUBMISSIONS



BUSINESS LISTING



PROFILE CREATION



DIRECTORIES AND WEB 2.0 SUBMISSIONS:

ON-PAGE SEO ACTIVITIES:



TITLE AND DESCRIPTION OPTIMIZATION



SCHEMA MARKUP



ANALYTICS INTEGRATION



PAGE ERROR FIXES



BREADCRUMB IMPLEMENTATION



CONTENT OPTIMIZATION

TECHNICAL SEO



TECHNICAL SEO



WEBSITE SPEED



CORE WEB VITALS

RESULTS

After a year of dedicated SEO efforts, TheHighConfectionary.com experienced significant improvements in several key areas:

ORGANIC TRAFFIC

- Increased by 45% year-over-year, demonstrating higher visibility and user engagement.

SEARCH ENGINE RANKINGS

- Achieved top 10 rankings for 15 primary keywords, with several other keywords showing consistent upward trends.

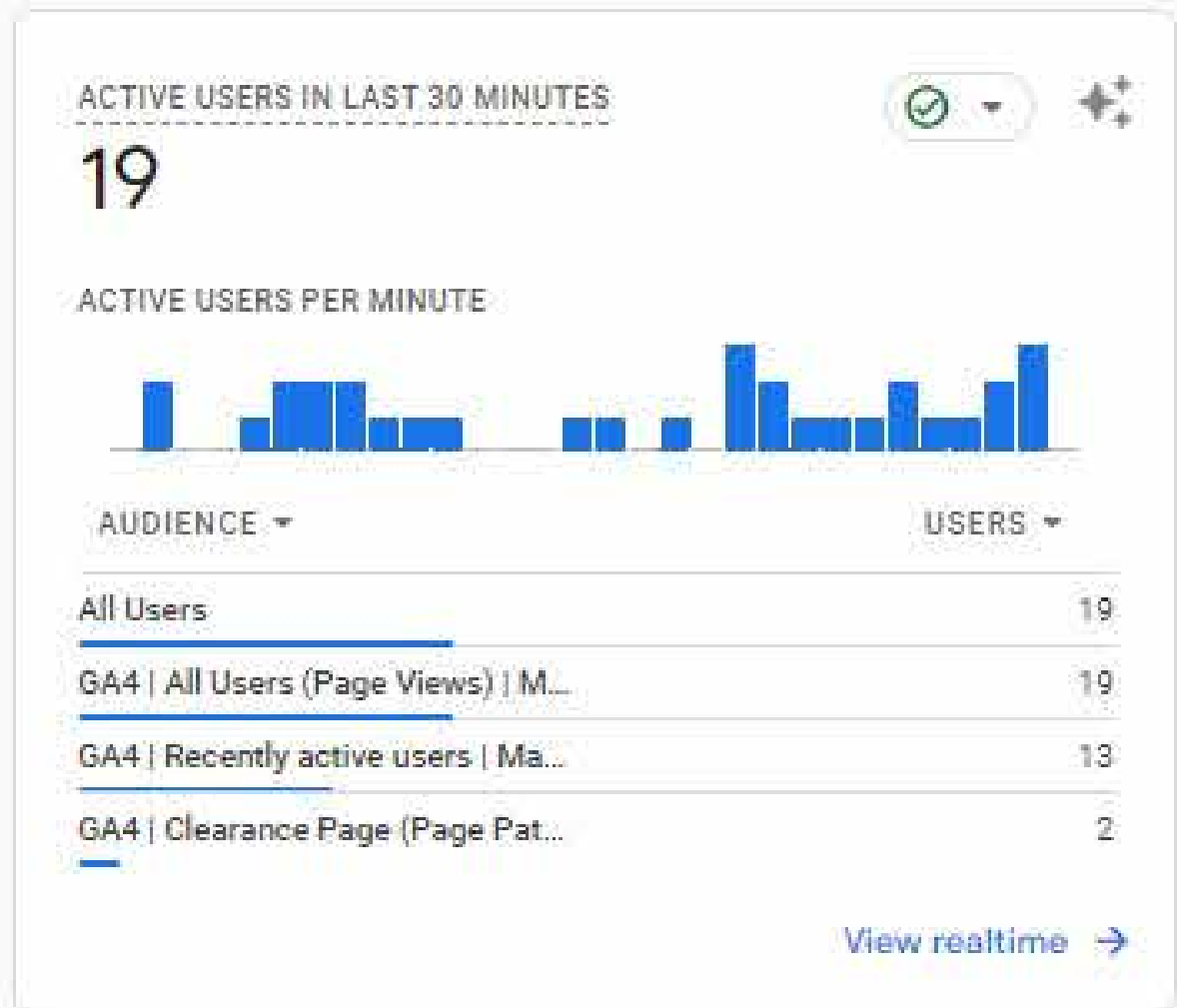
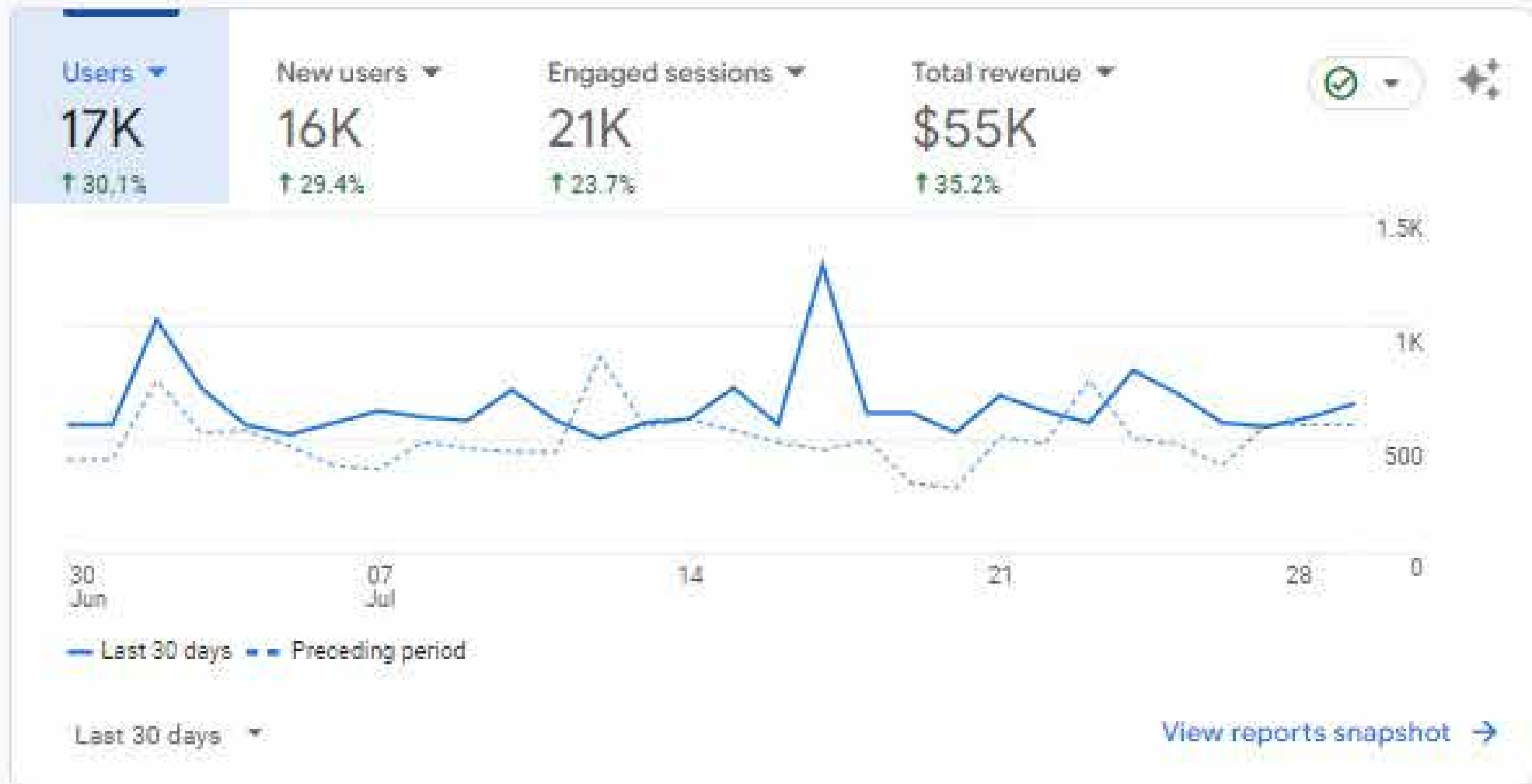
USER EXPERIENCE

- Improved overall user experience as reflected in lower bounce rates and higher average session durations.

TECHNICAL PERFORMANCE

- Successfully met Google's Core Web Vitals requirements, resulting in better site performance and user satisfaction.

Home



CONCLUSION

The comprehensive SEO strategy implemented for 727moto.com.au has yielded substantial improvements in online visibility, search engine rankings, and overall website performance. The combination of off-page activities, on-page optimizations, and technical SEO enhancements has positioned the website for continued growth and success in the competitive motorcycle parts and accessories market.

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