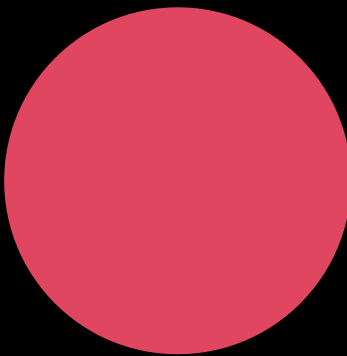


HOW THE DIGITAL TRANSFORMATION REDEFINES MODERN SEO CAMPAIGNS

Incrediwear NZ



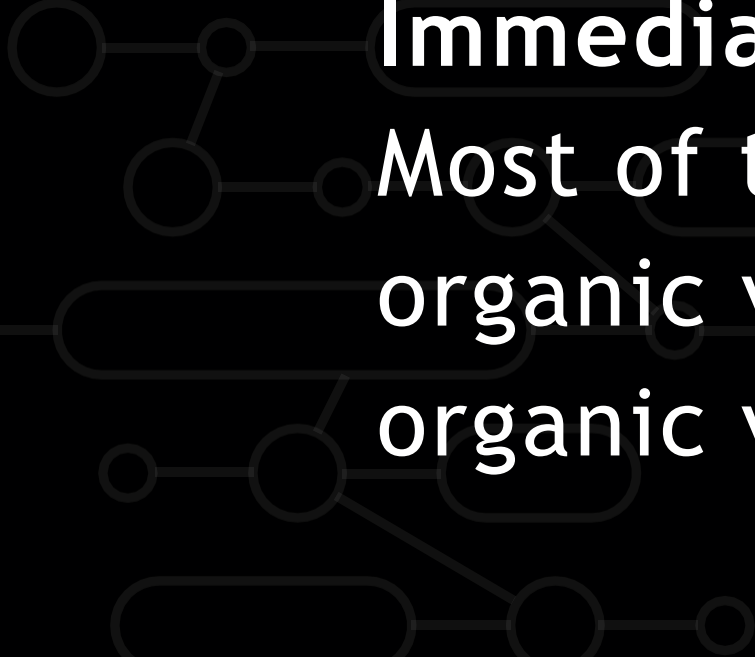
OVERVIEW OF PROJECT



Business Type: eCommerce

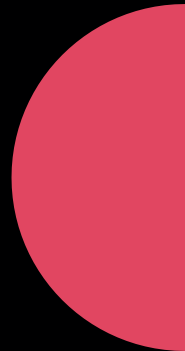
Business Objective:

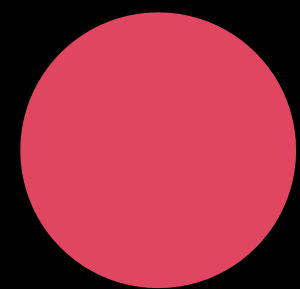
The primary objective of the project is to facilitate traffic acquisition and significantly enhance brand exposure. The sole aim is to acquire more organic monthly sessions with extensive SERP exposure and a high conversion rate.



Immediate Challenge:

Most of the traffic was generated through paid search, and the organic visibility was low. Our primary focus was on increasing the organic visibility of the site.





SEARCH INTENT IS THE NUMBER ONE RANKING FACTOR

At its Essence, Search Engines have one singular purpose: to serve the best possible result to a searcher's query. In other words, satisfy every user's search intent.

All Recent Google Updates have been developed to satisfy that end.



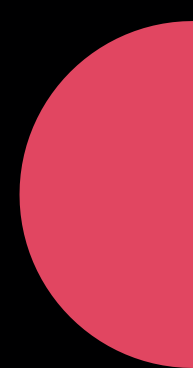
Panda Update helped in getting rid of low quality duplicate content ranking in SERPs.
All Recent Google Updates have been developed to satisfy that end.

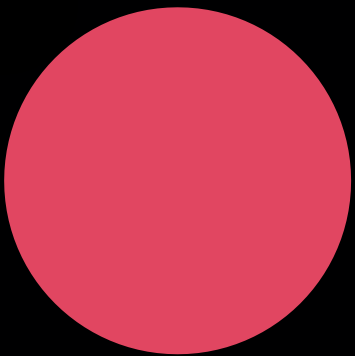


Rank Brain was a step forward in Google to leverage AI to match the context and words in the query and rank relevant pages higher.

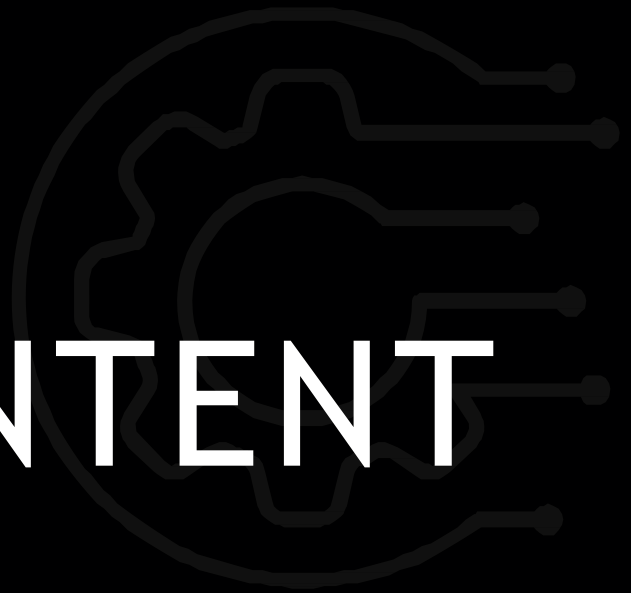


BERT algorithm allowed google to deeply understand the context of search queries and answer billions of questions asked everyday





WHAT WE DID TO SATISFY SEARCHER'S INTENT



We Focused on the 3C's of Search Intent

01

CONTENT
TYPE



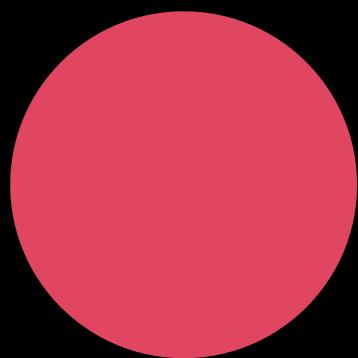
02

CONTENT
FORMAT

03

CONTENT
ANGLE





CONTENT TYPE

BLOG POST

PRODUCT PAGE

CATEGORY PAGE

LANDING PAGE



Google search results for "knee sleeves nz".

Keyword difficulty: 38.25% (for google.com database) — View full report for this keyword

SEOquake ☒

Parameters
SERP report
Export CSV

Sort this page ^

Locale ^

3. **Knee Sleeves - RAISElower**  **Product Page**

https://www.raise.lower.co.nz › collections › sleeves : Traf/mo (us): 0/230 - Kw (us): 1/14

L: 0 LD: 235 I: n/a whois </> source Rank: 5.09M Pub Disp Ads: 1

MOZ DA: 15/100 (+15%) Ref Dom: 61 Ref Links: 200 Spam Score: 1% Show backlinks

SBD **Knee Sleeves** (Pair) \$125.00 NZD. SBD Weightlifting **Knee Sleeves** 5mm - pair. SBD Weightlifting **Knee Sleeves** 5mm - pair. 14 reviews. \$135.00 NZD.

4. **Shop Knee Braces & Support Online in NZ - Rebel Sport**  **Product Page**

https://www.rebelsport.co.nz › ... › Injury & Support : Traf/mo (us): 0/2500 - Kw (us): 0/1

L: 4 LD: 322K I: 97.3K whois </> source Rank: 1.01M Pub Disp Ads: 1

MOZ DA: 42/100 (+8%) Ref Dom: 6.16K Ref Links: 222.29K Spam Score: 9% Show backlinks

Explore Rebel Sport's wide range of **knee** braces online now. Enjoy great prices. Shop online with Afterpay, Laybuy & Humm today.

5. **Knee Sleeves | Rehband | Industrial Athletic NZ**  **Product Page**

https://www.industrialathletic.com › collections › knee-s... : Traf/mo (us): 10/85 - Kw (us):

L: 1 LD: 836 I: n/a whois </> source Rank: 2.52M Pub Disp Ads: 1

MOZ DA: 21/100 (-9%) Ref Dom: 520 Ref Links: 7.09K Spam Score: 6% Show backlinks

From **knee sleeves** to straps. Industrial Athletic has a wide range of knee supports to ensure your knees are protected during each and every lift.

CONTENT FORMAT

"HOW-TO" GUIDES
STEP-BY-STEP

TUTORIALS

PRODUCT POSTS

OPINION PIECES

REVIEWS

COMPARISON



Google search results for "knee sleeves nz". The search bar shows the query and a keyword difficulty of 38.25%.

Left sidebar (SEOquake):

- Parameters
- SERP report
- Export CSV
- Sort this page ^
- Locale ^

Search results:

- 7. XTREME ELITE KNEE SLEEVE | Elite Fitness NZ**
URL: <https://www.elitefitness.co.nz/xtreme-elite-knee-sleeve>
Metrics: L: 0, LD: 13.8K, I: 2.36K, Rank: 2.50M, Pub Disp Ads: 1
Description: The Xtreme Elite **Knee Wraps** are made from 5mm thick neoprene, delivering consistent support with a unique level of flexibility.
Price: NZ\$24.95 - In stock
Image:
- 8. EXO Knee Sleeves 7mm (Pair)**
URL: <https://solidstrengthequipment.co.nz/exo-knee-sleeves...>
Metrics: L: 0, LD: 604, I: n/a, Rank: 2.58M, Pub Disp Ads: 1
Description: The EXO signature compression-fit **knee sleeves** are the ultimate workout essential for fitness enthusiasts. Whether you're into heavy lifting, ...
Price: In stock
Image:
- 9. RockTape Knee Sleeves Assassins Black 7MM Pair - Sprint Fit**
URL: <https://www.sprintfit.co.nz/product/rocktape-knee-sl...>
Metrics: L: 0, LD: 5.22K, I: 125, Rank: 919K, Pub Disp Ads: 1
Description: Sprint Fit stocks **New Zealand's** best range of Sports Nutrition and Natural Health products to boost your physical performance. We offer the fastest nationwide ...

CONTENT ANGLE

HERE THE CONTENT
ANGLE IS:

"Anti-Inflammatory
Recovery Wear"

← → ↻ ↗ google.com/search?q=Anti-Inflammatory+Recovery+Wear&rlz=1C1CHBD_enIN1032IN1032&oq=Anti-Inf... ☆

Google Anti-Inflammatory Recovery Wear X | 🗣️ 📷 🔍

🌱 Keyword difficulty: 56.34% (for google.com database) — View full report for this keyword

SEOquake ☒ Parameters SERP report Export CSV

Sort this page ^

Locale ^

https://www.physicianrecommendedrecovery.com > ant... : Traf/mo (us): 0/57 - Kw (us): 1/37

3 3. Anti-Inflammatory Wear - Physician Recommended Recovery

🕒 L: 0 🕒 LD: 17 📄 I: n/a 👤 whois </> source 🕒 Rank: 3.37M 🕒 Pub Disp Ads: 1

Showing "Anti-Inflammatory Wear". **Incrediwear Circulation Shorts**. \$54.99. Incrediwear Circulation Socks. \$24.99 – \$29.99. Men's Performance Pants.

MOZ DA: 5/100 (+400%) Ref Dom: 4 Ref Links: 9 Spam Score: - Show backlinks

🖼️ Images for Anti-Inflammatory Recovery Wear ⋮

 AVAILABLE NOW **NCREDIWEAR** WEARABLE ANTI-INFLAMMATORY PRODUCTS

 ACTIVE PAIN RELIEF

 KNEE SLIKER

 6 days ago

 ACTIVE PAIN RELIEF

 WHOLE BODY PAIN RELIEF

Product Feedback

View all →

https://www.amazon.com > vdp · Translate this page : Traf/mo (us): -/721.07M - Kw (us): -/42.131

4 4. Incrediwear Anti-Inflammatory Recovery Wear - Amazon.com

https://www.google.com/search?q=anti-inflammatory bandage... 27B 👤 whois </> source 🕒 Rank: 3 🕒 Pub Disp Ads: 1



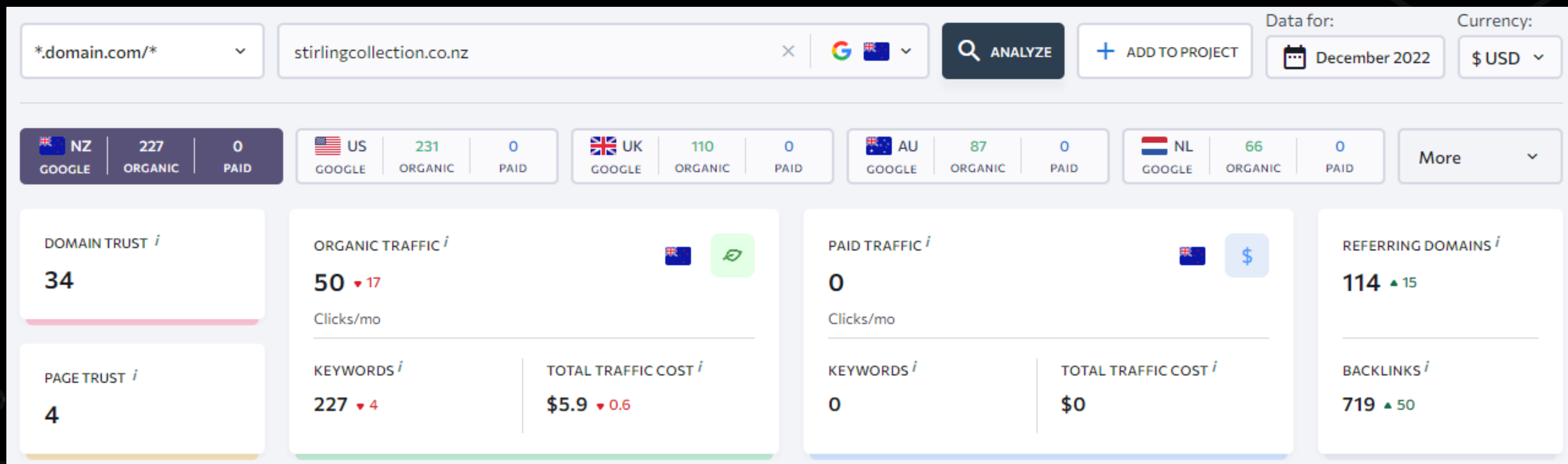
UPDATE WEB SITE CONTENT

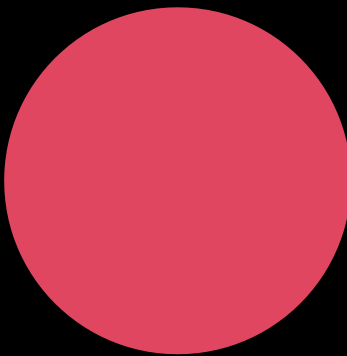
Updated information takes into account the latest changes in the subject or niche.

Graphic content has been added, and the texts have been optimized to address new or missed requests.



WHATS THE RESULT?



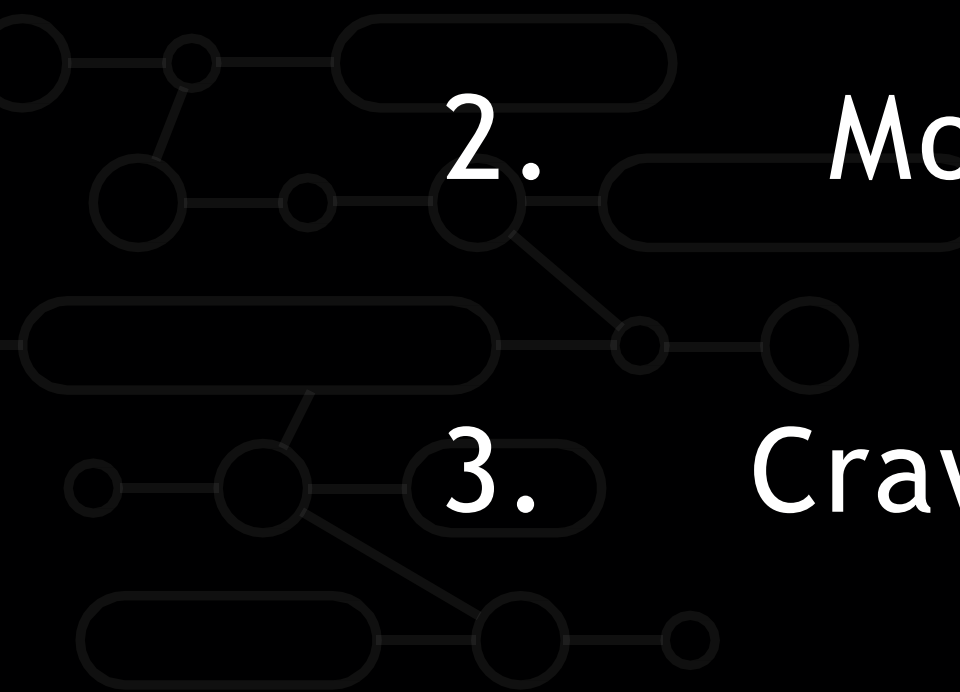


OPTIMIZED USER EXPERIENCE



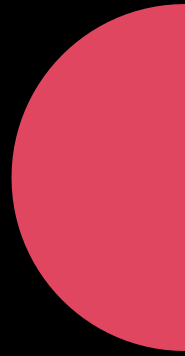
Google's Page Experience algorithm will continue to increase the value of behavioral factors in 2022. Starting from February 2022, the impact of indicators such as page loading speed, visitor data security, usability quality, and overall user experience will be heightened.

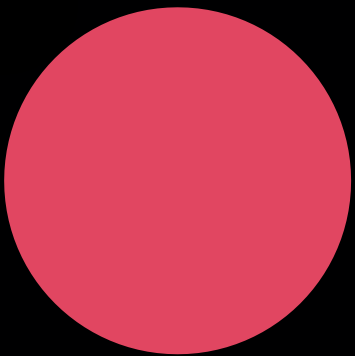
1. Core Web Vitals



2. Mobile Usability

3. Crawl Depth & Easy Website Navigation





OPTIMIZE FOR CORE WEB VITALS



01

Reduce Javascript
execution

03

Optimize and compress
images

02

Implement lazyloading

04

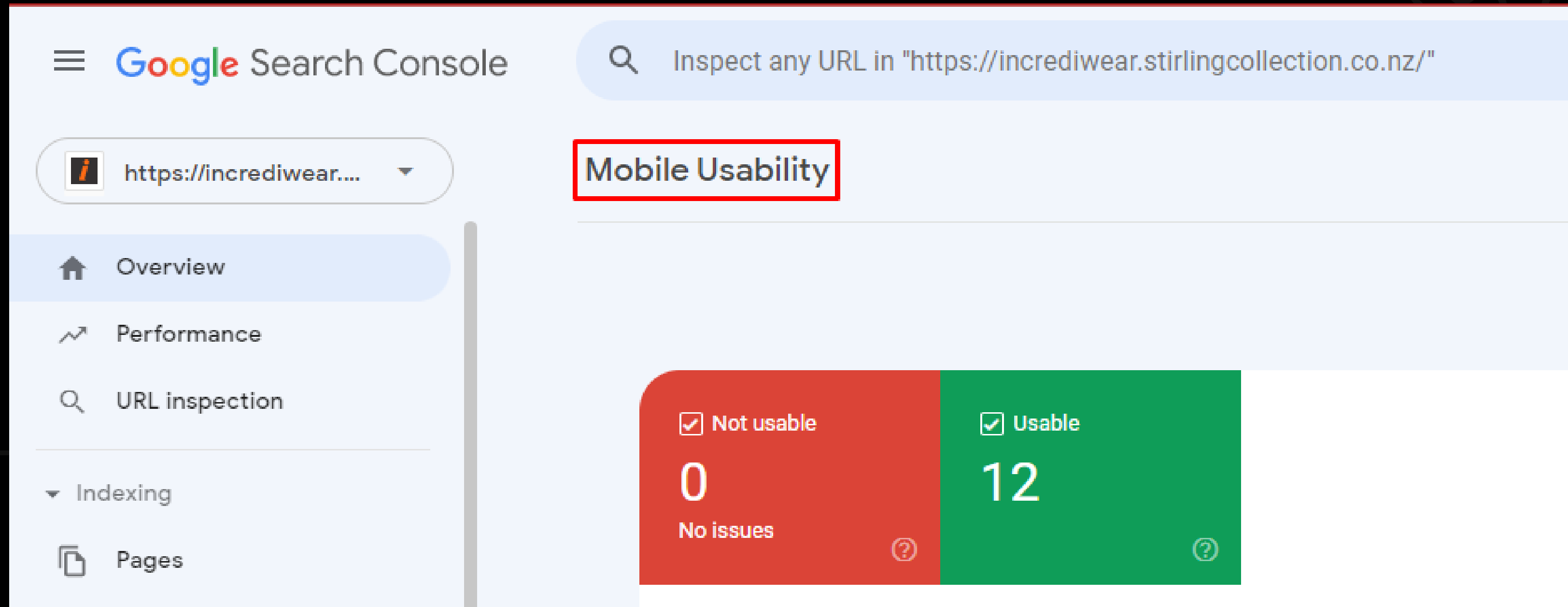
Provide proper dimensions for
images and embeds

05

Improve server response time



CHECK WHETHER WEBSITE IS MOBILE USABLE?



The screenshot shows the Google Search Console interface. The top navigation bar includes the Google logo, 'Search Console', and a search bar with the text 'Inspect any URL in "https://incrediwear.stirlingcollection.co.nz/"'. Below this, a dropdown menu shows the selected URL 'https://incrediwear....'. The left sidebar contains navigation links: 'Overview' (selected), 'Performance', 'URL inspection', 'Indexing', and 'Pages'. The main content area is titled 'Mobile Usability' (highlighted with a red box). It displays two summary cards: a red card for 'Not usable' with a value of 0 and the text 'No issues', and a green card for 'Usable' with a value of 12. Both cards include a question mark icon in the bottom right corner.

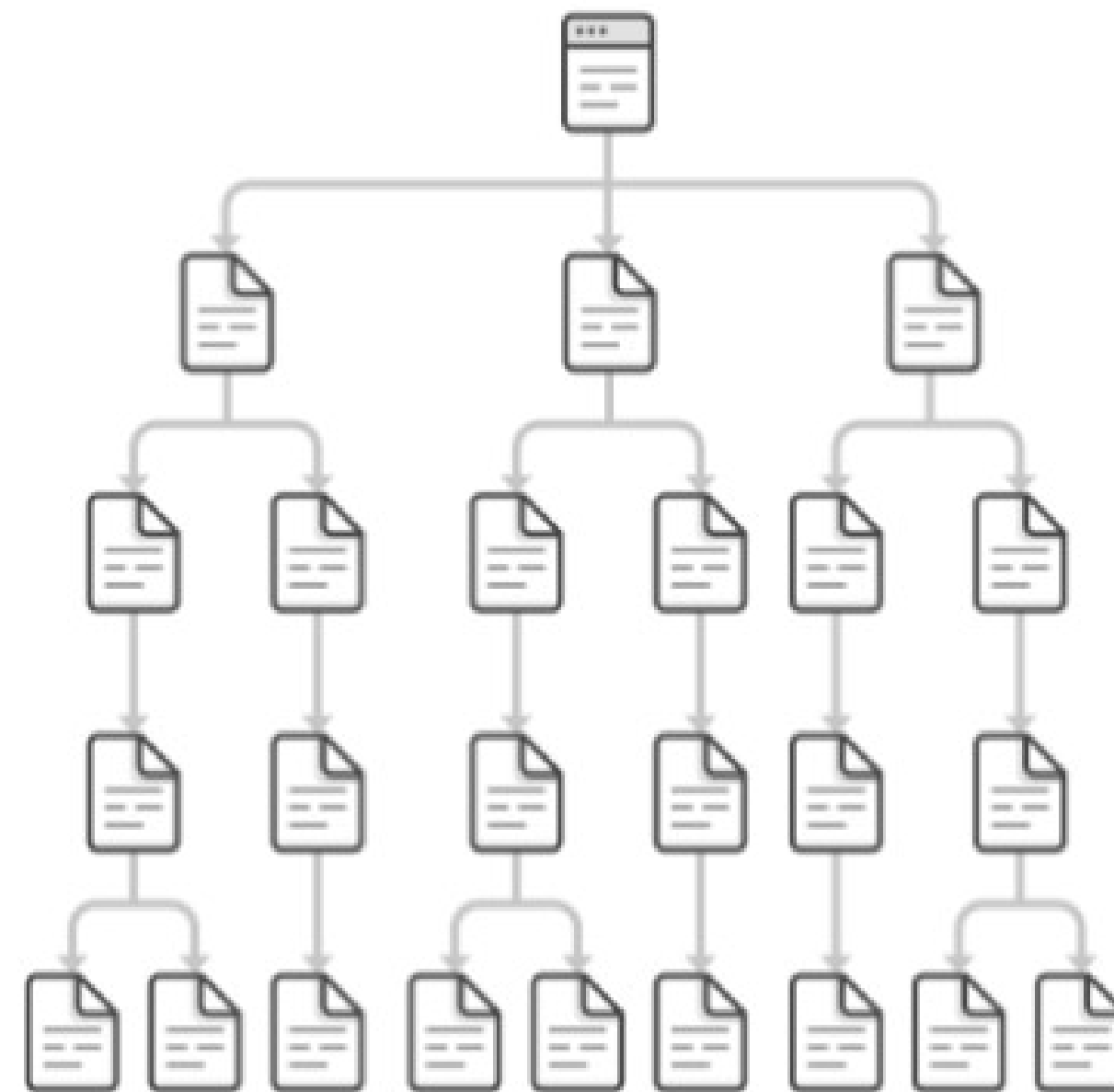
Category	Count	Status
Not usable	0	No issues
Usable	12	

IMPLEMENT A FLAT SITE STRUCTURE

Flat vs. Deep Website Structure

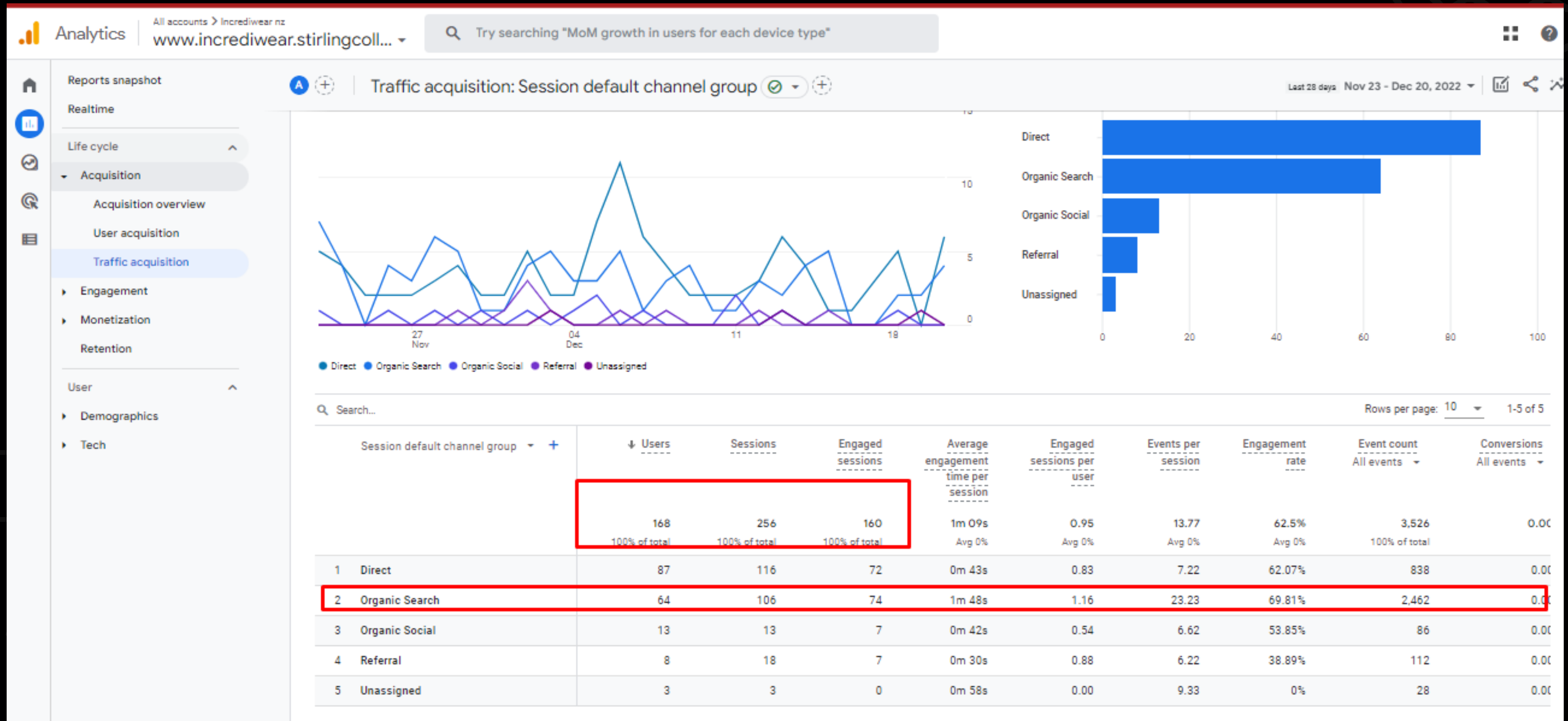


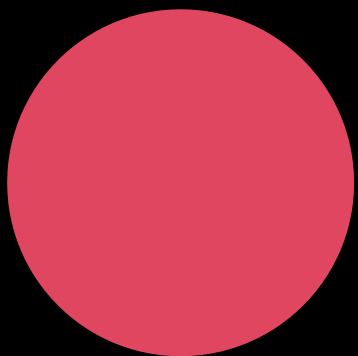
FLAT



DEEP

SO WHAT HAPPENED TO THE CAMPAIGN AFTERWARDS?





Thank You

