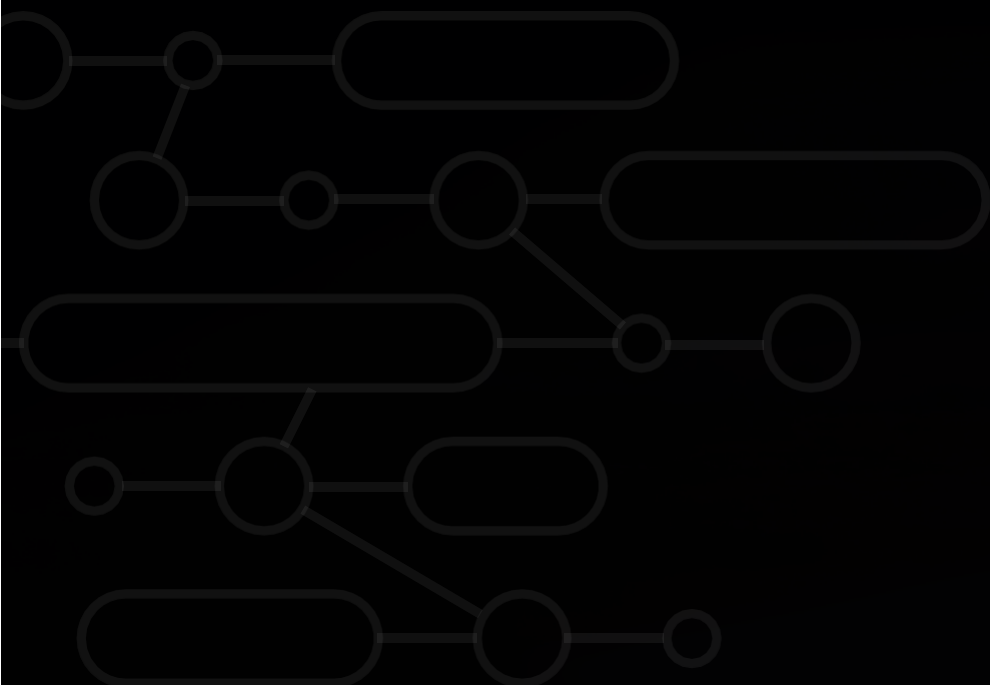
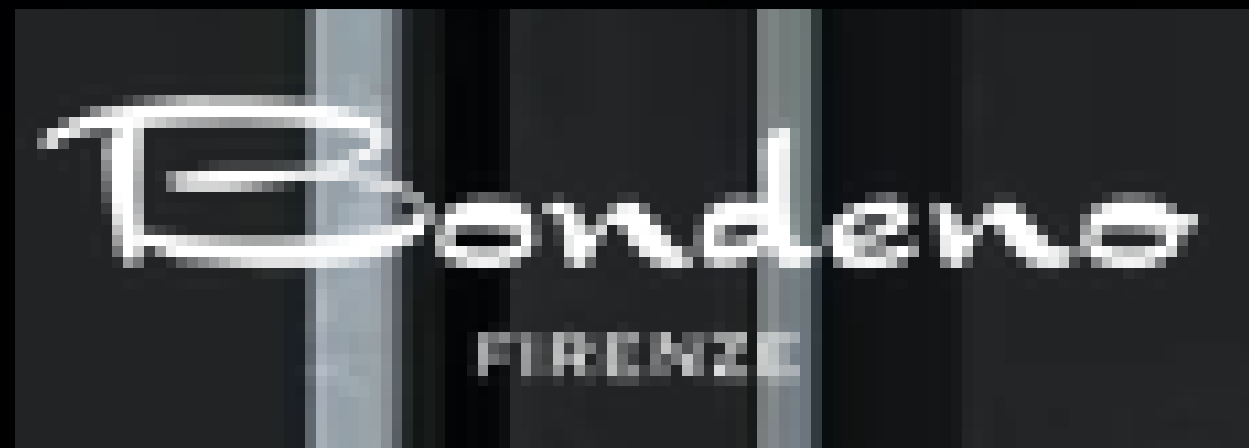
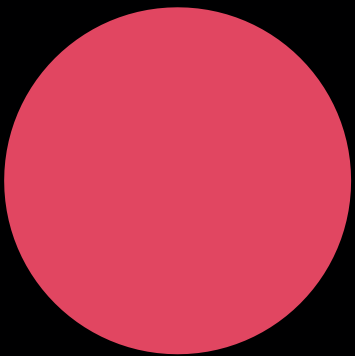


HOW THE DIGITAL TRANSFORMATION REDEFINES MODERN SEO CAMPAIGNS





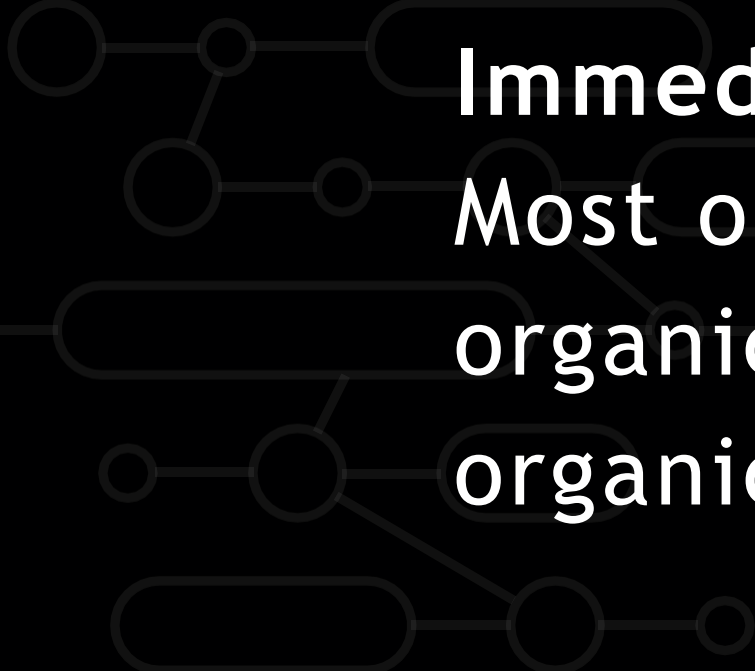
OVERVIEW OF PROJECT



Business Type: eCommerce

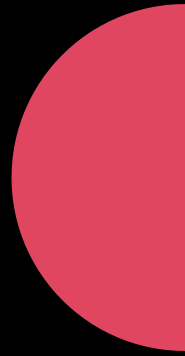
Business Objective:

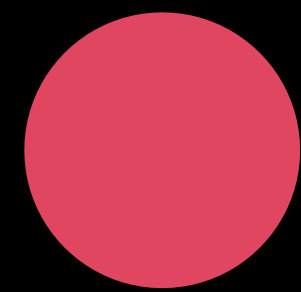
The primary goal of the project is to facilitate traffic acquisition and achieve significant brand exposure. The sole objective is to acquire more organic monthly sessions with extensive SERP exposure and a high conversion rate.



Immediate Challenge:

Most of the traffic was generated through paid search, and the organic visibility was low. Our main 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.

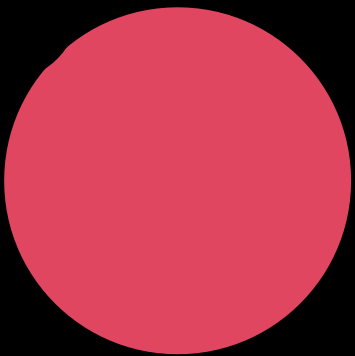


Rank Brain was a step forward in Google to leverage AI to match the context and words in the query and rank relevant pages higher.

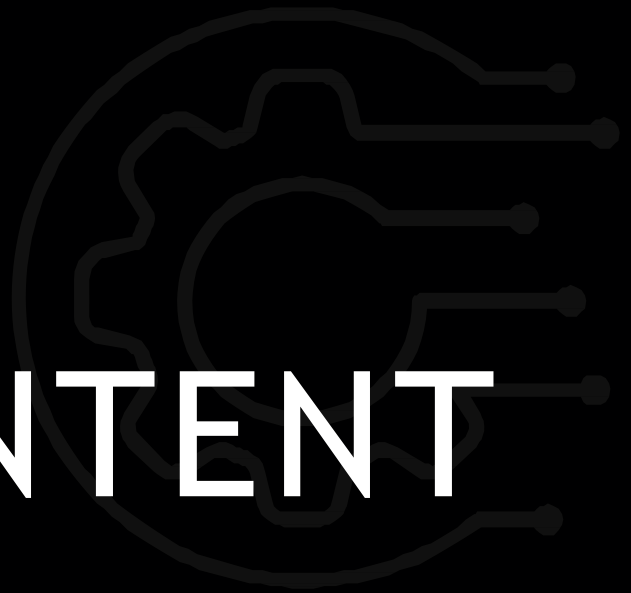


BERT algorithm allowed google to deeply understand the context of search queries and answer billions of questions asked everyday





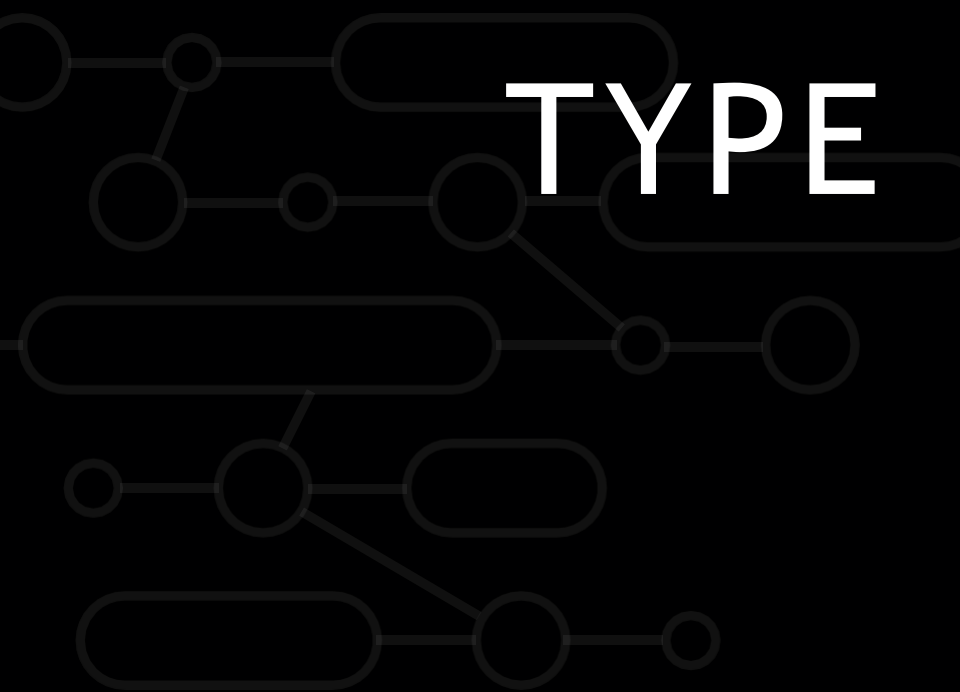
WHAT WE DID TO SATISFY SEARCHER'S INTENT



We Focused on the 3C's of Search Intent

01

CONTENT
TYPE



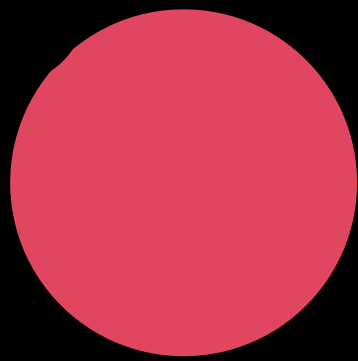
02

CONTENT
FORMAT

03

CONTENT
ANGLE





CONTENT TYPE

BLOG POST

PRODUCT PAGE

CATEGORY PAGE

LANDING PAGE



Google

custom shoemaker

Keyword difficulty: 68.54% (for google.com database) — View full report for this keyword

SEOquake ☒

Parameters

SERP report

Export CSV

Sort this page ^

Locale ^

https://www.etsy.com > in-en > market > custom_shoe_... : Traf/mo (us): -/89.30M - Kw (us): -/11.5

5. Buy Custom Shoe Maker Online In India - Etsy

L: 0 LD: 184M I: 500K whois </> source Rank: 26 Pub Disp Ads: 1

Looking for **custom shoe maker** online in India? Shop for the best **custom shoe maker** from our collection of exclusive, customized & handmade products.

MOZ DA: 92/100 (+0%) Ref Dom: 1.72M Ref Links: 377.81M Spam Score: 6% Show backlinks

https://lbb.in > pune > custom-made-shoes-in-pune : Traf/mo (us): 0/19.10K - Kw (us): 0/18.19K

6. Custom-Made Shoes In Pune - LBB

L: 0 LD: 69.1K I: 453K whois </> source Rank: 90.6K Pub Disp Ads: 1

Get **bespoke shoes** that fit you perfectly and complement your outfit, it's time you pay a visit to these shoe designers in Pune.

MOZ DA: 58/100 (-3%) Ref Dom: 6.64K Ref Links: 345.51K Spam Score: 8% Show backlinks

https://customshoemaker.com : Traf/mo (us): 520/540 - Kw (us): 28/44

7. Home ~ Robert Mathews Custom Shoemaker

L: 102 LD: 251 I: n/a whois </> source Rank: 702K Pub Disp Ads: 1

Welcome to Our Studio! For over 40 years we have been designing and hand making **custom** footwear. We offer you the combination of unsurpassed comfort, ...

MOZ DA: 14/100 (+17%) Ref Dom: 36 Ref Links: 296 Spam Score: - Show backlinks

Trend Data For (Global)

7d 30d 3mo 12mo 5yrs

Search Interest

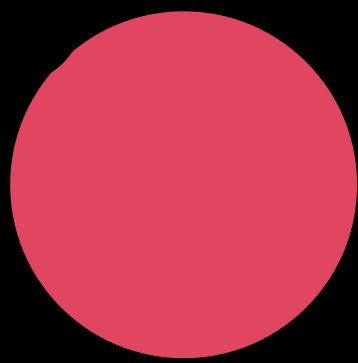
2004 2008

Google Trends Misl

Ads · Shop custom

Dark Oxf... ₹6,5... The Free

Mult...



CONTENT FORMAT

"HOW-TO" GUIDES

STEP-BY-STEP

TUTORIALS PRODUCT

POSTS OPINION

PIECES REVIEWS

COMPARISON

← → ↻ google.com/search?q=shoes+custom&rlz=1C1CHZN_enIN1000IN1001&ei=muWjY7usK5KR3LUPmO26uAQ&ved=0ahUKEwi74

Google shoes custom X | 🗣️ 📷 🔍

💰 Keyword difficulty: 71.57% (for google.com database) — View full report for this keyword

SEOquake ☒ Parameters SERP report Export CSV Sort this page ^ Locale ^

Products Post

https://lbb.in › kolkata › custom-made-shoe-shops-kolk... : Traf/mo (us): 0/19.10K - Kw (us): 0/18

4. Shops Selling Custom-Made Shoes - Kolkata - LBB

📍 L: 0 📍 LD: 69.1K 📍 I: 453K 📍 whois </> source 📍 Rank: 90.6K 📍 Pub Disp Ads: 1

Located at Metro Plaza, the shop specialises in **custom-made** handcrafted **shoes** for both men and women. From wedges, juttis, loafers, sandals to boots, all can be ...

MOZ DA: 58/100 (-3%) Ref Dom: 6.64K Ref Links: 345.51K Spam Score: 8% Show backlinks

Products post

https://www.myntra.com › custom-shoes-shoe-accessories : Traf/mo (us): 0/138.50K - Kw (us): 1

5. Buy Custom Shoes Shoe Accessories online in India - Myntra

📍 L: 0 📍 LD: 3.84M 📍 I: 5.85M 📍 whois </> source 📍 Rank: 13.3K 📍 Pub Disp Ads: 1

Shop for **Custom Shoes** **Shoe** Accessories in India ★ Buy latest range of **Custom Shoes** **Shoe** Accessories at Myntra ★ Free Shipping ★ COD ★ Easy returns and ...

MOZ DA: 77/100 (+5%) Ref Dom: 22.14K Ref Links: 25.46M Spam Score: 36% Show backlinks

https://www.yourprint.in › product-category › customiz... : Traf/mo (us): 0/280 - Kw (us):

6. Buy Customized Customized Shoes Back ... - yourPrint

📍 L: 2 📍 LD: 4.91K 📍 I: 73.7K 📍 whois </> source 📍 Rank: 2.15M 📍 Pub Disp Ads: 1

MOZ DA: 22/100 (+29%) Ref Dom: 852 Ref Links: 314.88K Spam Score: 1% Show backlinks

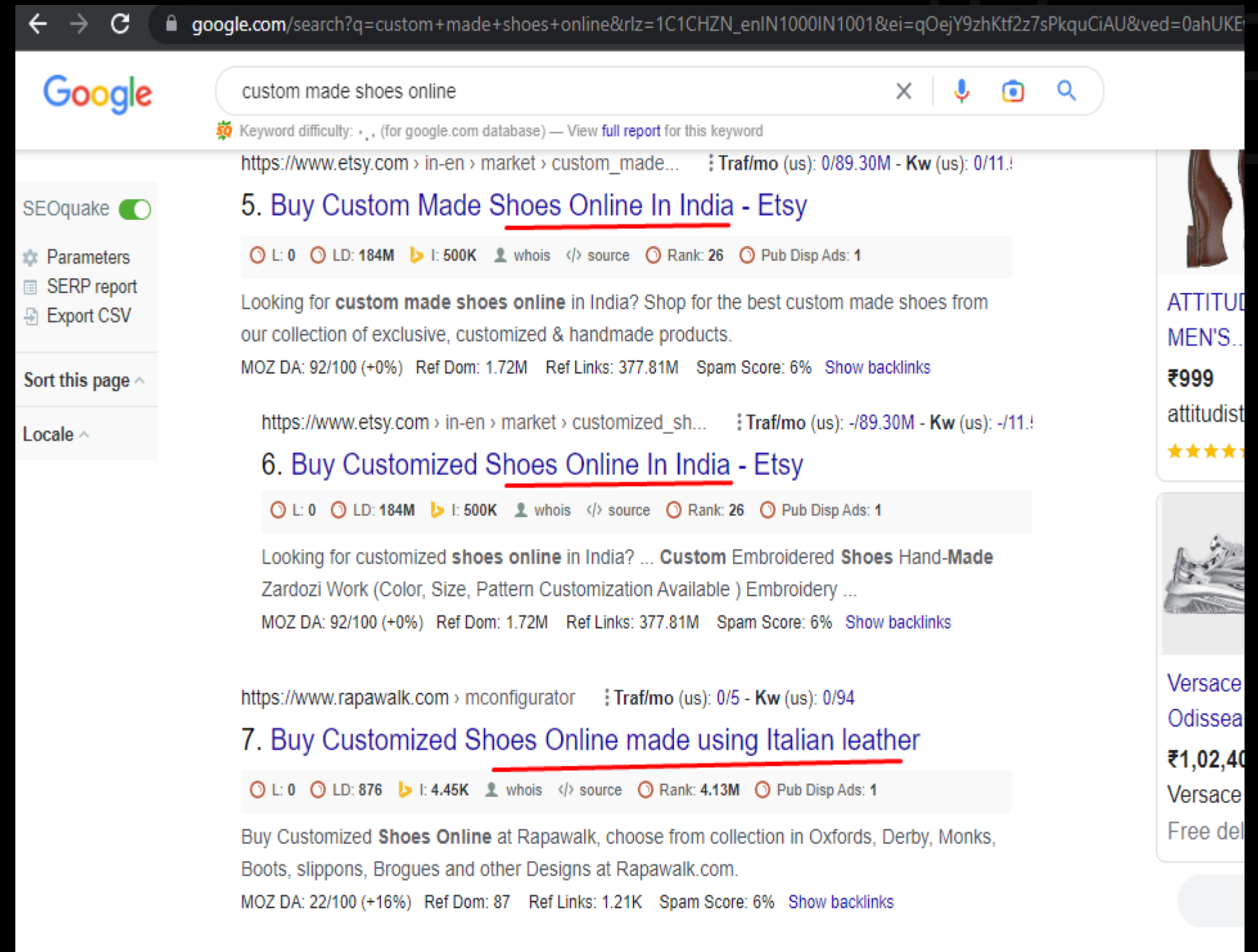
Customize **Customized Shoes** Phone Case with your Photos or Text Online | Buy High Quality **Custom** Printed Personalized Hard & Soft Mobile Back Covers in ...



CONTENT ANGLE

HERE THE CONTENT
ANGLE IS:

"Customized shoes
ONLINE" "
Customized shoes in
INDIA"



The screenshot shows a Google search for "custom made shoes online". The search results are displayed with an SEOquake overlay on the left. The search bar shows the query "custom made shoes online". The results list three items:

- 5. Buy Custom Made Shoes Online In India - Etsy**
Looking for **custom made shoes online** in India? Shop for the best custom made shoes from our collection of exclusive, customized & handmade products.
MOZ DA: 92/100 (+0%) Ref Dom: 1.72M Ref Links: 377.81M Spam Score: 6% Show backlinks
- 6. Buy Customized Shoes Online In India - Etsy**
Looking for customized **shoes online** in India? ... **Custom Embroidered Shoes Hand-Made Zardozi Work** (Color, Size, Pattern Customization Available) Embroidery ...
MOZ DA: 92/100 (+0%) Ref Dom: 1.72M Ref Links: 377.81M Spam Score: 6% Show backlinks
- 7. Buy Customized Shoes Online made using Italian leather**
Buy Customized **Shoes Online** at Rapawalk, choose from collection in Oxfords, Derby, Monks, Boots, slippers, Brogues and other Designs at Rapawalk.com.
MOZ DA: 22/100 (+16%) Ref Dom: 87 Ref Links: 1.21K Spam Score: 6% Show backlinks

The SEOquake overlay on the left includes a search bar, a "Parameters" section, a "SERP report" section, an "Export CSV" button, a "Sort this page" dropdown, and a "Locale" dropdown.

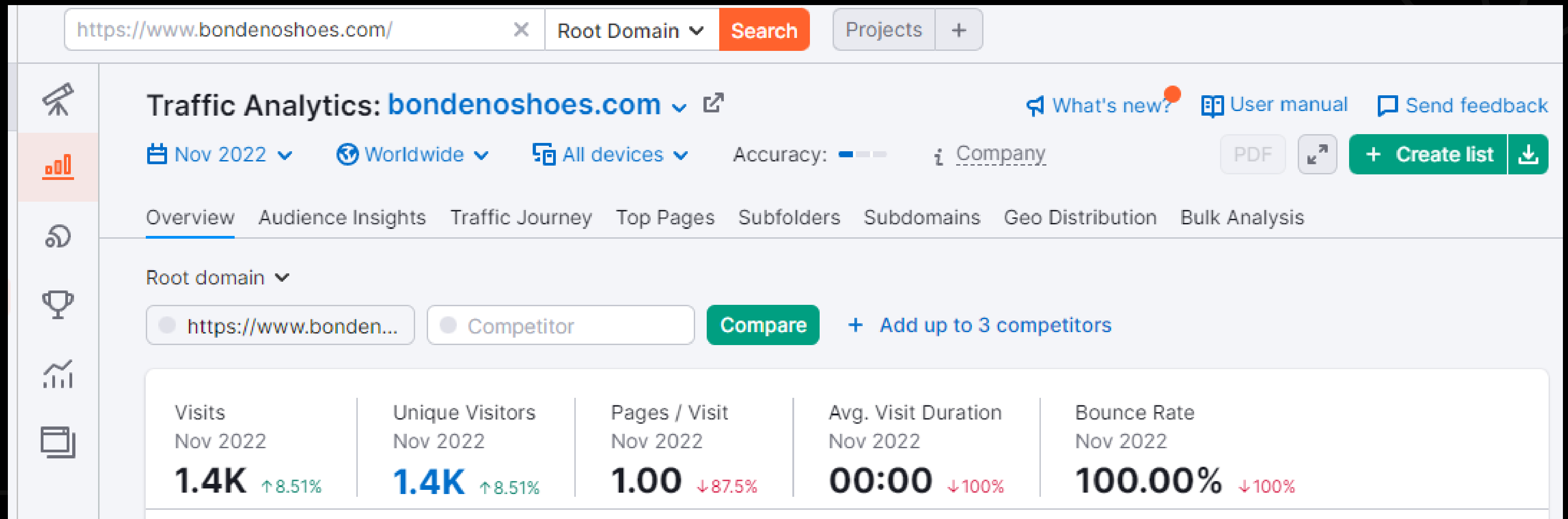


UPDATE WEBSITE CONTENT

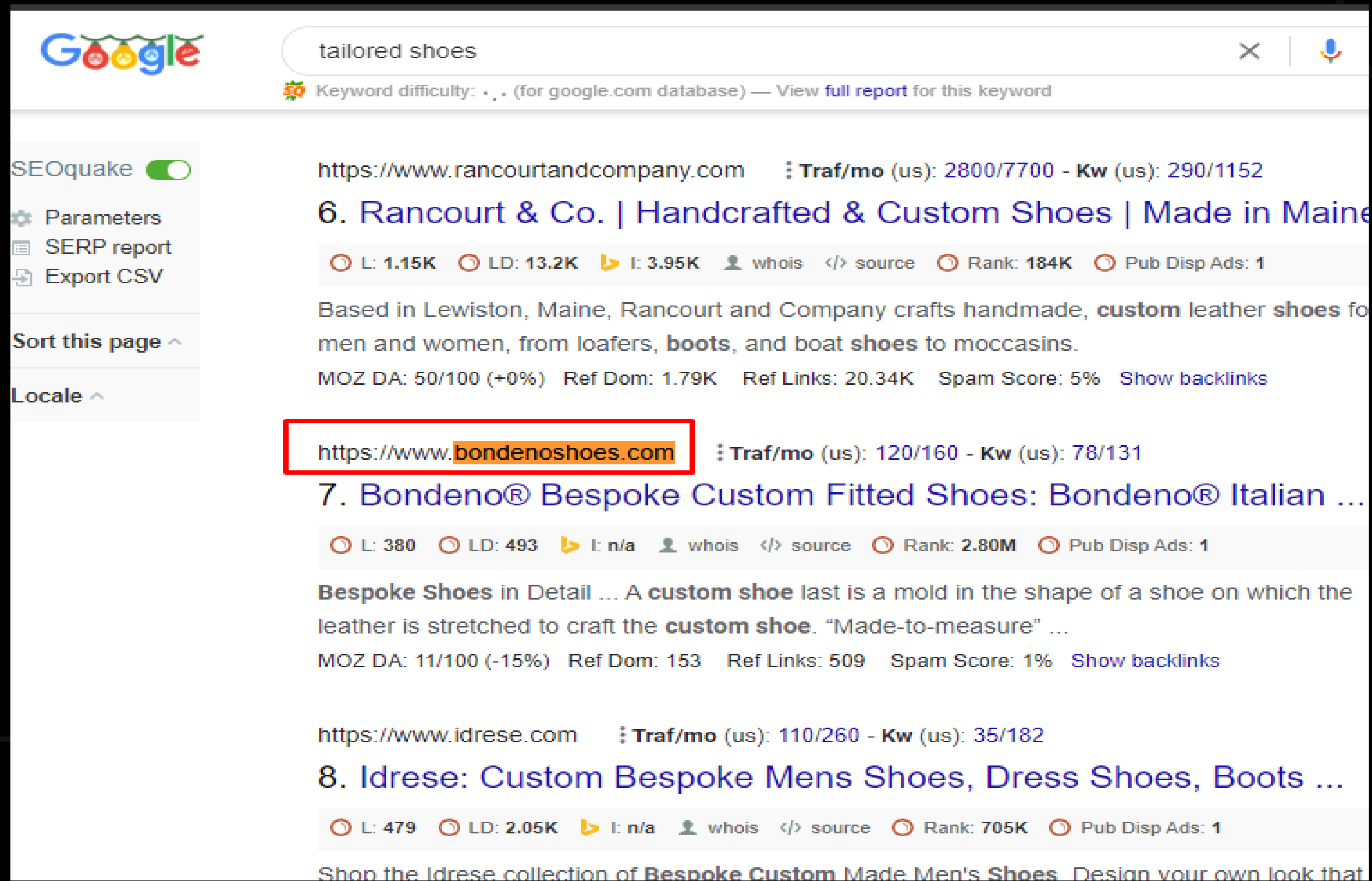
Updated information takes into account the latest changes in the subject or niche.

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

WHATS THE RESULT?



WHATS THE RESULT?



The screenshot shows a Google search for "tailored shoes" with the SEOquake extension active. The search results are sorted by relevance. The first result is "Rancourt & Co. | Handcrafted & Custom Shoes | Made in Maine" with a URL of https://www.rancourtandcompany.com. The second result is "Bondeno® Bespoke Custom Fitted Shoes: Bondeno® Italian ..." with a URL of https://www.bondenoshoes.com, which is highlighted with a red box. The third result is "Idrese: Custom Bespoke Mens Shoes, Dress Shoes, Boots ..." with a URL of https://www.idrese.com. The SEOquake sidebar on the left shows the extension is turned on and lists options for Parameters, SERP report, Export CSV, Sort this page, and Locale. The search results show various metrics for each site, including Traffic (Traf), Keyword (Kw), and other SEO-related data.

Google

tailored shoes

Keyword difficulty: . . (for google.com database) — View [full report](#) for this keyword

SEOquake ☒

Parameters

SERP report

Export CSV

Sort this page ^

Locale ^

<https://www.rancourtandcompany.com> : Traf/mo (us): 2800/7700 - Kw (us): 290/1152

6. Rancourt & Co. | Handcrafted & Custom Shoes | Made in Maine

L: 1.15K LD: 13.2K I: 3.95K whois source Rank: 184K Pub Disp Ads: 1

Based in Lewiston, Maine, Rancourt and Company crafts handmade, **custom** leather **shoes** for men and women, from loafers, **boots**, and boat **shoes** to moccasins.

MOZ DA: 50/100 (+0%) Ref Dom: 1.79K Ref Links: 20.34K Spam Score: 5% Show [backlinks](#)

<https://www.bondenoshoes.com> : Traf/mo (us): 120/160 - Kw (us): 78/131

7. Bondeno® Bespoke Custom Fitted Shoes: Bondeno® Italian ...

L: 380 LD: 493 I: n/a whois source Rank: 2.80M Pub Disp Ads: 1

Bespoke Shoes in Detail ... A **custom shoe** last is a mold in the shape of a shoe on which the leather is stretched to craft the **custom shoe**. "Made-to-measure" ...

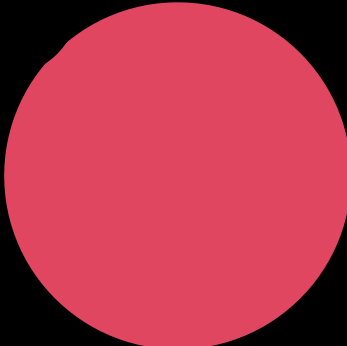
MOZ DA: 11/100 (-15%) Ref Dom: 153 Ref Links: 509 Spam Score: 1% Show [backlinks](#)

<https://www.idrese.com> : Traf/mo (us): 110/260 - Kw (us): 35/182

8. Idrese: Custom Bespoke Mens Shoes, Dress Shoes, Boots ...

L: 479 LD: 2.05K I: n/a whois source Rank: 705K Pub Disp Ads: 1

Shop the Idrese collection of **Bespoke Custom Made Men's Shoes**. Design your own look that

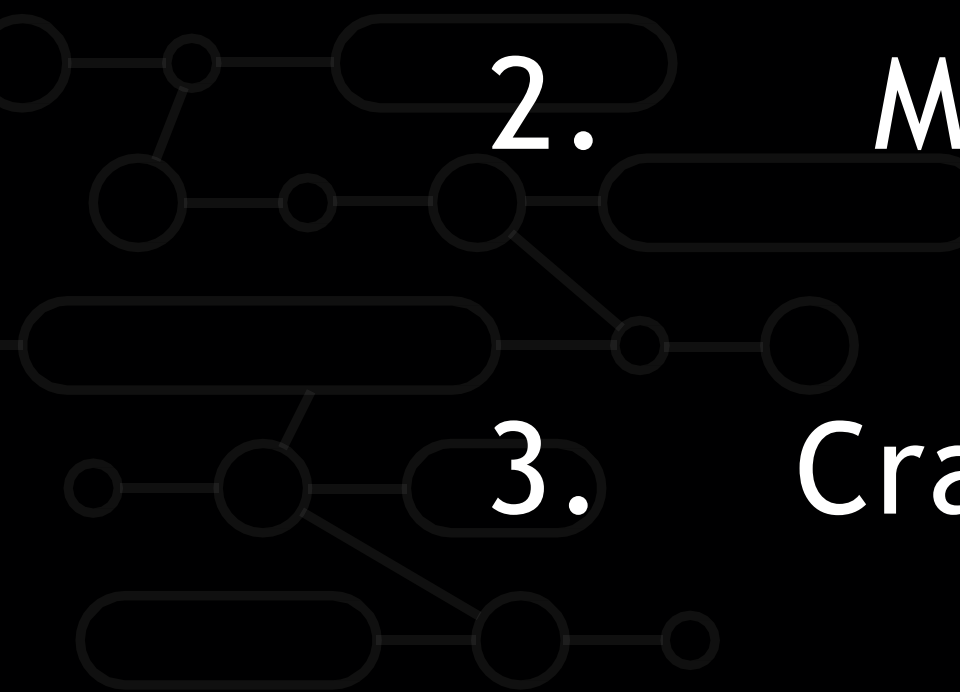


OPTIMIZED USER EXPERIENCE

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.

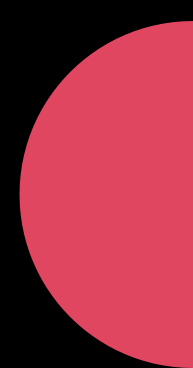


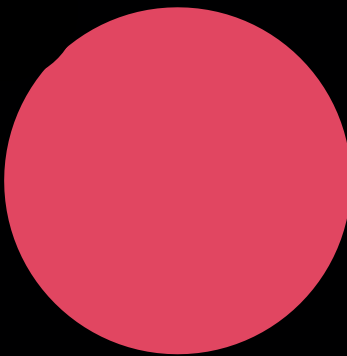
1. Core Web Vitals

A faint, stylized graphic on the left side featuring a network of interconnected nodes and lines.

2. Mobile Usability

3. Crawl Depth & Easy Website Navigation





OPTIMIZE FOR CORE WEB VITALS



01

Reduce Javascript
execution

03

Optimize and compress
images

02

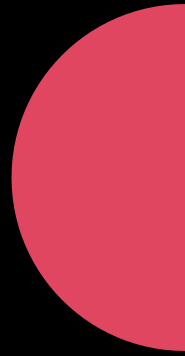
Implement lazy loading

04

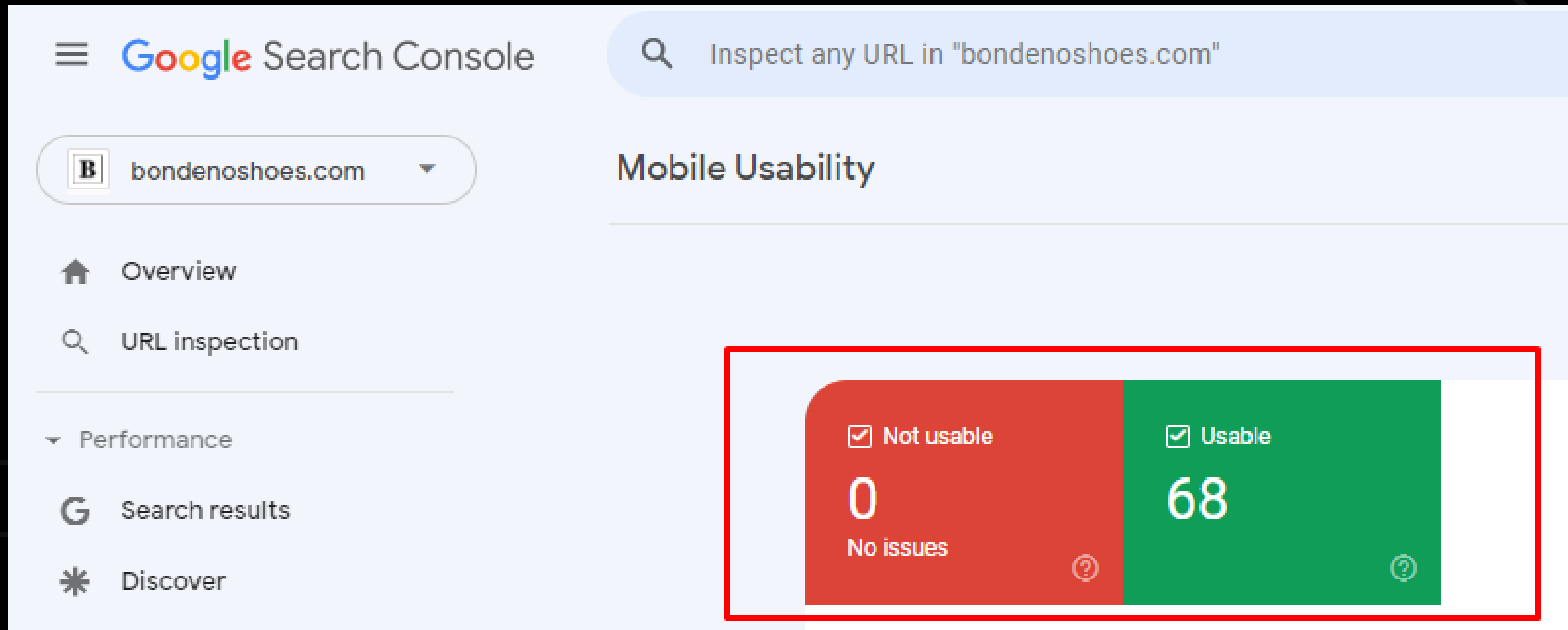
Provide proper dimensions
for images and embeds

05

Improve server response time



CHECK WHETHER WEBSITE IS MOBILE USABLE?

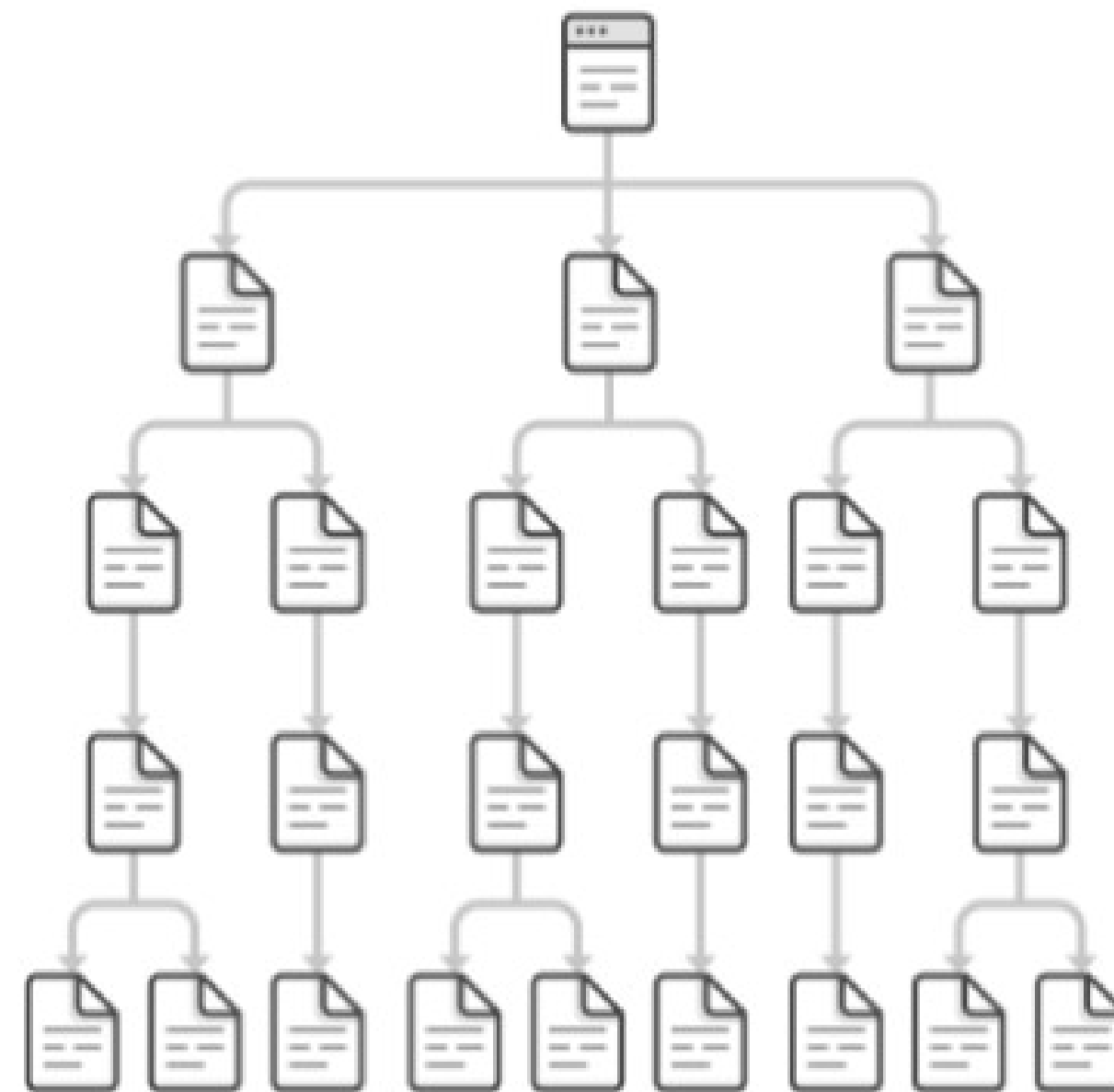


IMPLEMENT A FLAT SITE STRUCTURE

Flat vs. Deep Website Structure



FLAT



DEEP

SO WHAT HAPPENED TO THE CAMPAIGN AFTERWARDS?

Analytics

All accounts > bondenoshoes.com

All Web Site Data

Try searching for "site content"

REPORTS

Realtime

Audience

Acquisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

Google Ads

Search Console

Social

Attribution BETA

Primary dimension: Default Channel Grouping

Secondary dimension:

Sort Type: Default

advanced

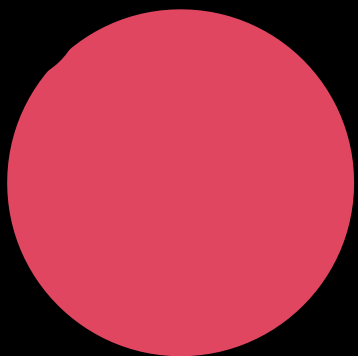
	Acquisition			Behavior			Conversions eCommerce		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
Default Channel Grouping	467 % of Total: 100.00% (467)	436 % of Total: 100.46% (434)	569 % of Total: 100.00% (569)	3.51% Avg for View: 3.51% (0.00%)	8.63 Avg for View: 8.63 (0.00%)	00:02:22 Avg for View: 00:02:22 (0.00%)	0.35% Avg for View: 0.35% (0.00%)	2 % of Total: 100.00% (2)	\$2,590.00 % of Total: 100.00% (\$2,590.00)
1. Organic Search	323 (67.86%)	295 (67.66%)	395 (69.42%)	3.80%	8.87	00:02:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Direct	125 (26.26%)	118 (27.06%)	140 (24.60%)	3.57%	7.16	00:01:32	0.71%	1 (50.00%)	\$1,145.00 (44.21%)
3. Referral	20 (4.20%)	18 (4.13%)	26 (4.57%)	0.00%	13.81	00:02:35	3.85%	1 (50.00%)	\$1,445.00 (55.79%)
4. Social	8 (1.68%)	5 (1.15%)	8 (1.41%)	0.00%	5.38	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10

Go to: 1

1 - 4 of 4

This report was generated on 12/22/22 at 11:04:13 AM - Refresh Report



Thank You

