



msg

# Media Search Group

SEO Case Study



UNIQUE ITEMS  
FOR THAT UNIQUE SOMEONE

SHOP NOW

<https://www.zaerltd.com/193/homepage.htm>



Zaer Ltd. International is a leading manufacturing and wholesale corporation founded in 1995. Our warehouse and showroom is located 45 miles north of Philadelphia in beautiful scenic Bucks County. We are proud to present unique garden and home decor products, all designed and manufactured with special care by highly skilled craftsmen. Many of our products are "one of a kind" and all are made out of the finest materials. These aspects make our products appreciated by customers from all over the world: North America, Europe, China and South America. Our knowledgeable and dedicated staff will provide you with prompt and courteous assistance. We are looking forward to developing a long-term business relationship with you!



## Client's Objectives

- Boost organic search traffic and sales by on-site optimization.
- Build strong authoritative backlinks among different websites.
- Raise Brand awareness and get all keywords at top of Google SERP.

## Targeted Location



# OUR STRATEGY



We always use highly critically acclaimed by Top notch Business School i.e. SOSTAC Technique

## PHASE (I): SITUATION ANALYSIS

- Brand & Commercial Technique
- Current Performance
- Customer Insights
- Marketplace Opportunity
- Competitor Benchmarking

## PHASE (II): OBJECTIVES (Where want to be?)

- Define Visions
- Align Business Growth
- Set Objectives
- Define KPI's
- Set Dashboard



### PHASE (III): STRATEGY (How we get there?)

- Segmentation and Targeting
- Position Marketing Mix
- Multi Channel Experience
- Engagement & Content Strategy
- Contact Strategy

### PHASE (IV): TACTICS & ACTION (What we need to get there?)

- Digital Roadmap
- 90 Days Plan
- Media Schedule
- Editorial Calendar
- Resource Allocation

### PHASE (V): CONTROL (How we monitor Performance?)

- People Engagement
- Regular Review
- Reporting Platforms
- Qualitative Feedback
- Prioritised Actions



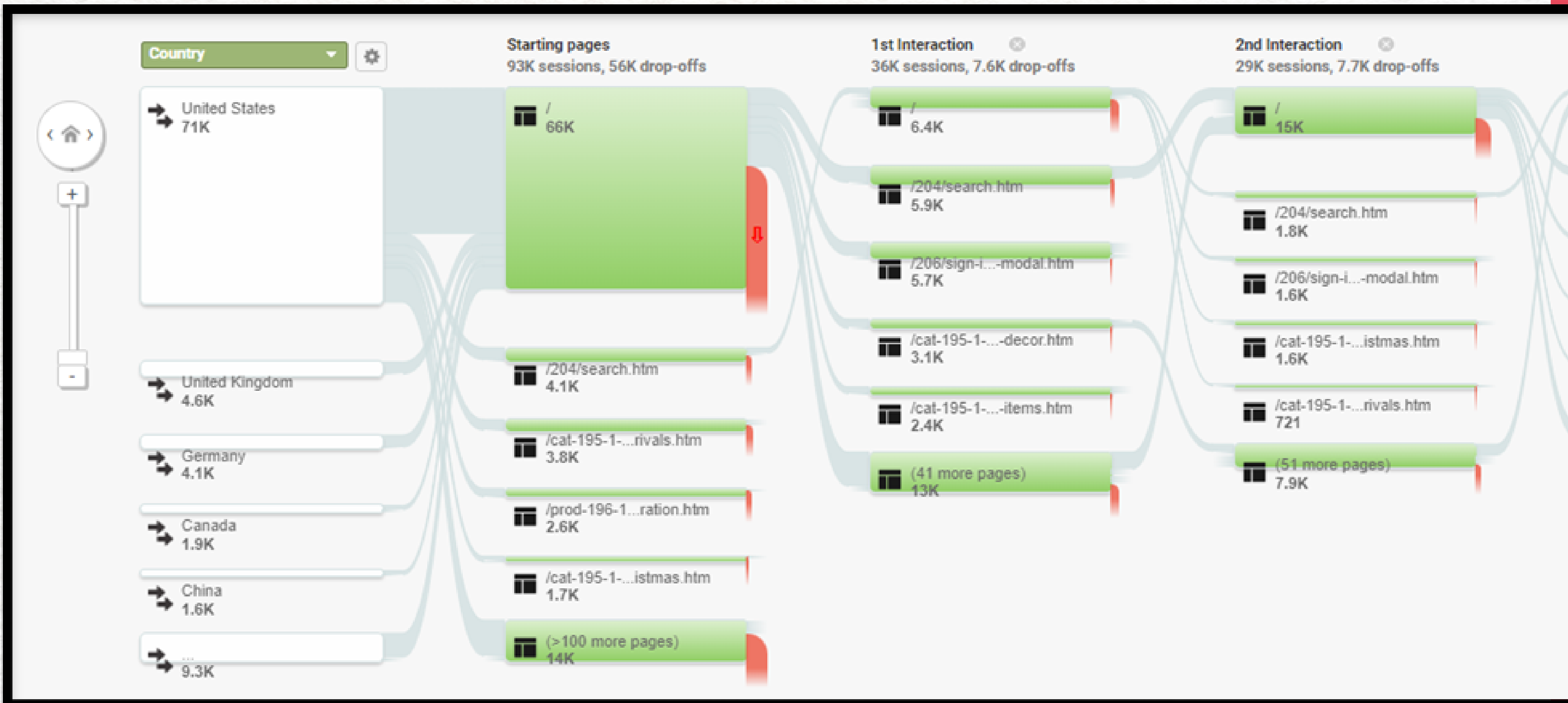
# RESULTS

Starting with a new site, at the beginning, we focused on opportunities with low competition and decent traffic value. We used Google Analytics to determine traffic value and manual research to gauge competition.

We had checked and performed a comprehensive deep analysis of the website also; we have worked strategically and in a planned manner to improve website performance. Our strategic work has started reflecting positive results towards the website performance from the very first month. You may get amazed but it is usual for us as achieving these types of results are our DNA.



Every month, through our excellent work we delivered hundreds of potential business leads to our client.





# ALL CHANNEL TRAFFIC



We had started our SEO campaign for the project Zaerltd.com 1st July 2021. Over the last 12 months our SEO strategy has been applied to the project. In this 1 year tenure we have achieved good success in terms of Website Performance, Keywords Ranking and Traffic Improvement. During this period our overall website traffic is improved significantly.

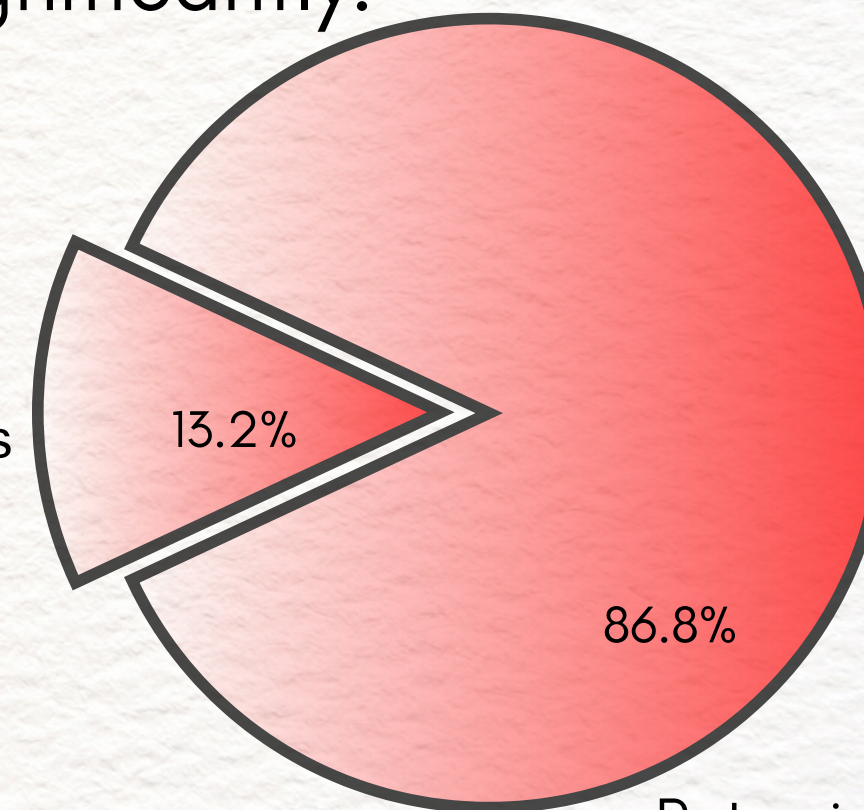
## Acquisition

↑ Users - 44.9 % ↑

↑ Sessions 36.1 % ↑

↑ New Users - 45.5% ↑

New Visitors



Returning Visitors

July 2021- August 2022

# DIRECT TRAFFIC



Over the last 12 months, we had applied our several SEO strategies to increase website traffic and performance. Direct traffic of the website is improved to 38,653, which was 22,728 in the previous year.

1. Direct			
Jul 1, 2021 - Aug 29, 2022	<b>38,653</b> (60.03%)	38,557 (61.06%)	56,566 (60.88%)
May 2, 2020 - Jun 30, 2021	<b>22,728</b> (50.70%)	22,527 (51.91%)	34,818 (51.03%)
<b>% Change</b>	<b>70.07%</b>	<b>71.16%</b>	<b>62.46%</b>



# ORGANIC TRAFFIC

Organic traffic of the website is improved to 23,688, which was 19,217 in 2020

2. Organic Search			
Jul 1, 2021 - Aug 29, 2022	23,688 (36.79%)	22,325 (35.35%)	33,186 (35.71%)
May 2, 2020 - Jun 30, 2021	19,217 (42.87%)	18,109 (41.73%)	29,058 (42.59%)
% Change	23.27%	23.28%	14.21%

# REFERRAL TRAFFIC

Referral traffic of the website is improved to 1,588, which was 937 in the previous year

3. Referral			
Jul 1, 2021 - Aug 29, 2022	1,588 (2.47%)	1,823 (2.89%)	2,610 (2.81%)
May 2, 2020 - Jun 30, 2021	937 (2.09%)	876 (2.02%)	1,917 (2.81%)
% Change	69.48%	108.11%	36.15%

# KEYWORDS RANKINGS STATUS



## Keywords

Initial Ranking Current Ranking

Keywords	Initial Ranking	Current Ranking
hanging ornaments product	.....	3
buy decorative garden furniture	.....	2
Decorative Garden Accents online	.....	4
buy online handmade birdhouse	.....	5
Massive Discount Garden Furniture	.....	2
online handmade birdhouse	.....	4
polynesian buddha garden statue	.....	1
buy handmade birdhouse online	.....	5
Round coastal mermaid chair	.....	1
small oval chalkboard stand	.....	1

# KEYWORDS RANKINGS STATUS



Keywords Promoted to Top  
#1st Position

10

Keywords Ranking on  
2nd-5th Position

7

Total Indexed  
Keywords

3



# Google Snippets



Keyword - private label discount program

Current Rank -  
1st

The screenshot shows a Google search for 'polynesian buddha garden statue'. The search bar contains the text 'polynesian buddha garden statue'. Below the search bar, it indicates 'Keyword difficulty: 87.05% (for google.com database)'. The search results show 'About 555,000 results (0.71 seconds)'. The top result is from 'https://www.zaerltd.com' and is titled '1. Polynesian Buddha Garden Statue - Zaer Ltd'. Below the title, there is a summary of metrics: AS: 0, Visits: 0, Pages/Visit: 0, Avg. Visit: 0, Bounce rate: 0. Below this, there are more metrics: L: 2, LD: 2.14K, I: 35, Rank: n/a, whois, source, Rank: 627K, Adv Disp Ads: 1, and Pub Disp Ads: 1. The main content area shows a grid of images of various Buddha statues, including a large white one, two small figures on a bench, and several colorful, ornate ones. Below the images, there is a text snippet: 'Buy online meditating Buddha Statue from Zaer Ltd International with great deals. We also offer Polynesian Buddha garden statue with different type of ...'

# Google Snippets



Keyword - Round coastal mermaid chair

Current Rank - 1st

A screenshot of a Google search for "Round coastal mermaid chair". The search bar at the top shows the query and a difficulty score of 64.22%. Below the search bar, navigation tabs for "All", "Shopping", "Images", "Maps", "News", and "More" are visible, with "Images" selected. The results show "About 1,670,000 results (0.49 seconds)". Under the heading "Images for Round coastal mermaid chair", there are filter buttons for "st john", "st thomas", "beach towel", and "mermaid tail". A carousel of five images displays different views of the mermaid chair. Below the carousel is a "View all" button. At the bottom, a search result snippet is shown for "1. Round Coastal Mermaid Chair 'Sirena'" from the website "https://www.zaerltd.com". The snippet includes a small thumbnail image of the chair and a brief description: "This sturdy iron-crafted chair features a circular design with a gorgeous mermaid wrapped around the backrest. This piece is as equally functional as it is fun, ...".

# Google Snippets



Keyword - small oval chalkboard stand  
Current Rank - 1st

small oval chalkboard stand

Keyword difficulty: 67.62% (for google.com database) — View full report for this keyword

All Shopping Images Maps News More Tools

About 1,530,000 results (0.65 seconds)

<https://www.zaerltd.com> › prod-196-1-1439-64 › small...

## 1. Small Oval Chalkboard Stand | Zaer Limited

Lead your customers in the right direction with this industrial grade standing chalkboard sign with an oval frame. This stand is single sided with intricate ...







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**THANK YOU**

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