CASE STUDY

www.lacefrenzywigs.com

Lace Frenzy Wigs & Extensions is your trusted source for the most exquisite selection of undetectable, high quality Lace Wigs and Hair Extensions online! We are truly dedicated to offering you the most elegant & most beautiful selection of lace wig products and Accessories while delivering excellent customer service. We offer high quality hair products at different price points to ensure all women on any budget are able to afford to look their very best.

PREMIUM GRADE HAIR EXTENSIONS

MACHINE MADE BUNDLE   CLIP-IN HAIR EXTENSIONS

TAPE IN HAIR EXTENSIONS

CLLIENT'S OBJECTIVE

- ✓ 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.

TARGATED 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
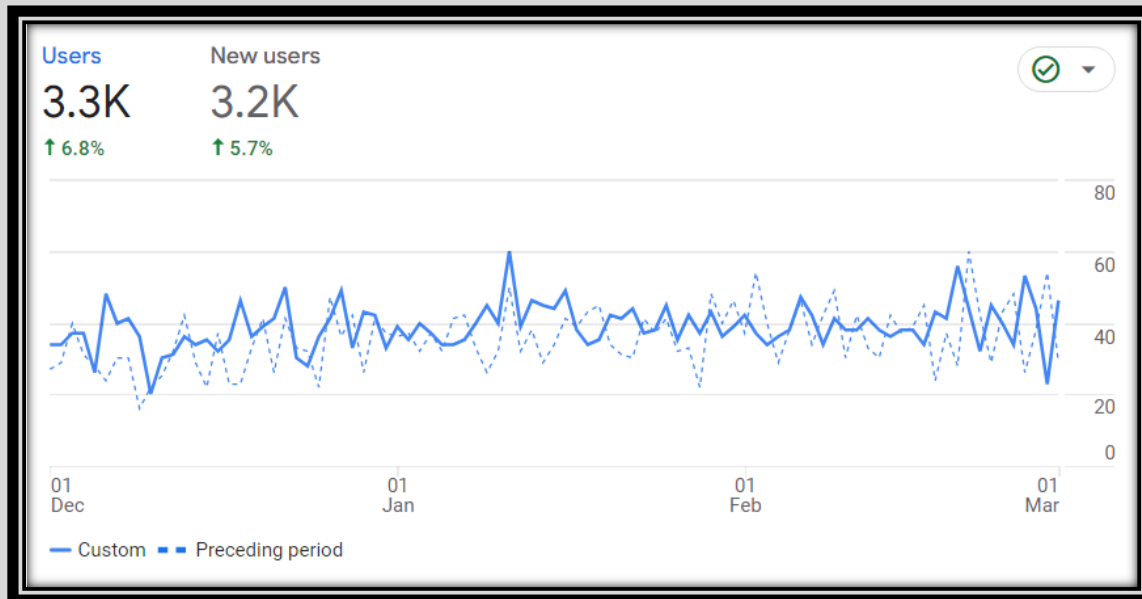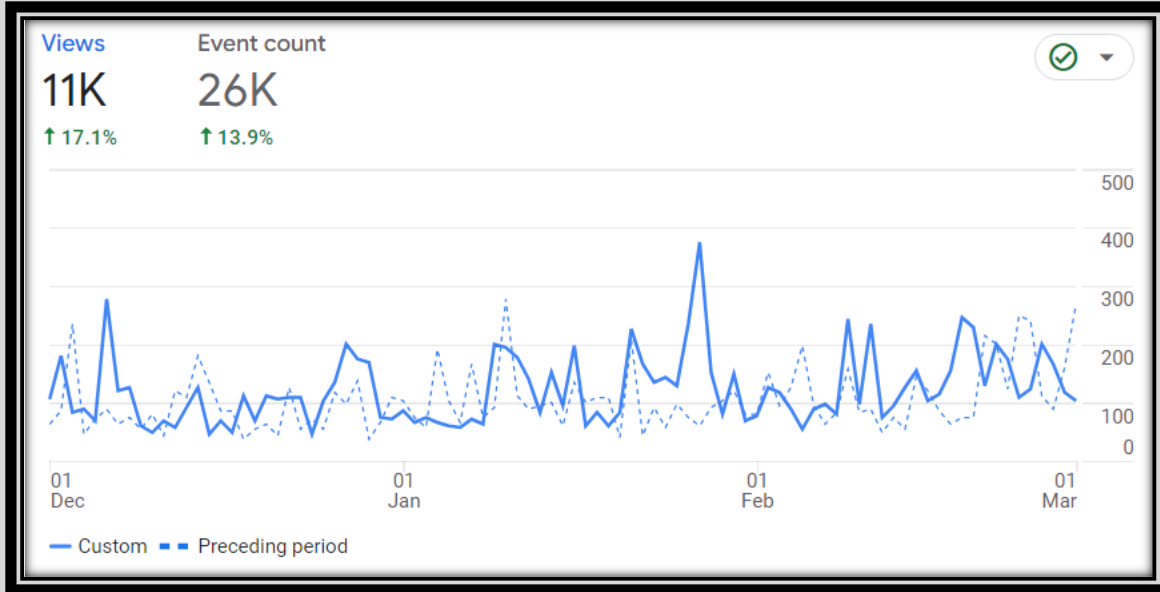Qualitative Feedback
Prioritised Actions

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.

ALL CHANNEL TRAFFIC

Over the last 3 month our SEO strategy has been applied to the project. **In this 3 month, 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.**

TRAFFIC IMPROVEMENT CHART

Session default channel group	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user
	3,279	4,150	2,106	1m 02s	0.64
	vs. 3,070	vs. 3,749	vs. 1,861	vs. 62.27	vs. 0.61
	↑ 6.81%	↑ 10.7%	↑ 13.16%	↑ 0.97%	↑ 5.95%

DIRECT TRAFFIC

Over the last 3 months, we had applied our several SEO strategies to increase website traffic and performance.

Direct traffic of the website is improved to **466**, which was **433** in the previous 3 month.

Direct					
Dec 1, 2022 - Mar 1, 2023	466	604	222	1m 20s	0.48
Sep 1 - Nov 30, 2022	433	542	194	0m 55s	0.45
% change	7.62%	11.44%	14.43%	45.54%	6.33%

ORGANIC TRAFFIC

Organic traffic of the website is improved to **2735**, which was **2567** in the previous 3 month.

Organic Search					
Dec 1, 2022 - Mar 1, 2023	2,735	3,383	1,834	0m 59s	0.67
Sep 1 - Nov 30, 2022	2,567	3,080	1,623	1m 03s	0.63
% change	6.54%	9.84%	13%	-5.13%	6.06%

REFERRAL TRAFFIC

Referral traffic of the website is improved to **18**, which was **18** in the previous 3 month.

Referral					
Dec 1, 2022 - Mar 1, 2023	18	48	31	2m 10s	1.72
Sep 1 - Nov 30, 2022	18	33	20	1m 57s	1.11
% change	0%	45.45%	55%	11.65%	55%

Unassigned TRAFFIC

Unassigned traffic of the website is improved to **39**, which was **16** in the previous 3 month.

Unassigned					
Dec 1, 2022 - Mar 1, 2023	39	41	0	0m 35s	0.00
Sep 1 - Nov 30, 2022	16	16	0	1m 47s	0.00
% change	143.75%	156.25%	0%	-67.25%	0%

KEYWORDS RANKINGS STATUS

S. No.	Keywords	Initial Ranking	Current Ranking
1	Best Custom celebrity wigs	--	2
2	silk base 360 frontals	--	2
3	Custom Celebrity Wigs	--	1
4	silk top full lace frenzy wigs	--	1
5	Crop Cut Full Lace Wigs	--	1
6	best full thin skin wigs	--	1
7	Machine Weft Bundle Kits	--	1
8	Layered Bundle Machine Weft Kits	--	1
9	Top Closure Weft Bundle Kits	--	1
10	New 360 Band Lace Frontal	--	1
11	Two Toned Full Lace Wigs	--	6
12	Full Thin Skin wigs	--	2
13	glueless full lace customizable wigs	--	8

GOOGLE SNIPPETS

Keyword - Custom Celebrity Wigs

Current Rank – 1st

Keyword - silk top full lace frenzy wigs

Current Rank – 1st

Keyword - Crop Cut Full Lace Wigs

Current Rank – 1st

Keyword - best full thin skin wigs

Current Rank – 1st