

CASE STUDY

LACE FRENZY
Wigs
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

CLIENT'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.

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

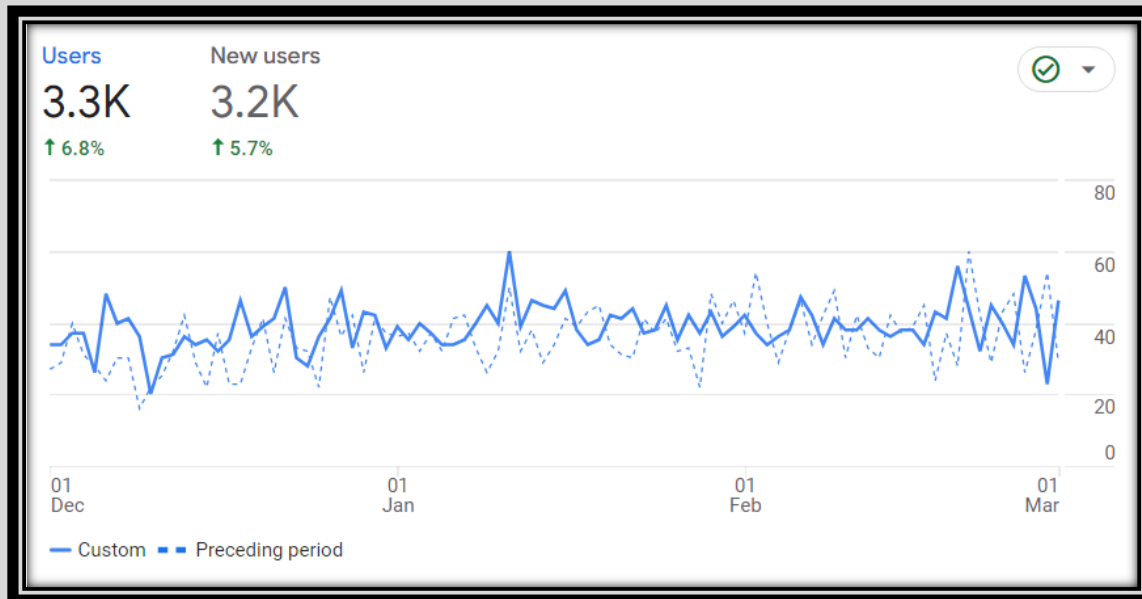
RESULTS

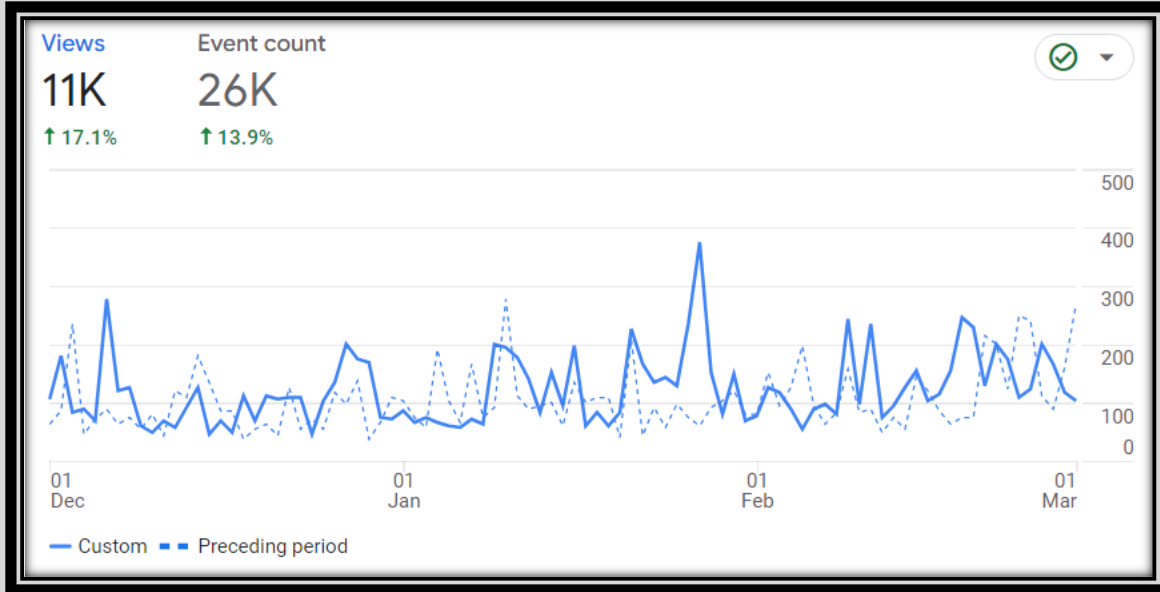
Starting with a new site, at the beginning, we focused on opportunities with low competition and decent traffic value. We used Google Analytics to determine traffic value and manual research to gauge competition.

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.

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
SHOW ALL ROWS	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

Google Custom Celebrity Wigs

Keyword difficulty: 58.46% (for google.com database) — View full report for this keyword

Human Hair Synthetic Nearby Women's Men's Unisex


About 2,870,000 results (0.42 seconds)

Lace Frenzy Wigs
<https://lacefrenzywigs.com> > product-category > custo... ⋮

1. Custom Celebrity Wigs For Sale

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
 Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)


L: 118 LD: 4.43K I: 59 Rank: error whois </> source Rank: 1.38M Adv Disp Ads: 1
 Pub Disp Ads: 1



These Celebrity Custom Wigs can be worn in up-dos and high ponytails. Made with 100% Premium Quality Virgin Human Hair. Each custom celebrity lace wigs are hand ...

Trinity Custom Wigs
<https://www.trinitycustomwigs.com> > products > any... ⋮

2. ANY Celebrity Lace Wig Maker RECREATION



Keyword - silk top full lace frenzy wigs

Current Rank – 1st

Google silk top full lace frenzy wigs

Keyword difficulty: 73.25% (for google.com database) — View full report for this keyword

Shopping Images Videos Books More Tools

About 3,320,000 results (0.42 seconds)

Lace Frenzy Wigs
<https://lacefrenzywigs.com> > product-tag > silk-top-ful... ⋮

1. Silk Top Full Lace Wigs - Lace Frenzy Wigs & Hair Extensions

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
 Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 0 LD: 4.43K I: 59 Rank: error whois </> source Rank: 1.38M Adv Disp Ads: 1
 Pub Disp Ads: 1

Full Lace Wigs. Madeline Indian Remy Hair Body Wave Silk Top Full Lace Wig. \$389.00 – \$619.00. Angela Bassett Long Curly Celebrity Custom Lace Wig.

<https://lacefrenzywigs.com> > tag > silk-top-full-lace-wigs ⋮

2. Silk Top Full Lace Wigs - Lace Frenzy Wigs & Hair Extensions

L: 0 LD: 4.43K I: 59 Rank: error whois </> source Rank: 1.38M Adv Disp Ads: 1
 Pub Disp Ads: 1

Achieving an up-do hairstyle with a lace wig gives any full lace wig wearing individual great advantages of creative looking and beautiful up-do hairstyles ...

Keyword - Crop Cut Full Lace Wigs

Current Rank – 1st

Google **Crop Cut Full Lace Wigs** Keyword difficulty: 77.02% (for google.com database) — View full report for this keyword

Shopping Images Videos News More Tools

Human Hair Synthetic Nearby Women's Men's

About 8,510,000 results (0.45 seconds)

Lace Frenzy Wigs
<https://lacefrenzywigs.com> > Full Lace Wigs

1. Buy Crop Cut Full Lace Wigs Online

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
 Get domain authority, visits and engagement data with a free Semrush account

L: 0 LD: 4.43K I: 59 Rank: error whois </> source
 Rank: 1.38M Adv Disp Ads: 1 Pub Disp Ads: 1

Crop cut full lace wigs are ideal for that ideal edgy chic boy cut style. Made with premium human hair on soft Swiss lace material. Kalila 8 Inches Straight ...

<https://lacefrenzywigs.com> > Lace Front Wigs

2. Crop Cut Lace Front Wigs - Lace Frenzy Wigs & Hair Extensions

L: 0 LD: 4.43K I: 59 Rank: error whois </> source Rank: 1.38M Adv Disp Ads: 1
 Pub Disp Ads: 1

Easy to style and manage short crop cut lace front wigs features soft Swiss lace in the front and machine weft back with adjustable straps and combs inside the ...

Keyword - best full thin skin wigs

Current Rank – 1st

Google **best full thin skin wigs** Keyword difficulty: 67.56% (for google.com database) — View full report for this keyword

Shopping Images Videos Books More Tools

Human Hair Synthetic Women's Men's Unisex Kids


About 26,900,000 results (0.46 seconds)

Lace Frenzy Wigs
<https://lacefrenzywigs.com> > Full Lace Wigs

1. Full Thin Skin Wigs For Sale

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
 Get domain authority, visits and engagement data with a free Semrush account - Connect

L: 39 LD: 4.43K I: 59 Rank: error whois </> source Rank: 1.38M Adv Disp Ads: 1
 Pub Disp Ads: 1



Full thin skin wigs also known as polyurethane is a good preference if you have complete hair loss or Alopecia Areata. It is a good alternative if you have ...

Premier Lace Wigs
<https://www.premierfacewigs.com> > full-lace-wigs > th...

2. Thin Skin Wigs, Full Thin Skin Wigs, PU Base Wigs ...

