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# SEO CASE STUDY

HOME DECOR SEO: FROM  
200 TO 7K MONTHLY  
VISITORS

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In this case study you will learn how we increase the home décor website traffic from 200 to 7k.

## Background

At the end of 2020, this home furnishings company contacted us for assistance with optimizing their website. Three years after the site's first debut in June 2019, there had been little traffic growth.

The company's organic traffic was slightly over 500 visitors per month in November 2020, when they formally began utilizing our managed SEO service.

They desired to raise their internet ranks in order to attract more targeted visitors to their website, which would ultimately result in more leads and customers.

## The SEO Audit

With every customer, we start by doing a comprehensive SEO analysis of their website. Before strategizing or organizing any campaigns, we must understand the situation we're in.

We were aware from on that the home décor market was quite competitive. We discovered through our audit that it would require approximately 303 backlinks to rank locally in their city for the term "home organizer services."

The company had some success obtaining backlinks on their own, but it was obvious that much more work remained. Fortunately, link building is our area of expertise.

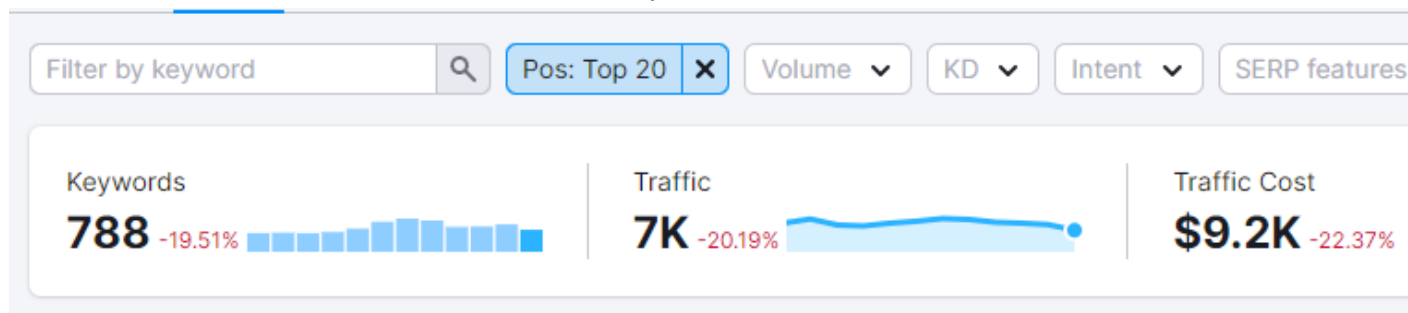
## "Long Tail" Keyword Research

We work smarter for our clients by identifying "Long Tail" keywords.

These are keywords the website is already ranking for in positions 4–20. Since these keywords are already ranking near the top, we can focus on them for some quick traffic jumps!

Once we identify these keywords we can use them strategically to improve a client's overall ranking.

We found a total of 788 "long tail" keywords. Some of them had incredibly high search volumes and wouldn't take much to rank in the Top 10.



## Competitive Gap Analysis

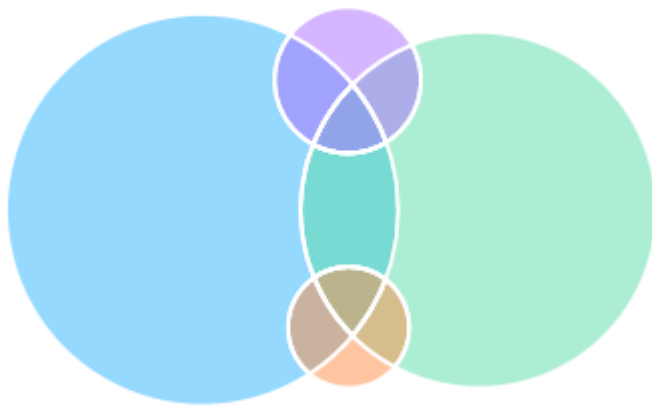
Understanding what your competitors are doing provides valuable insights. A competitive gap analysis will help show you areas that your competitors are doing better than you in.

We found there were .4.7K unique keywords not being used by our client. Most of these were keywords having to do with home organizers. We built content on their website based on the keywords we found to start driving targeted traffic.

What excited us even more about discovering these keywords was how they could help us generate ideas for blog posts for the client's website.

### **Keyword Overlap**

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## **The SEO Strategy**

The home décor niche took advantage of our link-building program where they would receive contextual links from authority sites.

We paired that with other high-level links from our guest post product. High-quality guest posts are one of the most effective ways to boost your site up the SERPs.

We assured them results won't happen overnight, explaining that SEO results often take weeks or months to take effect. But once they did, they were blown away

## **Our Results**

What we observed in this case study was textbook SEO.

The client's organic traffic was in the 500s when we kicked off their campaign in November 2020. Now (in June 2022) it's over 9 thousand visitors per month and continues trending upwards.



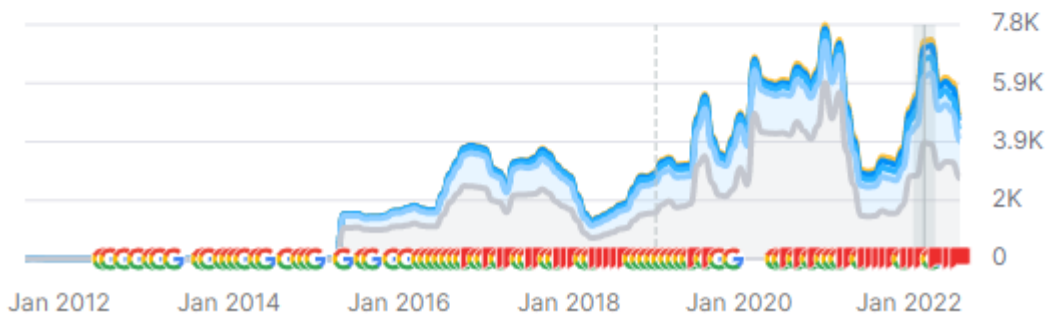
### Organic Traffic 11,171/month

Organic Traffic  Paid Traffic |  Notes ▾



### Organic Keywords 7,265

Top 3  4-10  11-20  21-50  51-100

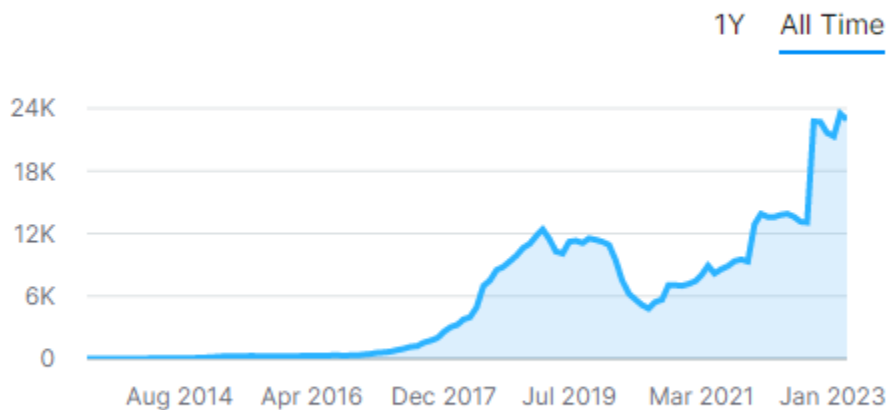


client's referring domains also increase amazingly.

## Referring Domains *i*

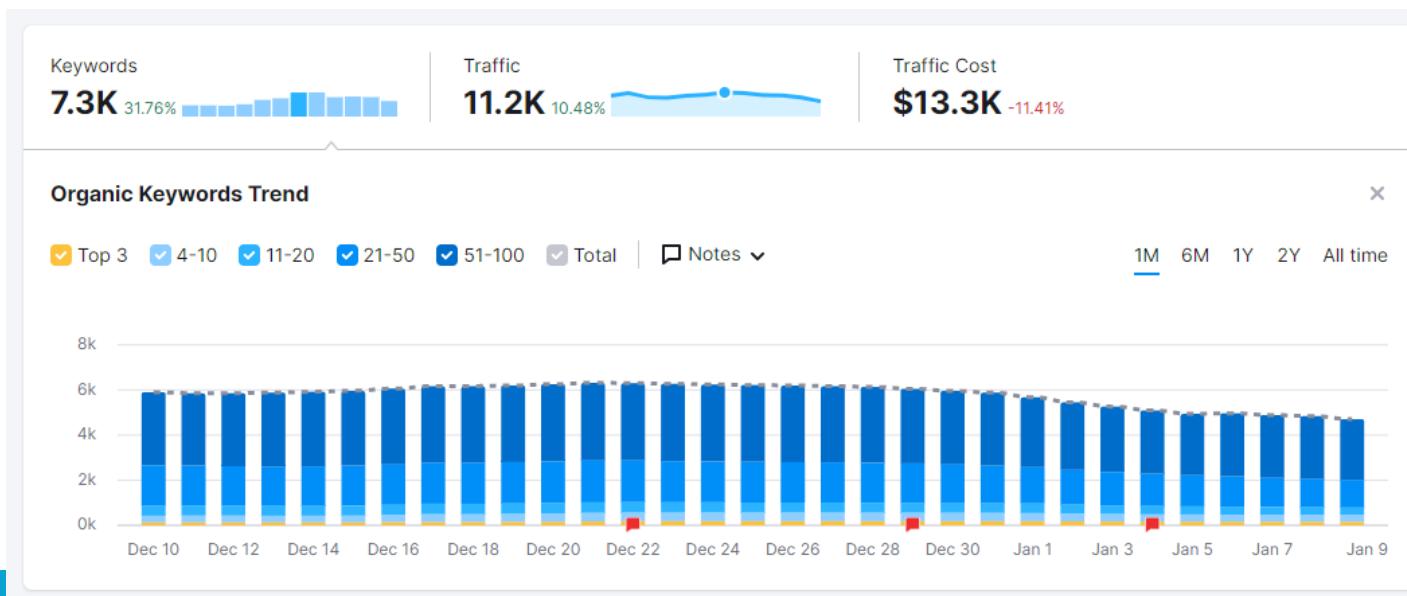


## Backlinks *i*



This campaign was solely for organic traffic (no paid advertising). But it's worth noting that the client's traffic value jumped from approximately \$550 when we started working together to \$13.3k per month.

That means it would cost them almost \$13.3K in paid advertising a month to get the same amount of traffic they are getting now with the organic search! Take a look at the value growth below.



## Conclusion

We were contacted by this client to assist with increasing their traffic and rankings. They were a perfect fit for our managed SEO programme, we were sure of it.

Instead of buying each of our other products separately, they could benefit from an SEO campaign that was created and oversaw by one of our SEO specialists.

We knew that effective guest posts would help make a difference and that link building is the key to search rankings. Ultimately, we increased their organic traffic by over 900% and elevated them to the top of the SERPs to assist them in acquiring more leads and customers.

Are you prepared to learn more or begin? Contact us today to schedule a free consultation.