



1. Campaign Overview: A Little Background

Campaign Name: JACA Crawler – Rosemira Organics

Website: <https://www.rosemiraorganics.com/>

Dr. Mira Herman is one of the most renowned skin care formulators. She is also a certified professional herbalist, a chiropractor, and an acupuncturist. With over 25 years of practice, Dr. Mira successfully formulated natural and organic skin care products and started Rosemira Organics to help people break into the cosmetics industry, and build a business around something she's passionate about.

To do this, our client needed to find a way to generate recurring traffic and leads.

Agreed Technologies was contracted to help with this assignment.

Team Agreed, knew we needed to build an SEO strategy centered on evergreen content that would help generate long-term exposure, position the brand as an authority in the industry, capture leads and convert them into paying customers.

2. The Challenge:

Rosemira Organics had only Ten keywords ranked in top 10 when they contacted Agreed Technologies. Their goal was very clear: to achieve Top 5 or Top 10 rankings on Google for their primary keywords. All other ranking increases would be considered a bonus.

The key challenges primarily included:

- To grow the traffic on the website.
- To increase the keyword spread.
- To maximize the backlinks for the niche.
- To Map keywords to content.
- To optimize the content for SEO.
- Achieving the campaign KPI.

3. The KPIs during the campaign:

The following set of data points are the key performance indicators we track during the life of an SEO engagement:

- **Number of Pages Indexed + Index Ratio** – There are some other metrics that we look at while we're looking at this like average crawl rate, but overall the indexed page count over time and the index ratio are like the pulse of a website. This lets us know how valuable Google is finding the content / pages of the site and if

we are chopping out loads of thin or duplicate pages (general culprit is parameterized URL's) we want to watch and make sure Google is picking up that these URL's have been deprecated.

- **Query Impression Volume** – If you're running an SEO campaign the literal goal is to increase the visibility of your website in organic search, the volume of impressions where your website URL's are being shown to people in organic search results is the literal measure of this.
- **Organic Traffic (Brand and Non-Brand)** – Another literal measure of pure SEO success, the total number of visitors from organic search. This is best looked at month over month, but there are certain campaign elements that when they're launched will cause us to keep an eye on the real time traffic.
- **Number of Keywords Ranked** – This is your measurement metric for your site's overall keyword footprint. Step one here is to grow your overall footprint by building rankings for more keywords initially.
- **Revenue from Organic Search** – All the traffic in the world doesn't matter if you're not able to monetize it, so this is a critical KPI that we track and report on to make the ROI for SEO is always positive.

4. The Strategy

The strategy that was implemented for Rosemira Organics was meticulously implemented to achieve the anticipated results. The key strategies were as under:

- To start with taking advantages of 'easy wins' with intensive keywords research.
- To focus on securing a handful of strategic links to important pages by efficiently implementing On-Page SEO.
- Establishing passive link acquisition channels to build momentum, i.e quality link building techniques.
- Being intentional about content creation and its impact on search by meticulously following the SEO guidelines for content creation.

Apart from this we implemented additional "search engine-friendly" structural elements into the site in order to increase the site's link popularity.

The Rosemira Organics site was an e-commerce site with lots of images and limited content and lacked keyword density. We started by identifying keywords and assigning the keywords to specific pages that were available in the site. If those pages lacked keyword density to support the keywords, Rosemira Organics would re-write the content on those pages.

Over the last 12 months this SEO strategy has been applied to client's website, generating **42,447 visits** with over **200,543 page views**.

That's a massive **779% increase in organic search traffic**.

Every month, this organic traffic delivers hundreds of new email subscribers and potential business leads.

5. Campaign Kick-Off & Keywords Overview

Targeted Keywords: *Best Antioxidant Serum, Marula Oil, Best Eye Cream For Dark Circles, Best Dark Circle Cream, Rosehip Seed Oil, The best eye cream, Argan Oil Hair, Best Alcohol Free Toner, Tinted Sunscreen, Calendula Oil, Best Argan Oil, Carrot Seed Oil, Anti Wrinkle Cream, Organic Skin Care Products, Alcohol Free Toner, Dark Circles Under Eyes Cream, Eye Cream, Aloe Vera Gel, Anti Aging Cream, Antioxidant Serum, Best Anti Aging Cream, Best Eye Cream For Puffiness and Dark Circles, Best Vitamin C Serum, Best Vitamin C Serum For Face, Dead Sea Salt Scrub, Homemade Vitamin C Serum, Natural Skin Care Products, Organic Lip Balm, Vitamin C Serum, Vitamin C Serum For Face.*

I. Keywords Overview

The campaign commenced on the 1st of April 2017 keeping 30 keywords as our primary goal. There are three fundamental ways to achieve the best results in the online marketing field:

- A well targeted keyword focus
- Strong page element optimization
- Good quality page content

Keyword research is the groundwork for a successful SEO campaign. Doing keyword research in a way that will bring long-term success requires in-depth analysis around all keywords that may be relevant to the products or services of the targeted website. Start with the most general keywords and find long tail keywords relating to each of them, then search for other long tail keywords relating to each of those. This pattern can be repeated many times to find many keyword opportunities. This strategy will also uncover some highly targeted keywords that will convert well and could be fairly easy to rank for.

Once search engines have crawled pages on the web, they can extract the content of those pages and add it to their indexes. In this way, they can decide if they feel a page is of sufficient quality to be ranked well for relevant keywords.

When they are deciding this, the search engines do not just look at the content of the page; they also look at the number of links pointing to that page from external websites and the quality of those external websites. Generally speaking, the more high-quality websites that link to you, the more likely you are to rank well in search results.

Here is the list of the keywords along with their monthly searches that have been worked upon so far:

Table 1 - Keywords Searches

S. No.	Keywords	Searches*
1	Marula Oil	4,410
2	Best Argan Oil	720
3	Best Antioxidants Serum	480
4	Tinted Sunscreen	990
5	Rosehip Seed Oil	9,900
6	Organic Skin Care Products	1,240
7	Best Alcohol Free Toner	320
8	Calendula Oil	3,600
9	Best Dark Circle Cream	390
10	Dark Circles Under Eyes Cream	1,290

11	The Best Eye Cream	880
12	Carrot Seed Oil	3,600
13	Alcohol Free Toner	720
14	Best Eye Cream For Dark Circles	4,400
15	Dead Sea Salt Scrub	1,300
16	Argan Oil Hair	6,600
17	Aloe Vera Gel	22,200
18	Anti Aging Cream	6,600
19	Anti Wrinkle Cream	3,600
20	Antioxidant Serum	720
21	Best Anti Aging Cream	6,600
22	Best eye Cream For Puffiness & Dark Circles	210
23	Best Vitamin C Serum	6,600
24	Best Vitamin C Serum For Face	880
25	Eye Cream	9,900
26	Homemade Vitamin C Serum	1,000
27	Natural Skin Care Products	2,900
28	Organic Lip Balm	1,290
29	Vitamin C Serum	22,200
30	Vitamin C Serum For Face	2,400

*Searches – The number of local searches per month on Google for that keyword. The numbers are for the whole country, and not for a particular city. N/A means the number of searches is not available for the keyword.

Results:

6. Organic Searches (Keywords Position)

Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to their being advertisements. An organic keyword is a keyword used to attract free traffic through search engine optimization (SEO).

Here is a brief overview of the Organic Searches of our keywords back in the month of **April 2017**.

Keywords search position (April'17)



As it can be seen from the screenshot picture above, we ranked for a total of 1,065 keywords on Google.com. Out of these 1,065 keywords, only 10 keywords were ranking in the Top 10 positions.

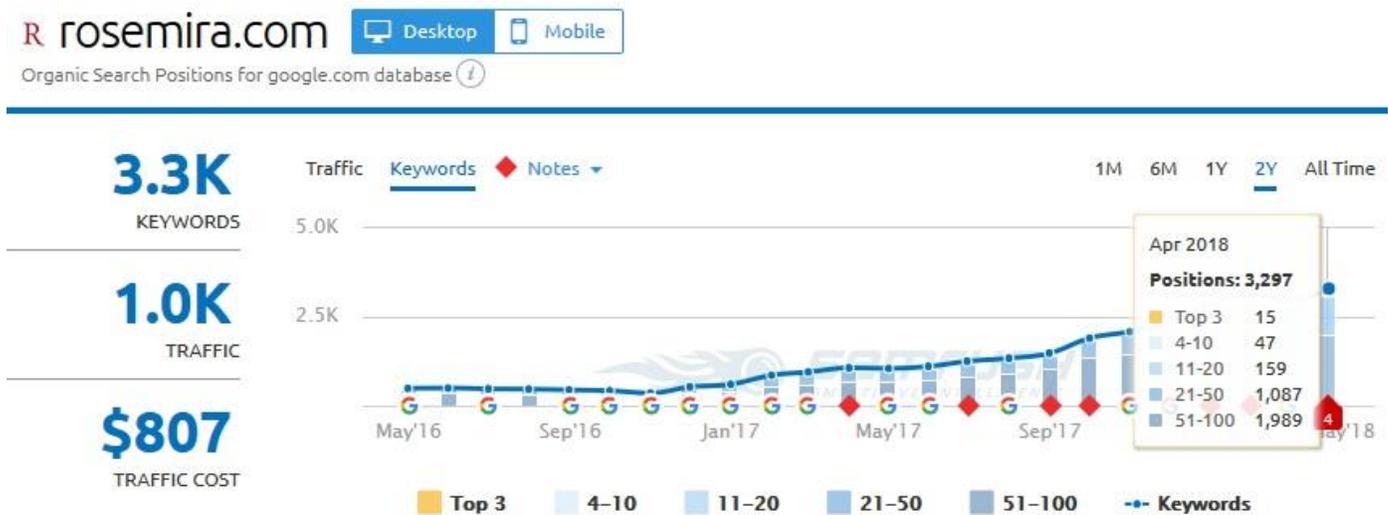
Table 2 - Keywords Position (Apr'17)

S. No.	Keywords Position (Google)	No. of Ranked keywords
1	Top 3	02
2	4 to 10	08
3	11 to 20	48
4	21 to 50	337
5	51 to 100	670
	Total	1,065

Talking briefly about the contribution of the SEO efforts so far, here is a brief overview of the Organic Searches in the present month (April 2018).

We are now ranking for a total of **3,297** keywords on Google.com. This is the number of keywords actually bringing users to the website via Google's top 100 Organic search results.

Keywords search position (Apr'18)



As it can be seen from the screenshot picture above, we currently rank for a total of 3,297 keywords on Google.com. Out of these 3,297 keywords, **15** such keywords were ranking in the Top 03 searches, followed by **47** keywords in the Top 4 - 10, followed by **159** keywords in the Top 11-20 and 1,087 of our primary keywords in the list ranging from 21-50 searches and 1,989 keywords in the list ranging from 51-100 searches.

Table 3 - Keywords Position (Apr'18)

S. No.	Keywords Position (Google)	No. of Ranked keywords
1	Top 03	15
3	4 to 10	47
4	11 to 20	159
5	21 to 50	1,087
6	51 to 100	1,989
	Total	3,297

7. Organic Traffic (Overview)

The term “organic traffic” is used for referring to the visitors that land on your website as a result of unpaid (“organic”) search results. Organic traffic is the opposite of paid traffic, which defines the visits generated by paid ads. Visitors who are considered organic find your website after using a search engine like Google or Bing, so they are not “referred” by any other website. The easiest way to increase the organic traffic of your website is to publish quality and relevant content on your blog regularly.

The organic traffic at the commencement of the campaign was recorded at 131 (Apr 2017).

Keywords search position (Apr'17)



After first 04 months the site started building momentum, and we established a solid baseline of authority and trust with our site, giving us the ability to compete for higher-value terms. This resulted in increased visibility in search, attracting more visitors. A satisfied visitor shall keep coming back (increasing traffic), endorse the website (links) and share how great we are with others (social media, blogs, podcasts and so on).

The organic traffic at the commencement of the campaign was recorded at **1,020** (Apr 2018).

Keywords search position (Apr'18)



8. Link Building Campaign (Backlinks Overview)

Link building (alternative spellings include linkbuilding and link-building) refers to the process of getting external pages to link to a page on your website. It is one of the many tactics used in search engine optimization (SEO). Backlinks make a huge impact on a website's prominence in search engine results. This is why they are considered very useful for improving a website's SEO ranking. Search engines calculate rankings using multiple factors to display search results, out of which link building is one of the most important factors after on page optimization.

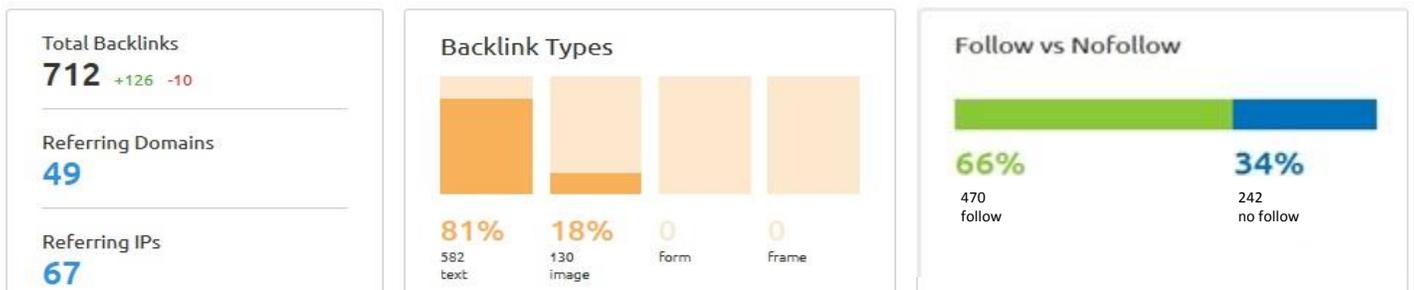
The website currently gains a total of **772** backlinks pointing to the website from 49 referring domains.

Backlinks Overview (Apr'18)

Backlinks: rosemira.com

Report Scope: [Root Domain](#) | Last Update: Apr 14, 2018 | Data: Fresh

[Overview](#) | [Backlinks](#) | [Anchors](#) | [Referring Domains](#) | [Referring IPs](#) | [Indexed Pages](#) | [Competitors](#) | [Quick Batch](#)



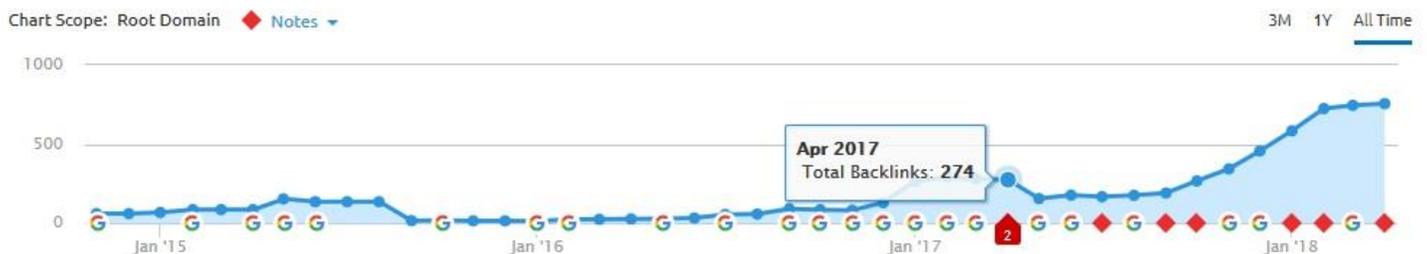
The total number of backlinks pointing to the website in the month of Apr 2017 was 274.

Total Backlinks (Apr'17)

New & Lost Backlinks



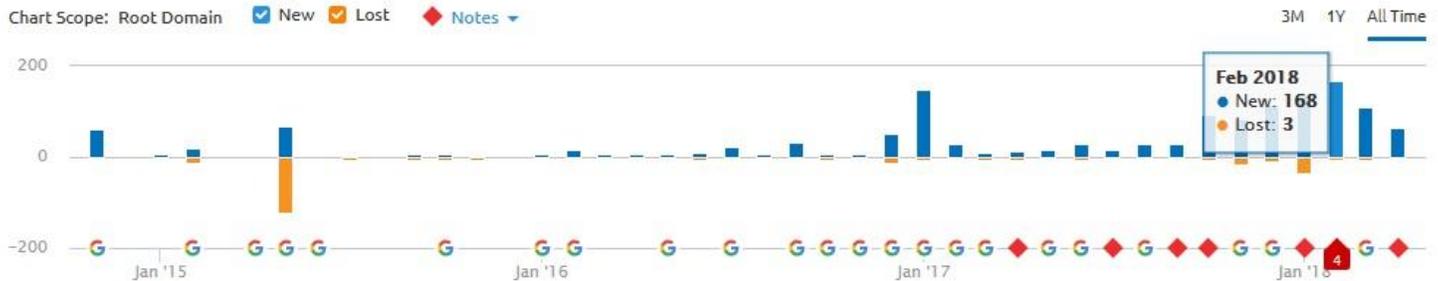
Total Backlinks



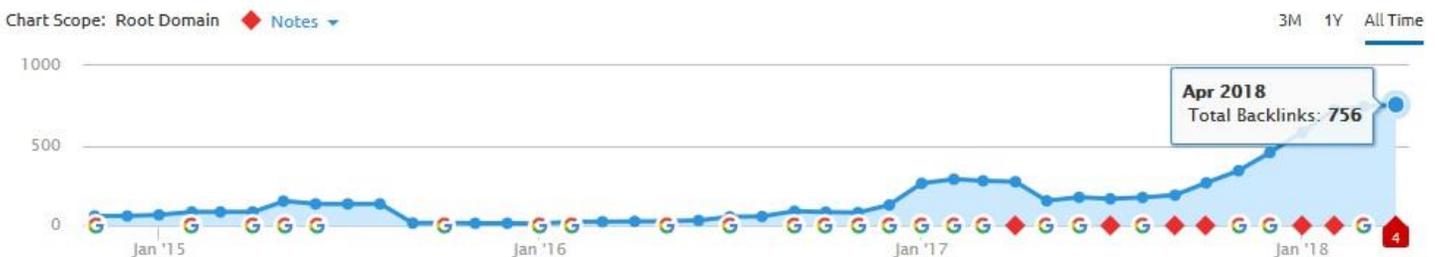
With the help of intensive link building techniques, like Directory Submissions, Social Bookmarking, Blog Commenting, PPT and PDF Submissions, Image Submissions, Press Release, Article Submission, Blogging, Social Media Optimization, Forum & much more, we have managed to create some good quality backlinks pointing to the website. The total number of new backlinks that are pointing to the website as of today (April 2018) is **756**.

Total Backlinks (Feb'18)

New & Lost Backlinks ⓘ



Total Backlinks ⓘ



Follow Vs Nofollow links

Nofollow is an HTML attribute value used to instruct search engines bots that a hyperlink should not influence the link target's ranking in the search engine's index. It is intended to reduce the effectiveness of certain types of search engine spam, thereby improving the quality of search engine results and preventing spamdexing from occurring in the first place.

“Nofollow” is a value that can be assigned to the *rel* attribute of an HTML element to instruct some search engines that the hyperlink should not influence the ranking of the link's target in the search engine's index.

Dofollow links allow google (all search engines) to follow them and reach our website, giving us link juice and a backlink. If a webmaster is linking back to you with this link both Search Engine and Humans will be able to follow you. The best way to give someone dofollow love is allowing keyword in the anchor text. This means when you are linking to any website or page, use the targeted keyword as anchor text.

Out of the 712 backlinks created so far, 242 of them are nofollow links and 470 of them are follow links.



Authority Score

The Authority Score values are based on data collected during the last update. You can see how these values have changed between the previous and current month. The trend chart allows you to view how the Authority Score has changed over time.

- A. Trust Score:** This metric measures the trustworthiness of a particular domain using a 100-point scale (with '0' indicating a low-trust site and '100' indicating a highly trusted site) and is based on the number of backlinks from trusted sites pointing to the domain. If a site's Trust Score is significantly lower than its Domain Score, this may be a sign that the latter was artificially inflated, Backlinks from such sites may trigger Google Penalties.
- B. Domain Score:** This metric measures the importance of a domain using a 100-point scale (from 0 to 100) and is based on the quality and volume of links pointing to this domain. The higher the score, the higher the quality of the domain. Domain Score is calculated in the same way as Google's PageRank.

The campaign commenced with a trust score of 07 and domain score of 12 in April 2017. The Authority Score achieved in the month of April 2018 is **39**, with a **Trust Score of 28** and **Domain Score of 12** respectively.

Authority Score Trend (i)

Last Update: Apr 14, 2018

Authority Score

39 ✓ ⁺²

