

VAPE CASE STUDY

How a Canada Based Vape Store Doubled Its Organic Traffic in 4 months Flat.



[Image Source](#)

What was the Challenge?

Our client is a Canada based Online seller of premium Vape Products. The brand came into existence 5 years ago. It was doing pretty well until, due to the cut-throat competition, there was a decline in organic traffic over the last 3 months. The client approached us to help him with dipping footfalls and sales.

SEO Benchmarking:

To begin with, we benchmarked key SEO parameters for the website so we have a baseline to compare with in the subsequent months. The baseline was taken in January 2019.

Parameter	Before SEO
Total Monthly Traffic	3k
Total Ranking Keywords	1.2k
Domain Rating	33
Organic Impressions	112k
Keyword: Top 3 positions	46

Step 01: Keyword Research:

Our first step is extensive keyword research. So we started by curating a list of all 1100+ keywords it was ranking on. Additionally, we added competitor keywords to it and identified keywords with low competition, high search volumes, and high conversion rates.

We carefully analyzed the keywords that showed a higher buyer intent, such as the Thc vape pen, Best Vape mod, Vape near me, etc. We targeted them specifically.

We finally filtered the list to 22 keywords, which met all the given criteria.

Step 02: On-Page SEO:



[Image Source](#)

There were 3 major On-page items that we fixed.

(i) Meta titles -

Based on the finalized keywords, we optimized the website by updating the meta titles as well as the meta descriptions.

Meta titles were unique for different categories of products. Our focus was on having unique titles for top ranking pages.

We also included a 'call to action' in the meta titles which generally induces an immediate response from buyers.

(ii) Unique Product descriptions -

We listed down the product descriptions which serves two purposes-

- It helps visitors to know more about the product they are viewing.
- In addition, it helps Google to understand what the page is all about.

(iii) Creating Sitemaps:

Another step that we took was to create a sitemap which is an XML file that lists all the pages on a website. Search engines use sitemaps to find the content and understand how the pages on a site are connected.

Step 03: Link Building:



[Image Source](#)

The next step and an ongoing process after this was to increase the number of relevant contextual backlinks from high DA websites.

Backlinks are important as they represent a vote of confidence from one site to another in terms of its content or the product it sells.

For example in our case we aggressively focussed on keyword “Vape Near Me” and we relied on guest posting which is easily the most successful of all link building strategies to acquire links.

For link building, we followed some other standard white hat practices, which involves the following -

1. Reaching out to prospects in the same domain
2. Creating relevant and high quality content

3. Sharing non-promotional and non-commercial content with prospects
4. Not resorting to buying of links
5. Not resorting to reciprocal activities

Step 04: Bounce Rate -

Another criteria on which Google ranks a webpage is the Bounce rate, which is the percentage of single page visitors to a website. Our target was to bring it down so we decided to do the following -

- (i) Choosing the right keywords was the first step in this direction. We mainly had to attract visitors who were interested in the products on the website.
- (ii) We created multiple landing pages with unique content and keywords for different types of visitors.
- (iii) We also enhanced the usability of the website by making the text readable, using a good layout and adding good content.

The other important areas that we covered involved link building, article submissions, blog commenting and guest posting on high quality and relevant websites.

Step 05: Technical SEO

Technical SEO formed another major part of our SEO strategy.

For this we did our site audit.

We found that there were several duplicate URLs which opened the same page. Now this makes google re-crawl the same pages, resulting in the site quality going down in the eyes of Google.

We fixed the website meta tags so that the search engine doesn't have to recrawl the same pages again. We also made sure that all the HTTP 404 error pages were removed from the client's website.

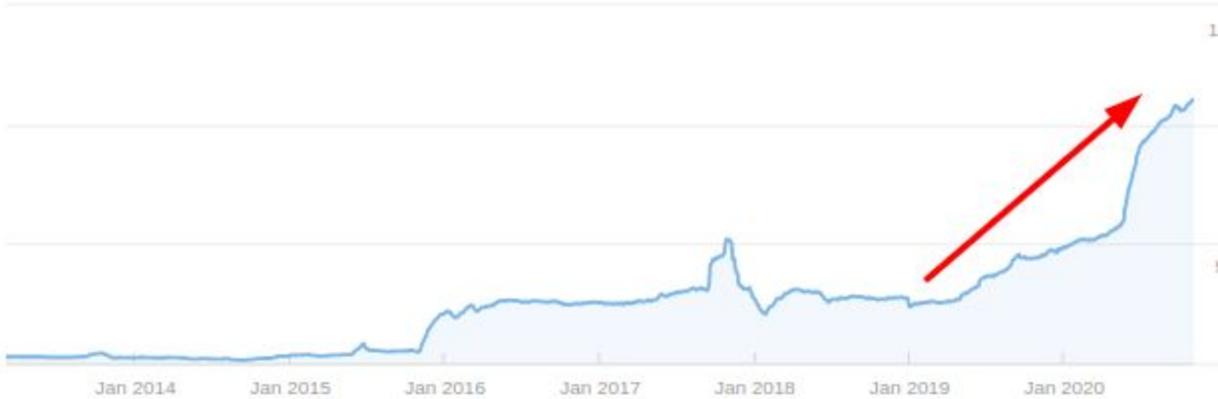
FINAL RESULTS

We were able to see great results on all the parameters we had defined.

Not only did we see a notable increase in website traffic but keyword rankings, organic impressions, domain ranking and even number of keywords on the first page improved considerably.

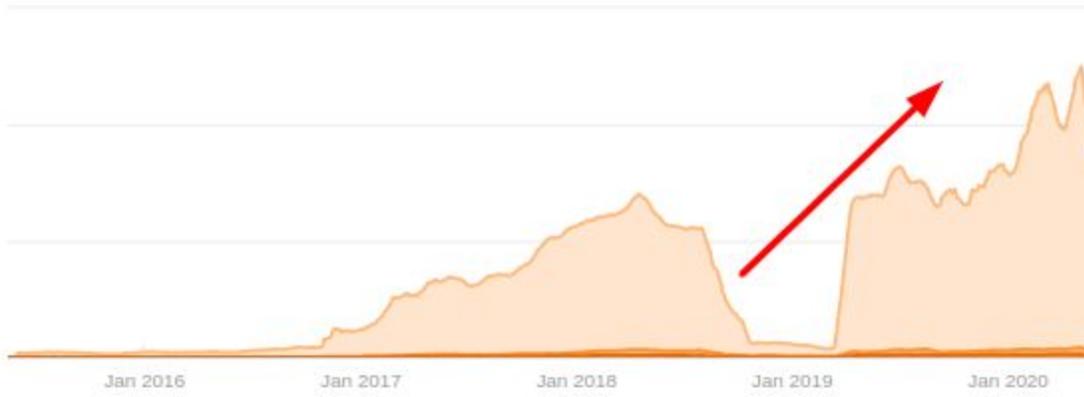
It was only a matter of time before the conversion rate started seeing a positive trend. See what the table and graphs below looks like between May and August -

Parameter	Before SEO	After SEO
Total Monthly Traffic	3 k	9.4k
Total Ranking Keywords	1.2 k	6.9k
Domain Rating	33	40
Organic Impressions	112k	306k
Keyword: Top 3 positions	46	373



Report as drawn in April 2020

Organic keywords | 9,158



Report as drawn in April 2020