

# Shopify SEO Portfolio

Explore innovative SEO strategies, competitive market insights, and results-driven conversion optimization that help your business grow.



## Our Services



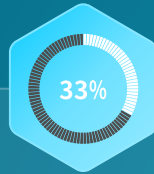
### SEO Services

Boost your online visibility and drive organic traffic.



### Competitor Research

Gain valuable insights to outpace your competition.



### CRO

Enhance your website's performance and maximize conversions.



### Market Research

Understand your audience to make data-driven decisions.



## Why Choose Us?

Borcelle Insurance Services is a leading provider of comprehensive insurance solutions for individuals, businesses, and organizations.

- ✓ Customized Coverage
- ✓ Financial Stability
- ✓ Dedicated Agents
- ✓ Competitive Rates

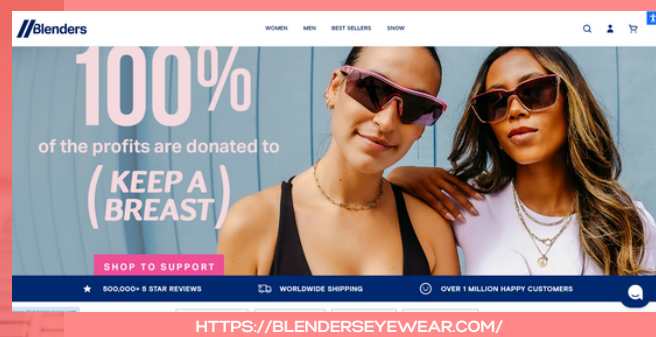
Contact Us



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# Blenders Eyewear



## CHALLENGES

Blenders Eyewear came to us in January 2022 with several SEO challenges that were hindering their potential for organic traffic growth:

- **Competitive Niche:** The eyewear market is highly competitive, with several established brands dominating the search engine rankings, making it difficult for Blenders to gain visibility.
- **Limited Organic Growth:** While the store had solid brand recognition, they were struggling to significantly grow their organic traffic and increase their share of search engine visibility.
- **On-Page Optimization Gaps:** Their product pages were not fully optimized for relevant keywords, making it difficult to compete for high-intent search queries.
- **Technical SEO Issues:** The site had some technical challenges, including slow page load times, poor mobile optimization, and missing structured data, all of which affected their rankings.

## SOLUTIONS

We implemented a comprehensive Shopify SEO strategy to address these issues:

- **Keyword Research & Targeting:** We performed extensive keyword research, identifying high-value keywords with a focus on both transactional and informational queries to drive organic traffic from multiple search intents.
- **On-Page Optimization:** We revamped product descriptions, category pages, and meta tags to align with the identified keywords. We also optimized images and improved internal linking to strengthen the site's overall SEO structure.
- **Content Strategy:** We developed a content marketing plan focused on creating engaging and informative blog posts, guides, and category landing pages to capture long-tail keywords and build topical authority.
- **Technical SEO Enhancements:** Our team worked on improving page load times, implementing mobile optimizations, and ensuring the site was properly indexed by search engines. We also added structured data to enhance visibility in search results.

### Key metrics

 **227% TOTAL GROWTH**

 **X6 INCREASED REVENUE**

## RESULTS

### Explosive Traffic Growth

Organic traffic increased from around **86,900** monthly visitors in January 2022 to **327,403** monthly visitors by October 2023, a dramatic and sustained rise in traffic.

### Keyword Rankings

Blenders Eyewear now ranks for numerous high-intent keywords in the top positions, giving them a competitive edge in the crowded eyewear market.

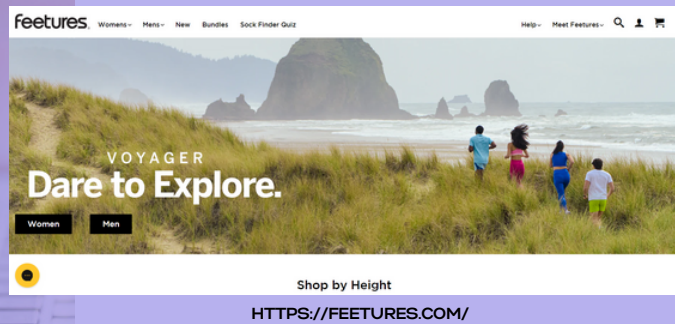
### Improved Technical Performance

The technical SEO improvements have not only boosted rankings but also enhanced the overall user experience, leading to better engagement metrics and conversion rates.





# Feetures Case Study



## CHALLENGES



When Feetures partnered with us in May 2019, they faced several SEO challenges that limited their growth:

- **Stagnant Organic Traffic:** While Feetures had established a strong product offering, their organic traffic growth had plateaued, and they weren't reaching new customers through search engines.
- **High Competition:** The niche they operate in, specifically the high-performance sock industry, is highly competitive, with many major players already ranking for high-intent keywords.
- **Limited Content Strategy:** The site lacked a comprehensive content strategy targeting high-value keywords, meaning Feetures was missing out on opportunities to attract organic search traffic.
- **Technical SEO Gaps:** There were several technical SEO issues with the Shopify store, including poor mobile optimization, slow site speed, and some crawlability issues, all of which affected rankings.

### Key metrics

 **263% TOTAL GROWTH**

 **X4 INCREASED REVENUE**

## SOLUTIONS



To address these challenges, we implemented a multi-faceted Shopify SEO strategy:

- **In-Depth Keyword Research:** We conducted a thorough keyword analysis to identify relevant search terms that could drive traffic to Feetures' site. This included both long-tail and high-volume keywords to target a variety of search intents.
- **On-Page Optimization:** We optimized Feetures' key product and category pages with improved meta tags, header tags, and image alt text. This allowed us to target more keywords and improve search engine visibility.
- **Content Creation and Blogging:** We developed a content marketing plan, including the creation of high-quality blog posts and optimized landing pages. This helped build topical authority and brought in more visitors from informational and transactional queries.
- **Technical SEO Overhaul:** We focused on improving site speed, enhancing mobile usability, and addressing other technical SEO issues like crawl errors, broken links, and optimizing the site for better search engine crawling and indexing.

## RESULTS



### Massive Traffic Growth

1

Organic traffic has surged from around **18,000** monthly visitors in May 2019 to **65,460** monthly visitors in October 2023, showcasing a strong and consistent upward trajectory.

### Keyword Rankings

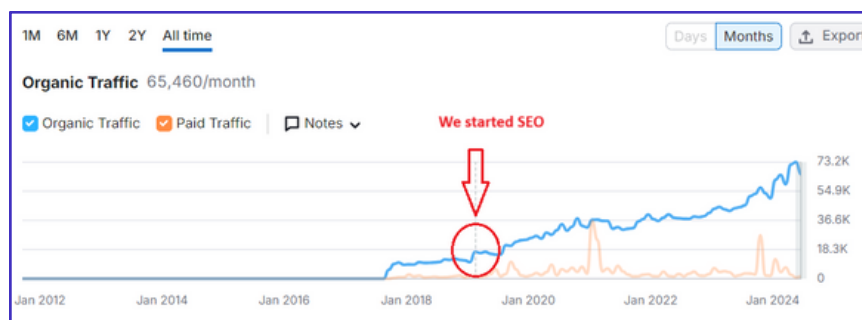
2

Feetures now ranks for multiple keywords in the top 3 positions, which has significantly increased their brand's online exposure.

### Improved Conversions

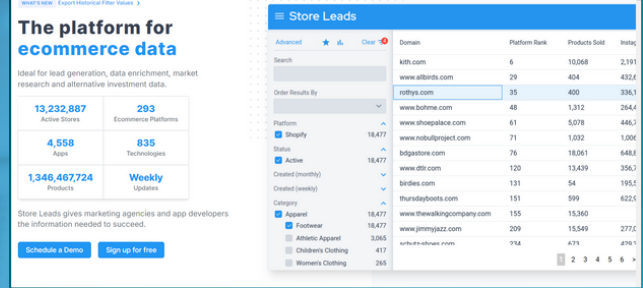
3

The technical SEO improvements resulted in faster load times and improved user experience, contributing to increased conversions.





# Store Leads Case Study



## CHALLENGES

When Store Leads approached us in July 2023, their primary challenge was increasing organic traffic to their Shopify store. Despite having a high-quality product and a user-friendly store, they struggled with:

- **Low Organic Visibility:** The store wasn't ranking for relevant search terms, limiting its exposure to potential customers.
- **Competitive Market:** The niche they operate in is highly competitive, with several established brands dominating the search engine results pages (SERPs).
- **Limited On-Page Optimization:** Their store lacked proper on-page SEO elements like optimized meta tags, content structure, and internal linking, preventing search engines from fully understanding their content.

## SOLUTIONS

To overcome these challenges, we implemented a tailored SEO strategy focused on both technical and content-driven approaches:

- **Comprehensive Keyword Research:** We identified high-intent keywords with manageable competition, focusing on search terms that aligned with the store's product offering and customer search behavior.
- **On-Page Optimization:** We restructured the store's product and category pages, optimizing meta titles, descriptions, and header tags. We also worked on improving internal linking to create a stronger site architecture.
- **Content Creation & Optimization:** We enhanced existing product pages with more informative and keyword-rich content. We also developed blog content around related topics to drive organic traffic and build authority.
- **Technical SEO Improvements:** We conducted a full SEO audit to address speed, crawlability, and mobile responsiveness, ensuring the Shopify store met the latest SEO standards.

## RESULTS

### Traffic Growth

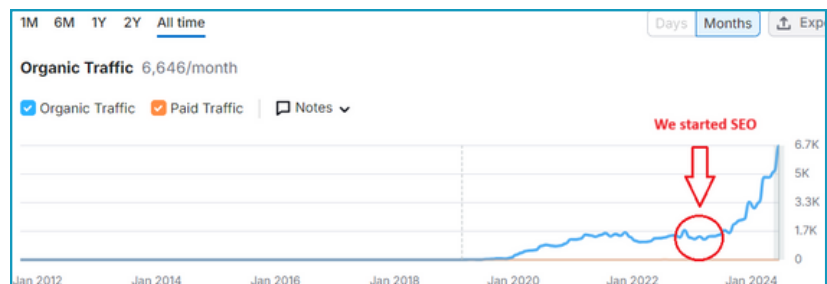
Organic traffic has surged from approximately **1,700** monthly visitors in July 2023 to **6,646** monthly visitors by October 2023, as shown in the graph.

### Keyword Rankings

The store now ranks for several high-converting keywords in the top 10 SERP positions, resulting in a steady increase in organic sessions.

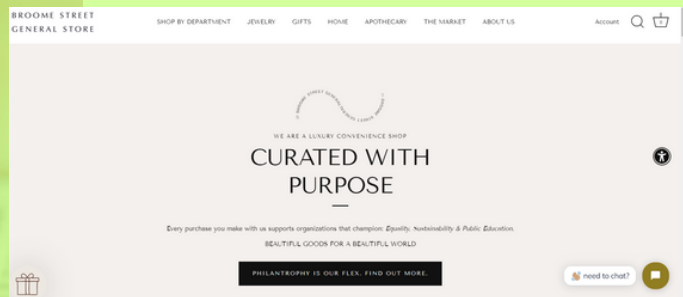
### Improved Conversions

The boost in qualified traffic has also led to a noticeable increase in sales and customer engagement.





# Broomest General



[HTTPS://BROOMESTGENERAL.COM/](https://broomestgeneral.com/)

## CHALLENGES

When Broomest General started working with us in March 2022, they were facing multiple SEO hurdles, which were limiting their organic visibility:

- **Unstable Organic Traffic:** Their traffic patterns were highly irregular, with notable drops and peaks, making it hard to sustain long-term growth.
- **Lack of Targeted Keywords:** The site wasn't optimized for the right keywords. Many product and category pages were underperforming because they weren't aligned with the search intent of their target audience.
- **Technical SEO Issues:** There were several underlying technical SEO problems, including broken links, crawl errors, and unoptimized images, which negatively impacted site performance and search engine rankings.
- **Competitive Niche:** Operating in a competitive e-commerce space, Broomest General needed to rank for high-value keywords to stay ahead of competitors.

## SOLUTIONS

To address these challenges, we implemented a tailored SEO strategy, focusing on both technical and content-driven solutions:

- **Keyword Research & Optimization:** We conducted thorough keyword research to identify relevant, high-intent search terms and implemented these across key pages, including product descriptions, category pages, and blog content.
- **On-Page SEO:** We optimized all on-page elements, including meta tags, headers, and alt text, ensuring they were aligned with targeted keywords. This helped improve the site's visibility for both long-tail and high-volume keywords.
- **Technical SEO Improvements:** We conducted a comprehensive technical SEO audit to fix issues like broken links, improve site speed, enhance mobile responsiveness, and resolve crawl errors.
- **Content Strategy:** We helped create high-quality content to target additional keywords and provide valuable information to customers. This included optimizing existing pages and creating new blog posts to capture informational and transactional traffic.

## RESULTS

### Steady Traffic Growth

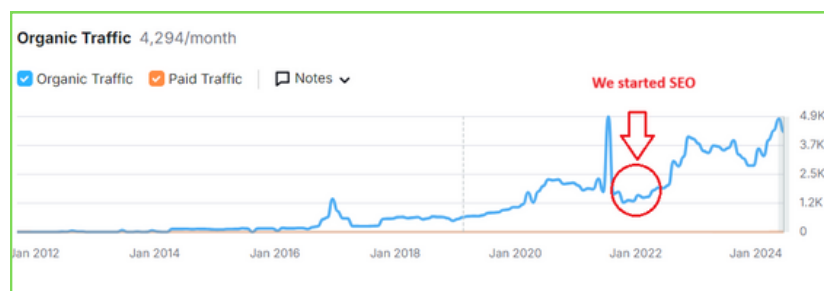
Organic traffic has increased from around **1,200** monthly visitors in March 2022 to **4,294** monthly visitors by October 2023, marking a significant and consistent rise in traffic.

### Improved Keyword Rankings

The site is now ranking for a range of high-intent keywords that have driven more qualified traffic to the store.

### Technical SEO Fixes

Resolving technical issues has improved the site's overall performance and user experience, contributing to higher search rankings and a better conversion rate.





# ADSEO

I appreciate you taking the time to explore my work and learn more about how I help businesses achieve their digital marketing goals.

Whether you're here to find SEO solutions, web development expertise, or content strategies, I'm excited to connect and explore how we can work together to take your project to the next level.

If you have any questions or would like to discuss potential opportunities, don't hesitate to reach out!

I'm here to help and look forward to hearing from you. Wishing you continued success in all your endeavors!

Warm regards,

Angel Diaz  
Founder, Angel Diaz SEO