



LuLu Clothes



CASE STUDY

Luluclothes.com



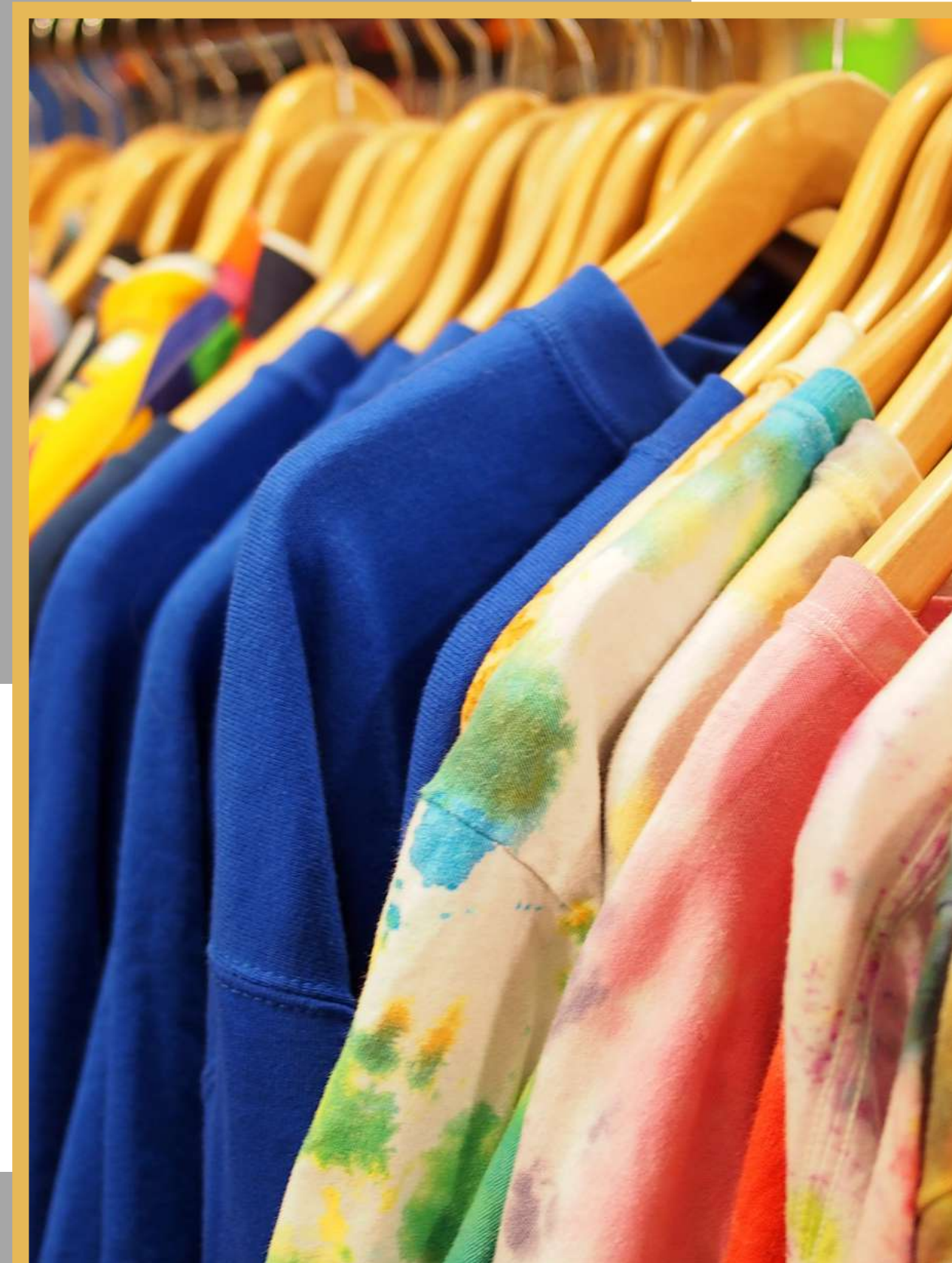
Table of **CONTENT**

- COMPANY OVERVIEW
- MARKETING STRATEGIES
- TRAFFIC
- KEYWORDS
- REVENUE
- CHALLENGES AND OBJECTIVES
- DELIVERABLES



COMPANY OVERVIEW

LULU CLOTHES IS AN IMPORT AND WHOLESALE BUSINESS CARRYING CHILDREN'S CLOTHING. WE ARE PASSIONATE ABOUT OFFERING THE LATEST TRENDS IN CHILDREN'S FASHION AS WELL AS HAIR ACCESSORIES AND SEASONAL ITEMS AT THE BEST AFFORDABLE PRICES. OUR CHILDREN'S STYLES ARE UNIQUE, FUN, TRENDY, AND ADORABLE PERFECT FOR EACH PERSON'S DIFFERENT TASTE.



USED MARKETING STRATEGIES

KEYWORD RESEARCH
AND OPTIMIZATION

CONTENT CREATION
AND OPTIMIZATION

TECHNICAL
SEO

ON-PAGE
OPTIMIZATION

LINK BUILDING



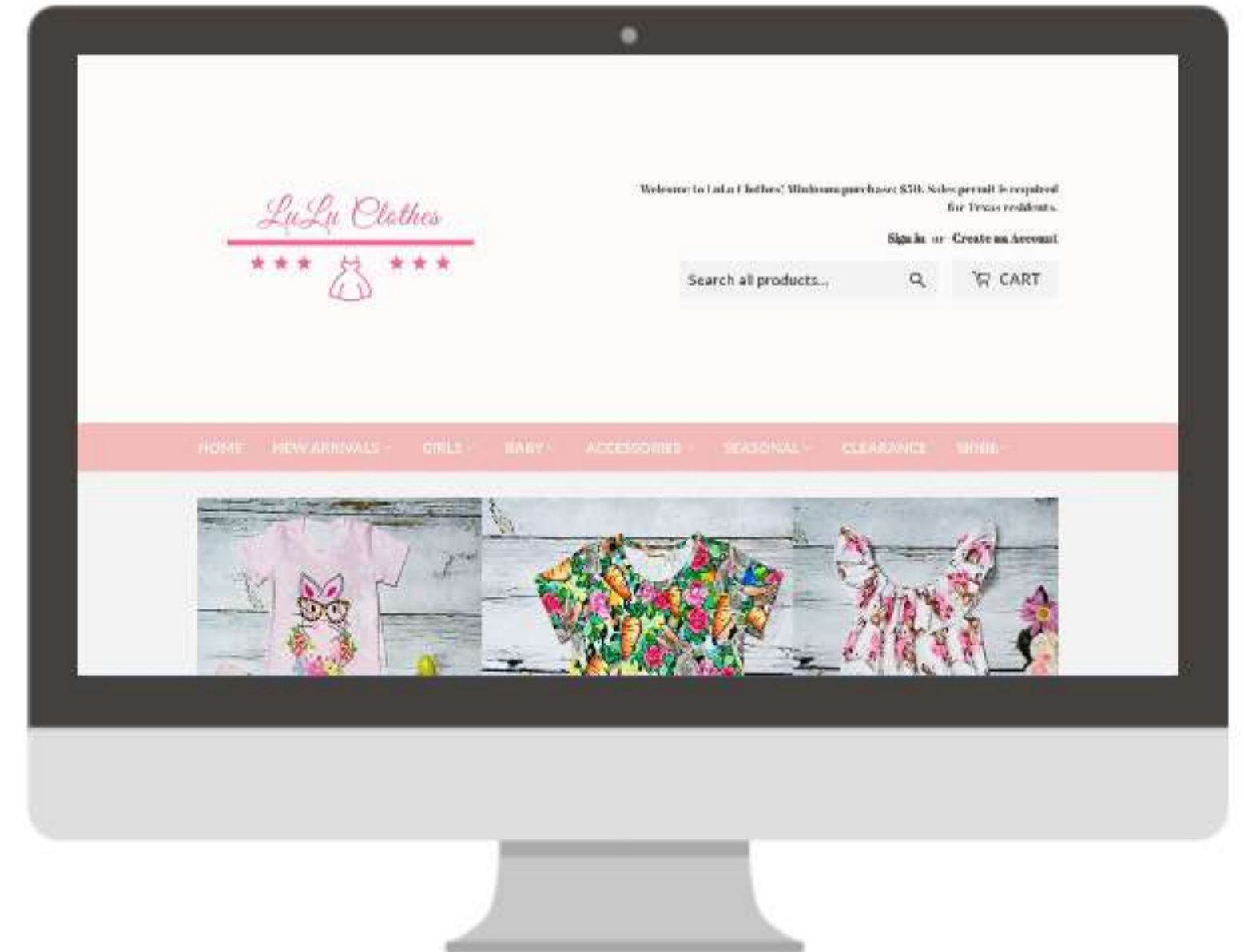
Targeting Market



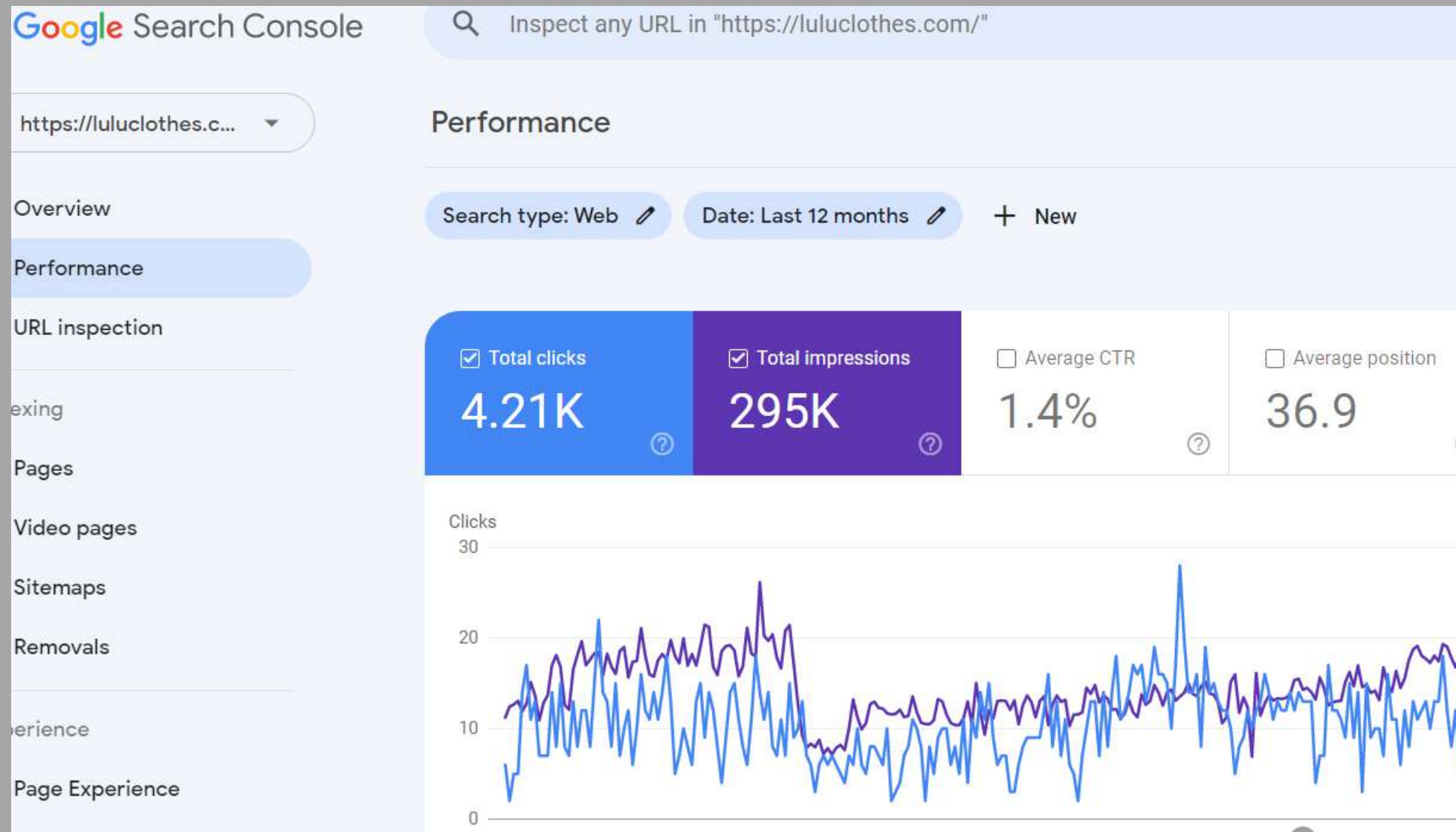
Website Score



Your Page is Good

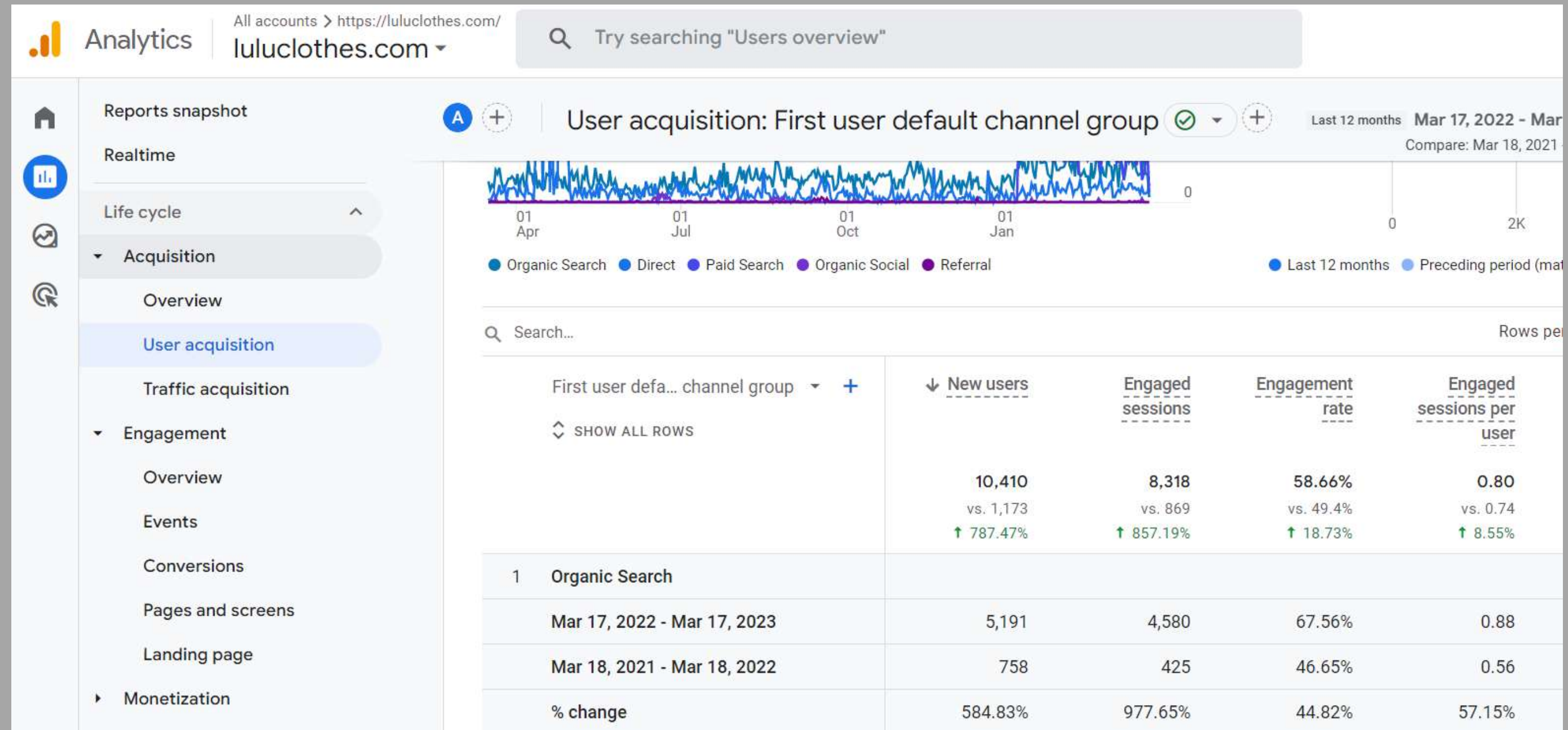


Clicks and Impressions



Last 1 Year data

Traffic Analysis

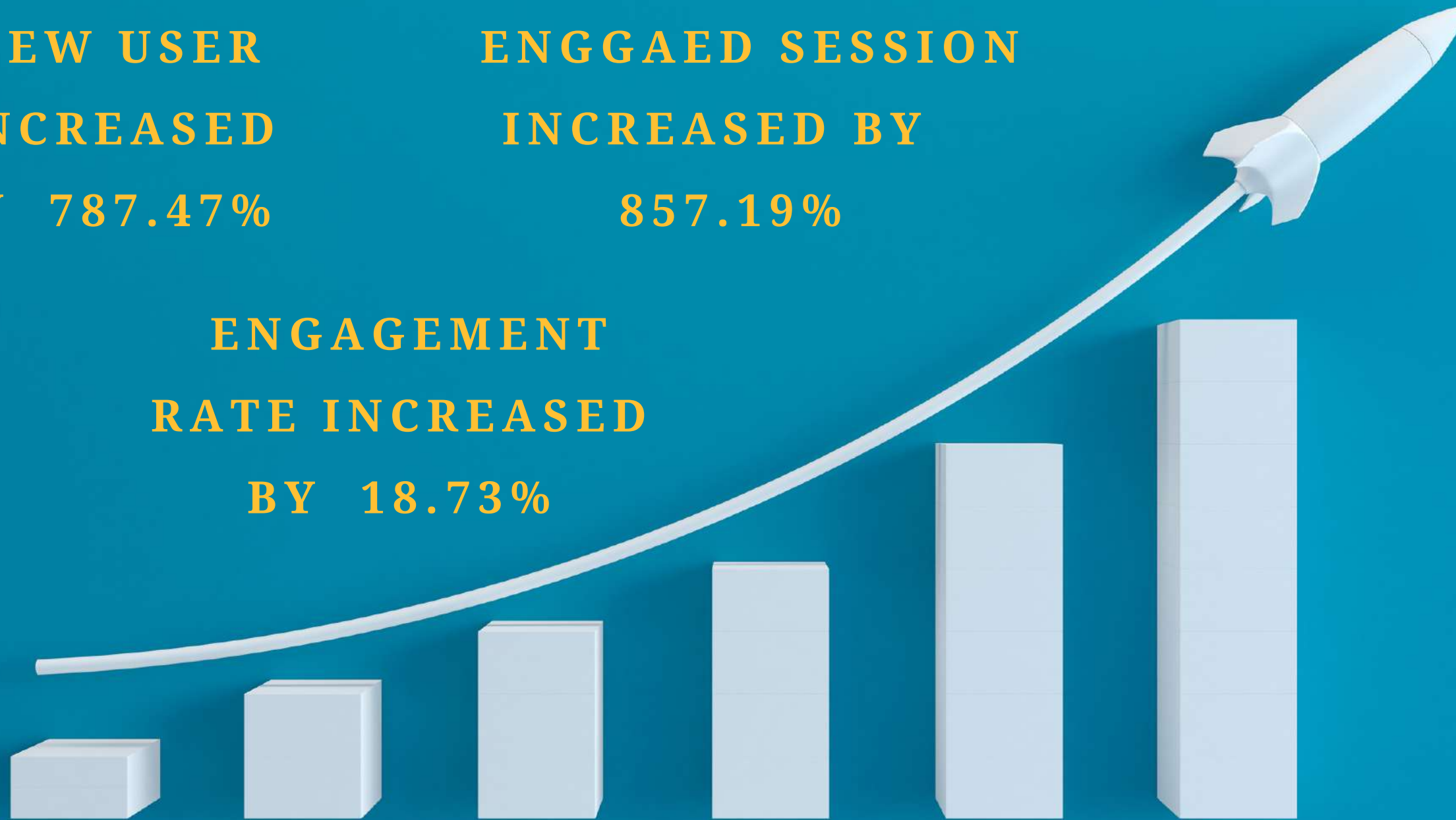


Last 1 Year data

**NEW USER
INCREASED
BY 787.47%**

**ENGGAED SESSION
INCREASED BY
857.19%**

**ENGAGEMENT
RATE INCREASED
BY 18.73%**



Keyword Ranking

Sr. No.	Keywords	Rankin g
1	wholesale toddler boutique clothing	5
2	wholesale kids' boutique clothing	6
3	kids boutique wholesale	6
4	wholesale girls clothing	7
5	wholesale childrens boutique	8

Revenue

Revenue increased by 44%



Challenges and Objectives

COMPETITION: WITH SO MANY WEBSITES ONLINE, IT CAN BE CHALLENGING TO STAND OUT FROM THE COMPETITION AND RANK HIGHER IN SEARCH ENGINE RESULTS PAGES (SERPS).

CONSTANT ALGORITHM UPDATES: SEARCH ENGINE ALGORITHMS ARE CONSTANTLY CHANGING, AND KEEPING UP WITH THESE CHANGES CAN BE A CHALLENGE. SEO PROFESSIONALS MUST STAY UP-TO-DATE WITH THE LATEST ALGORITHM UPDATES AND ADJUST THEIR STRATEGIES ACCORDINGLY.

TECHNICAL ISSUES: TECHNICAL ISSUES SUCH AS BROKEN LINKS, SLOW PAGE LOAD TIMES, AND INCORRECT INDEXING CAN NEGATIVELY IMPACT SEO EFFORTS.

CONTENT QUALITY: SEARCH ENGINES PRIORITIZE HIGH-QUALITY, RELEVANT CONTENT. CREATING CONTENT THAT SATISFIES BOTH SEARCH ENGINES AND USERS CAN BE CHALLENGING.

INCREASE WEBSITE TRAFFIC: THE ULTIMATE GOAL OF SEO IS TO INCREASE WEBSITE TRAFFIC BY IMPROVING SEARCH ENGINE VISIBILITY AND RANKINGS.

IMPROVE USER EXPERIENCE: SEARCH ENGINES PRIORITIZE WEBSITES THAT PROVIDE A GOOD USER EXPERIENCE. OUR AIM TO IMPROVE WEBSITE USABILITY, SPEED, AND DESIGN.

BOOST CONVERSIONS: OUR SEO EFFORTS ULTIMATELY LEAD TO MORE CONVERSIONS, WHETHER THAT MEANS SALES, SIGN-UPS, OR OTHER DESIRED ACTIONS.

ESTABLISH AUTHORITY: BY CREATING HIGH-QUALITY CONTENT AND BUILDING BACKLINKS, SEO CAN HELP ESTABLISH A WEBSITE AS AN AUTHORITY IN ITS INDUSTRY.

CONTACT US

For More Information

✉ info@mediasearchgroup.com

🌐 Mediasearchgroup.com

☎ +91 7303690405