

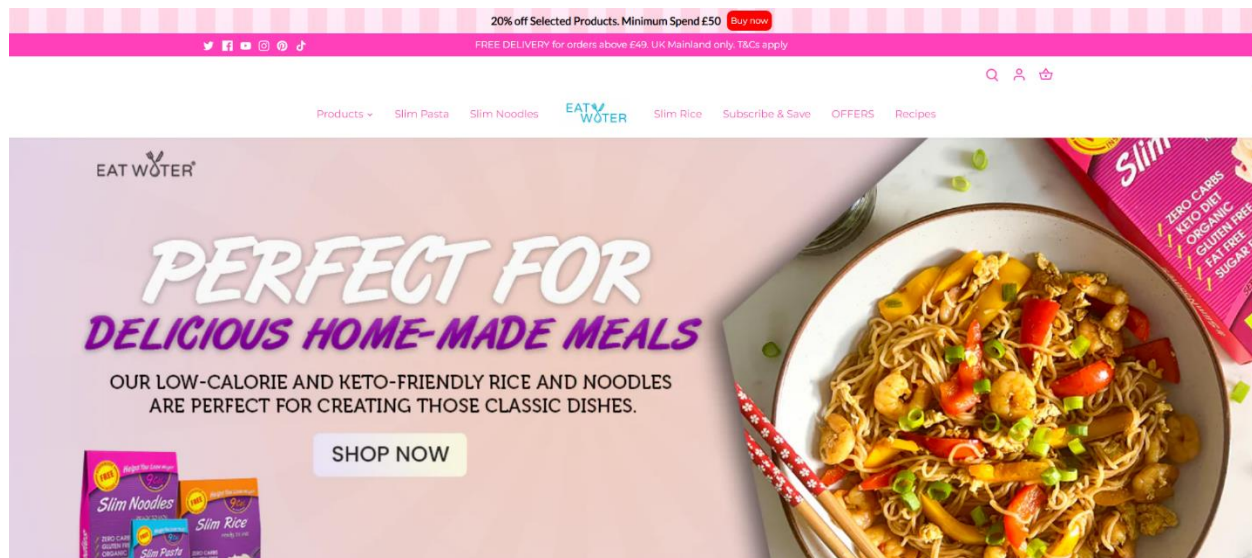
Case Study – Eatwater

Client Name: Ash Patel

Industry: Ecommerce – Slim Pasta, Slim Noodles and Slim Rice

Country: Ampthill Road, Bedford, MK42 9QJ

Website: <https://eatwater.co.uk/>



Client Overview:

Nayna has worked with health-food supplements since 1997. As a mother of two, she has always been interested in healthy food alternatives. When the European Food Safety Authority (EFSA) announced its first list of food ingredients with positive reviews in 2010, she noted that Glucomannan appeared as a safe weight-loss ingredient. And she thought.

Project Scope:

- 1. Website Revamping:** Perform a comprehensive website audit to spot usability issues, technical glitches, and navigation problems. Revamped the UI/UX of the home page. Redesign the

architecture for better user experience, efficient navigation, and easy access to products. Enhance page speed by optimizing code, compressing images, and using browser caching.

- 2. Online Marketing:** The primary focus of the SEO project for Eatwater was to improve on-page SEO elements, create high-quality content, and implement a comprehensive keyword strategy to enhance the website's ranking and organic traffic.

Website Analysis Report when Started

Analytics | All accounts > Eat Water | Eat Water - GA4 | Try searching "measurement ID"

Traffic acquisition: Session primary channel group (Default Channel Group) | Custom | Jun 1 - Jun 30, 2023

Session primary...Channel Group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count
	1,129 100% of total	1,318 100% of total	497 100% of total	4s Avg 0%	0.44 Avg 0%	6.81 Avg 0%	37.71% Avg 0%	8,976 100% of total
1 Direct	594	697	264	4s	0.44	7.27	37.88%	5,066
2 Organic Search	451	505	177	4s	0.39	6.17	35.05%	3,117

Analytics | All accounts > Eat Water | Eat Water - GA4 | Try searching "measurement ID"

Traffic acquisition: Session primary channel group (Default Channel Group) | Custom | Jun 1 - Jun 30, 2023

Session primary...Channel Group	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Key events	Session key event rate	Total revenue
	4s Avg 0%	0.44 Avg 0%	6.81 Avg 0%	37.71% Avg 0%	8,976 100% of total	35.00 100% of total	1.67% Avg 0%	£857.66 100% of total
1 Direct	4s	0.44	7.27	37.88%	5,066	17.00	1.43%	£489.80
2 Organic Search	4s	0.39	6.17	35.05%	3,117	10.00	1.39%	£185.52

Challenges:

- 1. Intense Competition:**

The client operated in a highly competitive industry with several established competitors and large e-commerce platforms dominating search results.

- 2. Limited Organic Visibility:**

The client's website struggled to appear on the first page of search engine results for critical industry-related keywords.

3. Lack of On-Page Optimization:

The website lacked proper on-page optimization elements such as meta titles, descriptions, header tags, and keyword-rich content.

4. Technical Issues:

The website suffered from slow loading times, broken links, and mobile responsiveness issues, impacting user experience and search rankings.

5. Ineffective Content Strategy:

The existing content strategy lacked focus on user intent and failed to address user queries effectively.

Elevate Digitally Strategy and Implementation:

1. Keyword Research and Analysis:

Conducted thorough keyword research to identify high-potential keywords with reasonable competition.

Prioritized keywords that aligned with the client's product offerings and user intent.

2. On-Page Optimization:

Revamped meta titles and descriptions to be more compelling and keyword-rich.

Implemented header tags (H1, H2, H3) to organize content hierarchy and include targeted keywords.

Optimized product descriptions and category pages with relevant keywords.

3. Technical SEO Audit:

Performed a comprehensive technical audit to identify and address issues affecting website performance and crawlability.

Resolved slow loading times, fixed broken links, and improved mobile responsiveness.

4. Content Strategy and Creation:

Developed an engaging and informative blog content plan to address common customer queries and provide value to the audience.

Created high-quality blog posts incorporating long-tail keywords and actionable information.

5. Backlink Strategy:

Identified authoritative websites in the electronics and technology niche for potential backlink opportunities.

Engaged in outreach campaigns to secure relevant and quality backlinks to the client's website.

6. Regular Blogging:

A consistent blogging strategy was implemented, aiming to publish 10-15 well-researched and informative blog posts each month.

These blog posts covered a variety of topics related to industrial equipment, maintenance tips, industry trends, and customer stories, establishing Eatwater as an authority in its niche.

7. Keyword Research:

A comprehensive keyword research was conducted to identify high-value, relevant keywords that aligned with Eatwater's products and target audience.

We categorized keywords based on search intent, competitiveness, and relevance to the products offered.

Results:

After 6 months of dedicated efforts and strategic implementation, the results achieved were significant:

Organic Traffic Growth:

Month-on-month organic traffic increased by an average of 317.228% indicating the successful impact of the SEO strategies implemented.

Keyword Rankings:

All targeted keywords experienced a significant improvement in rankings, with most of them achieving positions within the top 10 search results.

Content Impact:

The enhanced product descriptions and blog posts not only contributed to better search visibility but also engaged and educated the website's visitors, leading to longer on-site durations and reduced bounce rates.

Brand Authority:

The regular publication of informative blog posts positioned Eatwater as an industry thought leader, fostering trust and credibility among its target audience.

Current Analysis Report

Analytics | All accounts > Eat Water | Eat Water - GA4 | Try searching "measurement ID"

Traffic acquisition: Session primary channel group (Default Channel Group) | Custom | Jan 1 - Jan 31, 2024

Session primary...Channel Group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count
	3,609 100% of total	4,818 100% of total	1,745 100% of total	4s Avg 0%	0.48 Avg 0%	7.56 Avg 0%	36.22% Avg 0%	36,441 100% of total
1 Organic Search	1,765	2,107	711	4s	0.40	7.55	33.74%	15,900

Traffic acquisition: Session primary channel group (Default Channel Group) | Custom | Jan 1 - Jan 31, 2024

Session primary...Channel Group	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Key events	Session key event rate	Total revenue
	4s Avg 0%	0.48 Avg 0%	7.56 Avg 0%	36.22% Avg 0%	36,441 100% of total	4,217.00 100% of total	85.47% Avg 0%	£1,667.38 100% of total
1 Organic Search	4s	0.40	7.55	33.74%	15,900	1,959.00	91.46%	£756.10

Check the Comparison Report Below:

Parameter	Before (Jun 2023)	After (Jan 2024)	% Growth
Organic Users	505	2,107	317.228%
Keywords Visibility (Keywords Count)	8	32	300%
Revenue (£)	£185.18	£756.19	308.354%

Budget Planning:

Budget	Up to 50K USD
Organic Marketing	60%
Guest Posting	30%
Content Writing	10%

Conclusion:

The SEO project for Eatwater demonstrated the effectiveness of a well-rounded approach that includes on-page optimization, content creation, and consistent blog posting. The remarkable increase in organic traffic and keyword rankings underscored the success of the strategies employed. By establishing a strong online presence, Eatwater solidified its position as a leading player in the industrial equipment market, ultimately boosting its sales and revenue.

Team Structure:

