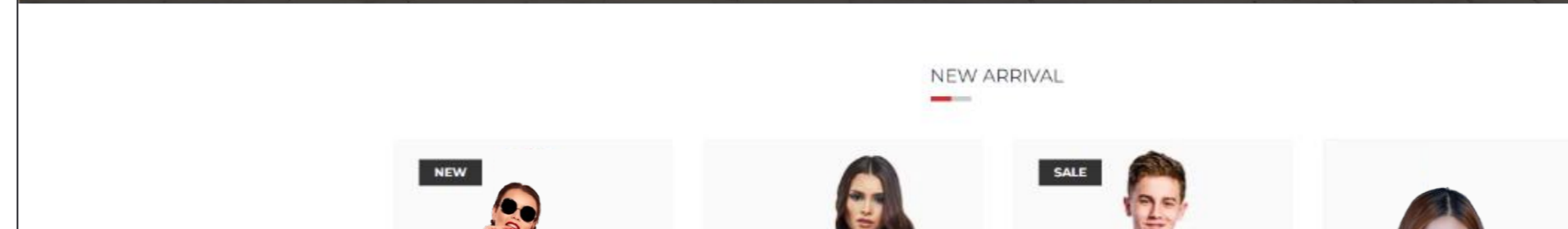


EGG N CHIPS SEO CASE STUDY



Business Overview

Egg N Chips is a trendy clothing and fashion accessories online store, tailored to the dynamic tastes of the youth. Dive into a vibrant array of styles, from streetwear to chic ensembles, catering to every mood and occasion. Embrace individuality with our diverse collection, where quality meets affordability. Stay ahead of the curve and redefine your fashion statement with our dynamic selections.



Challenge

Jack, proprietor of "Egg N Chips" shared his ideas & vision for his online fashion store. The first challenge was to optimize on-page SEO & eliminate all technical SEO issues from the website. After that, we have to create and implement a strategy to increase the website's traffic & keyword Rankings.

Solution

1

Audit Report

The first step was to analyze the current status of the website. The report consists of all the metrics in terms of on-page, off-page and technical SEO. After conducting a thorough analysis of the website, we concluded that we have to start from scratch. After using various SEO tools like Ahref, SEMrush and screaming frog, we were able to find the exact loopholes that were holding back the ranking of the website on the search engines.

3

On-Page Optimization

With target keywords selected, we implemented the on-page optimization strategy across target pages of the website. This included page titles, headers, meta descriptions, and setting up a proper blog.

2

Keyword Research & Mapping

In our concentration on the United Kingdom market, we conducted research on approximately 50 keywords, eventually refining the list to 25 potential options. Once we received approval from the client after sharing the list, we initiated work on optimizing for 10 selected keywords. Following three months of dedicated efforts in link building and on-page optimization for the website, positive results began to emerge.

4

Content Creation/Link Building

To attract links in the natural, organic way that Google recommends we engage in content placement and publish content on various reputed websites to acquire high-quality backlinks.

RESULT

Increased organic traffic visits by **255%**

1016
visits in Jan 2023 vs.

3612
in Dec 2023

4.8K
Backlinks

1080
Do-Follow Linking
Domians



KEYWORDS

RANKINGS

- dead threads 03
- banned apparel bags 13
- banned apparel bags 10
- neo matrix shoes 11
- iron first clothing 16
- alternative purse 14
- alternative clothing swimwear 11
- banned apparel uk 15



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