

Lafayette Spices - Ecommerce Site Case Study

HOW I RANKED ON THE 1ST PAGE OF GOOGLE

with action plan

ACTION PLAN:

- Find out best profitable keywords
- Recheck the competitors
- SEO Audit
- On Page SEO
- Technical SEO
- Page Speed Optimization
- High Quality Backlinks
- Weekly And Monthly Reports

PROJECT DURATION:

- **Total time:** 1 year

GOOGLE RANKINGS



lafayette spices

Images Maps Shopping Online News Videos Books Flights Finance

All filters Tools

SafeSearch

Lafayette Spices
<https://www.lafayettespices.com>
Lafayette Spices: Best online spices shop | Fresh spices
Lafayette Spices - BBQ COLLECTION - THE ESSENTIALS - Kampot Long Red Peppercorns - Cabernet Salt - Cumeo Peppercorn - LAST NEWS.
You've visited this page 2 times. Last visit: 3/18/23

Products

Products - Assam Peppercorns - BBQ 3 Spice Set - Beechwood ...

About us

These are salts, peppercorns, herbs & blends procured with a ...

Collections

We offer everything from a pristine blend of spices to seasoning ...

Best Sellers

Exquisite Spices. An array of spices, salts, and condiments ...

More results from [lafayettespices.com](https://www.lafayettespices.com)

Facebook
<https://www.facebook.com> Lafayette Spices
Lafayette Spices | Riverhead NY
Lafayette Spices, Riverhead, New York. 1239 likes · 3 talking about this. Lafayette Spices has a long rich history of going to great lengths to source...

People also ask

- What is the best spices in the world?
- What are the most famous spices?
- What are powdered spices?
- What does whole spice mean?

Videos

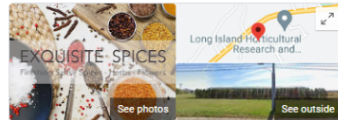
- Lafayette Spices...the perfect final touch to elevate all your ...**
Facebook · Lafayette Spices
Mar 16, 2022
- LAFAYETTE SPICES**
YouTube · Lafayette Spices
Oct 6, 2020
- THE BEST SPICES IN THE AMERICAN MARKET ...**
Facebook · Lafayette Spices
Oct 2, 2020

YouTube
<https://www.youtube.com> channel
Lafayette Spices
An array of spices, salts, and condiments sourced from all over the world. Flavor guaranteed to elevate your plates!

Flavour Fields
<https://www.flavourfields.com> blog · post · flavour...
Flavour Fields Spices it up With Lafayette Spices - Blog
Lafayette Spices will find their flavors from all over the world and only source the ones, to be frank, that have remarkable flavor. Not, good. Not even great.
You visited this page on 3/18/23.

LinkedIn
<https://www.linkedin.com>
Nicolas Mazard - Managing Partner - Lafayette Spices
Nicolas Mazard · General Manager / Partner at Flavour Fields / Lafayette Spices / Koppert Cress USA · Articles by Nicolas · Activity · Experience · Education.

MapQuest
<https://www.mapquest.com> Riverhead, Town of
Lafayette Spices - Riverhead, Town of
Get directions, reviews and information for Lafayette Spices in Riverhead, Town of, NY. You can also find other Herbs on MapQuest.



Lafayette Spices

Website Directions Save Call

5.0 ★★★★★ 2 Google reviews

Spice store

Service options: In-store shopping

Address: 2995 Sound Ave, Riverhead, NY 11901

Hours: Closed · Opens 7 AM Mon

Phone: (631) 779-3640

Suggest an edit · Own this business?

Products

- Wild Tailed Peppercorn \$18.50
- White Peppercorn \$33.50
- Toasted Yuzu Sesame \$38.00

Explore categories

- Peppercorns
- Toasted Sesame Seeds
- Salt
- Herbs and Blends

Questions & answers

Be the first to ask a question

Send to your phone

Reviews

2 Google reviews

From Lafayette Spices

"Lafayette Spices has a long rich history of going to great lengths to source the world's finest Spices. These are salts, peppercorns, and herbs procured with a purpose. Whether it's a crack of peppercorn over a home cooked meal, or the careful... More

Lafayette Spices
on Google

- Five Peppercorn Mix - A Mix of White, Black, Green, and Pink Peppercorns**
Jun 17, 2023
Learn more
- Fleur de Sel (Guérande) - French Sea Salt**
Jun 17, 2023
Learn more

People also search for

- Pepper Palace Spice store
- Green Earth Natural Goods store
- Sayville N Spice Spice store
- FA Grocery Grocery store
- Cheese & Spice Market Cheese shop

About this data

Feedback

DOMAIN OVERVIEW

Domain Overview: [lafayettespices.com](#) Export to PDF

Worldwide US UK DE ... Desktop Jul 16, 2023 USD

[Overview](#) [Compare domains](#) [Growth report](#) [Compare by countries](#)

Authority Score **18**

Semrush Domain Rank 377.4K

Organic Search Traffic **4.5K** +39%

Keywords 3.8K

Paid Search Traffic

The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign.

[Go to Position Tracking](#)

Backlinks **399**

Referring Domains 163

TRAFFIC BY COUNTRY

Organic Paid

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	4.5K	3.8K
US	74%	3.3K	2.2K
UK	10%	462	290
IN	4.1%	187	128
Other	12%	530	1.1K

MONTHLY ORGANIC TRAFFIC

Organic Traffic 4,516/month

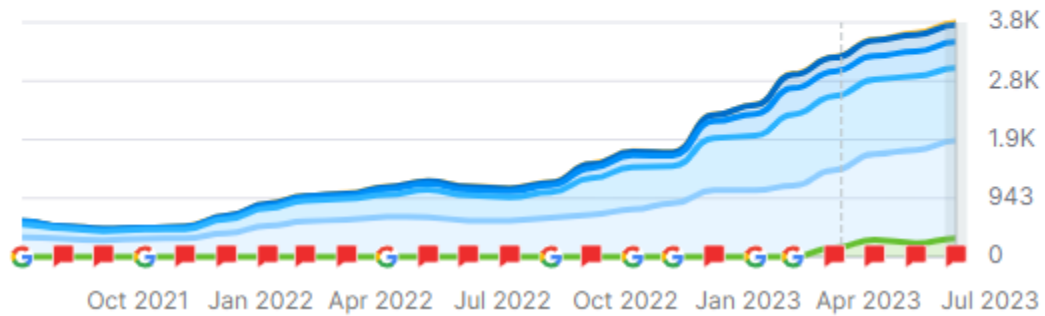
Organic Traffic Paid Traffic | Notes



MONTHLY ORGANIC KEYWORDS

Organic Keywords 3,768

Top 3 4-10 11-20 21-50 51-100 SERP features



ORGANIC KEYWORDS POSITION

Keywords	Traffic	Traffic Cost
2.2K 7.15%	3.3K 34.67%	\$1.3K 3.91%

Organic Search Positions 1 - 100 (2,202)											+ Add to keyword list	Manage columns (11/16)	Export
<input type="checkbox"/> Keyword	Intent	Position	SF	Traffic	Traffic...	Volume	KD %	URL	SERP	Updated			
> <input type="checkbox"/> white pepper >>	C I	7		721	21.60	22.2K	60	www.lafayettespices.com/blogs/news/black-pepper-vs-white-pepper	🔍 🔒	2 days			
> <input type="checkbox"/> peppercorn >>	I	8		596	17.86	27.1K	58	www.lafayettespices.com/blogs/news/whole-black-peppercorn-uses-benefits-where-to-buy	🔍 🔒	2 days			
> <input type="checkbox"/> white pepper vs black pepper >>	C I	6		143	4.28	4.4K	49	www.lafayettespices.com/blogs/news/black-pepper-vs-white-pepper	🔍 🔒	Jul 11			
> <input type="checkbox"/> difference between white and black pepper >>	I	2	5	132	3.95	1K	47	www.lafayettespices.com/blogs/news/black-pepper-vs-white-pepper	🔍 🔒	3 days			
> <input type="checkbox"/> is black pepper spicy >>	I	1	6	119	3.56	480	38	www.lafayettespices.com/blogs/news/black-pepper-vs-white-pepper	🔍 🔒	Jul 05			
> <input type="checkbox"/> black peppercorn >>	I	8		117	3.50	3.6K	44	www.lafayettespices.com/blogs/news/whole-black-peppercorn-uses-benefits-where-to-buy	🔍 🔒	Jul 12			
> <input type="checkbox"/> white pepper vs black pepper >>	C I	6	6	96	2.87	4.4K	49	www.lafayettespices.com/blogs/news/black-pepper-vs-white-pepper	🔍 🔒	Jul 11			
> <input type="checkbox"/> cracked pepper >>	T	8		96	2.87	4.4K	44	www.lafayettespices.com/blogs/news/whole-black-peppercorn-uses-benefits-where-to-buy	🔍 🔒	Jul 10			
> <input type="checkbox"/> pyramid salt >>	I	1	7	64	1.91	260	8	www.lafayettespices.com/blogs/news/what-is-the-difference-between-pyramid-salt-vs-maldon-salt	🔍 🔒	Jun 22			
> <input type="checkbox"/> black peppercorn >>	I	7	8	46	1.37	3.6K	44	www.lafayettespices.com/blogs/news/whole-black-peppercorn-uses-benefits-where-to-buy	🔍 🔒	Jul 12			

Website Page Speed



Performance



Accessibility



Best Practices



SEO



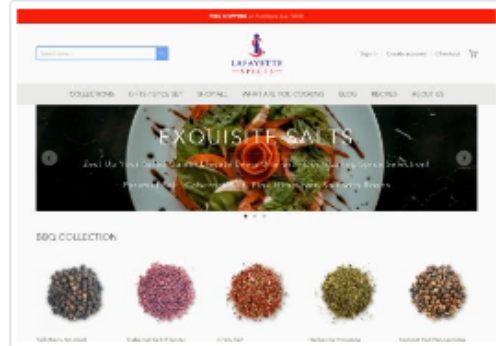
PWA



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



METRICS

[Expand view](#)

● First Contentful Paint
0.8 s

● Total Blocking Time
0 ms

■ Speed Index
2.0 s

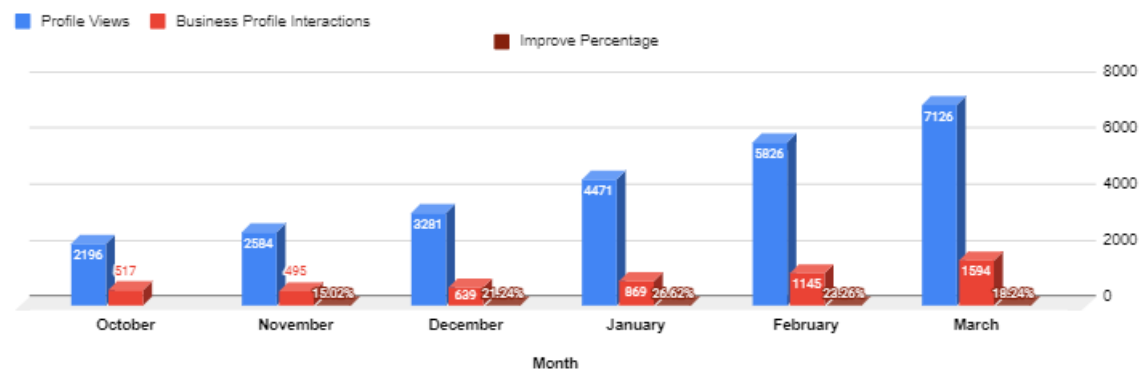
▲ Largest Contentful Paint
2.9 s

▲ Cumulative Layout Shift
0.258

Google Business Profile

	A	B	C	D
1	Month	Profile Views	Business Profile Interactions (Profile Visited, Website Visits, Calls, Direction Request)	Improve Percentage
2	October	2196	517	
3	November	2,584	495	15.02%
4	December	3,281	639	21.24%
5	January	4,471	869	26.62%
6	February	5,826	1145	23.26%
7	March	7,126	1594	18.24%
8	Total =	25,484	5,259	
9				

Last 3 Months GBP Status Statistics



Google Analytics

Default Channel Grouping	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	12.21% ↑ 928 vs 827	12.81% ↑ 907 vs 804	26.87% ↑ 1,393 vs 1,098	4.12% ↓ 69.42% vs 72.40%	30.59% ↑ 2.86 vs 2.19	67.67% ↑ 00:03:32 vs 00:02:06	41.88% ↑ 1.29% vs 0.91%	80.00% ↑ 18 vs 10	232.13% ↑ \$814.72 vs \$245.30
1. Organic Search									
Dec 1, 2022 - Dec 31, 2022	739 (78.12%)	724 (79.82%)	979 (70.28%)	75.08%	2.89	00:03:12	1.33%	13 (72.22%)	\$597.15 (73.30%)
Nov 1, 2022 - Nov 30, 2022	557 (66.23%)	540 (67.16%)	700 (63.75%)	76.71%	2.22	00:02:04	0.86%	6 (60.00%)	\$148.28 (60.45%)
% Change	32.68%	34.07%	39.86%	-2.13%	30.46%	54.97%	54.92%	116.67%	302.72%
2. Direct									
Dec 1, 2022 - Dec 31, 2022	100 (10.57%)	96 (10.58%)	158 (11.34%)	62.03%	3.01	00:06:34	1.27%	2 (11.11%)	\$70.50 (8.65%)
Nov 1, 2022 - Nov 30, 2022	124 (14.74%)	121 (15.05%)	129 (11.75%)	82.95%	1.46	00:00:31	1.55%	2 (20.00%)	\$54.91 (22.38%)
% Change	-19.35%	-20.66%	22.48%	-25.22%	106.72%	1,170.76%	-18.35%	0.00%	28.39%
3. Referral									
Dec 1, 2022 - Dec 31, 2022	76 (8.03%)	62 (6.84%)	198 (14.21%)	48.99%	2.76	00:03:24	1.01%	2 (11.11%)	\$118.34 (14.53%)
Nov 1, 2022 - Nov 30, 2022	135 (16.05%)	122 (15.17%)	233 (21.22%)	54.51%	2.54	00:03:11	0.43%	1 (10.00%)	\$11.78 (4.80%)
% Change	-43.70%	-49.18%	-15.02%	-10.12%	8.73%	7.07%	135.35%	100.00%	904.58%

User Type ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	12.21% ↑ 928 vs 827	12.81% ↑ 907 vs 804	26.87% ↑ 1,393 vs 1,098	4.12% ↓ 69.42% vs 72.40%	30.59% ↑ 2.86 vs 2.19	67.67% ↑ 00:03:32 vs 00:02:06
1. New Visitor						
Dec 1, 2022 - Dec 31, 2022	904 (87.94%)	907 (100.00%)	907 (65.11%)	79.93%	1.78	00:01:15
Nov 1, 2022 - Nov 30, 2022	804 (90.03%)	804 (100.00%)	804 (73.22%)	77.24%	1.69	00:01:03
% Change	12.44%	12.81%	12.81%	3.49%	5.02%	19.70%
2. Returning Visitor						
Dec 1, 2022 - Dec 31, 2022	124 (12.06%)	0 (0.00%)	486 (34.89%)	49.79%	4.87	00:07:47
Nov 1, 2022 - Nov 30, 2022	89 (9.97%)	0 (0.00%)	294 (26.78%)	59.18%	3.54	00:05:00
% Change	39.33%	0.00%	65.31%	-15.86%	37.48%	55.54%

Country ?	Acquisition			Behavior			Conversions eCommerce ▾	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?
	928 % of Total: 100.00% (928)	907 % of Total: 100.00% (907)	1,393 % of Total: 100.00% (1,393)	69.42% Avg for View: 69.42% (0.00%)	2.86 Avg for View: 2.86 (0.00%)	00:03:32 Avg for View: 00:03:32 (0.00%)	18 % of Total: 100.00% (18)	\$814.72 % of Total: 100.00% (\$814.72)
1. United States	617 (66.20%)	606 (66.81%)	735 (52.76%)	78.37%	1.89	00:00:58	18(100.00%)	\$814.72(100.00%)
2. United Kingdom	63 (6.76%)	63 (6.95%)	66 (4.74%)	87.88%	1.15	00:00:38	0 (0.00%)	\$0.00 (0.00%)
3. Bangladesh	41 (4.40%)	30 (3.31%)	372 (26.70%)	39.52%	5.98	00:10:54	0 (0.00%)	\$0.00 (0.00%)
4. Canada	36 (3.86%)	35 (3.86%)	38 (2.73%)	84.21%	1.37	00:00:22	0 (0.00%)	\$0.00 (0.00%)
5. India	13 (1.39%)	13 (1.43%)	14 (1.01%)	71.43%	1.36	00:00:27	0 (0.00%)	\$0.00 (0.00%)
6. Australia	10 (1.07%)	10 (1.10%)	11 (0.79%)	90.91%	1.09	00:00:58	0 (0.00%)	\$0.00 (0.00%)
7. (not set)	10 (1.07%)	10 (1.10%)	10 (0.72%)	100.00%	1.00	00:00:00	0 (0.00%)	\$0.00 (0.00%)
8. Germany	9 (0.97%)	9 (0.99%)	9 (0.65%)	100.00%	1.00	00:00:00	0 (0.00%)	\$0.00 (0.00%)
9. Netherlands	9 (0.97%)	8 (0.88%)	10 (0.72%)	80.00%	1.20	00:00:06	0 (0.00%)	\$0.00 (0.00%)
10. Singapore	8 (0.86%)	8 (0.88%)	8 (0.57%)	75.00%	1.25	00:01:13	0 (0.00%)	\$0.00 (0.00%)