Lafayette Spices - Ecommerce Site Case Study

HOW I RANKED ON THE 1ST PAGE OF GOOGLE

with action plan

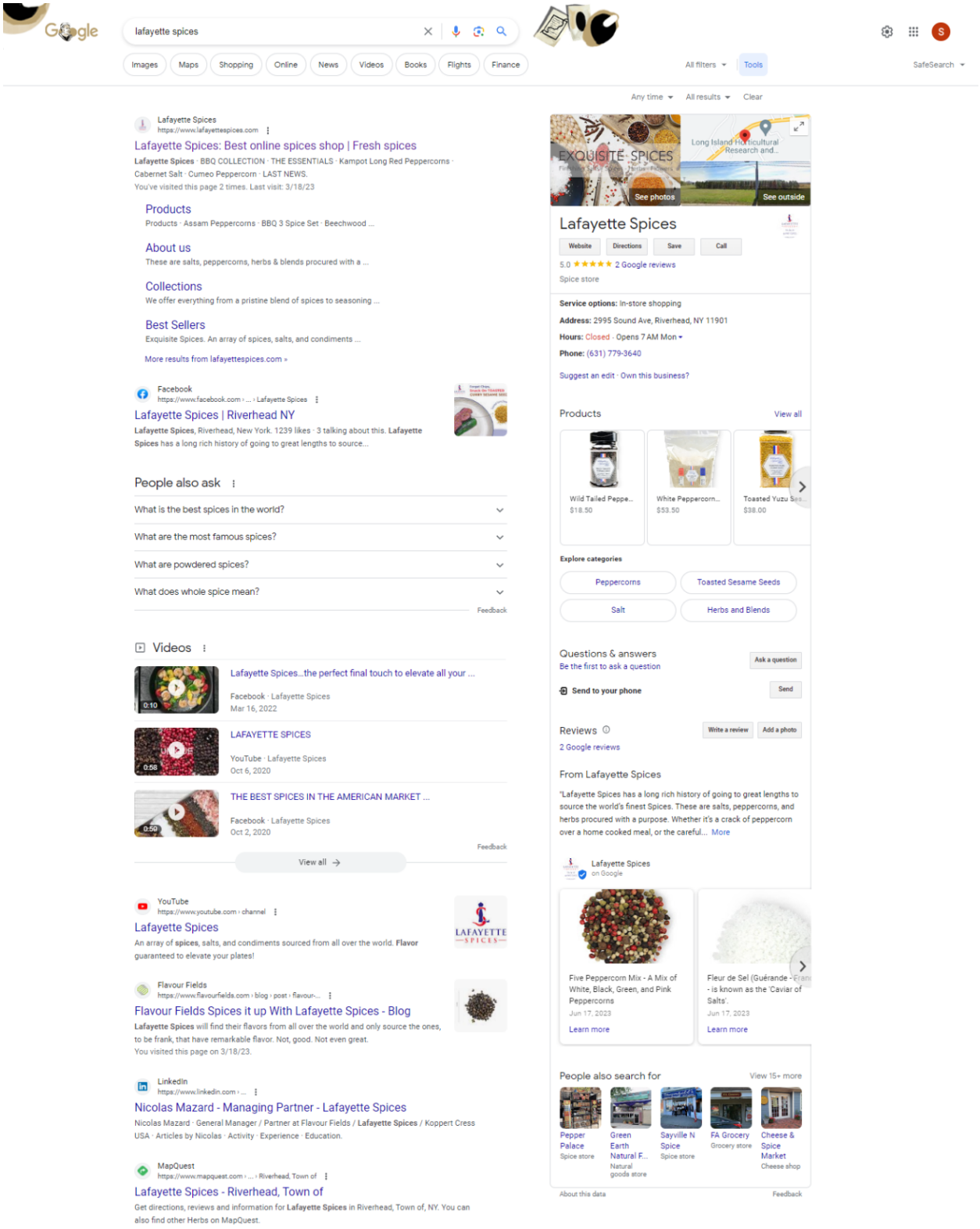
ACTION PLAN:

- 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

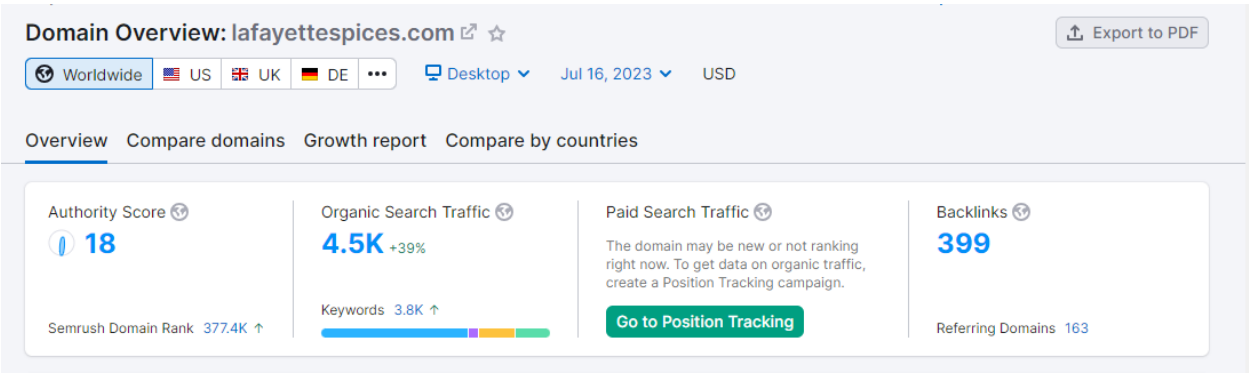
PROJECT DURATION:

- **Total time:** 1 year

GOOGLE RANKINGS



DOMAIN OVERVIEW



TRAFFIC BY COUNTRY

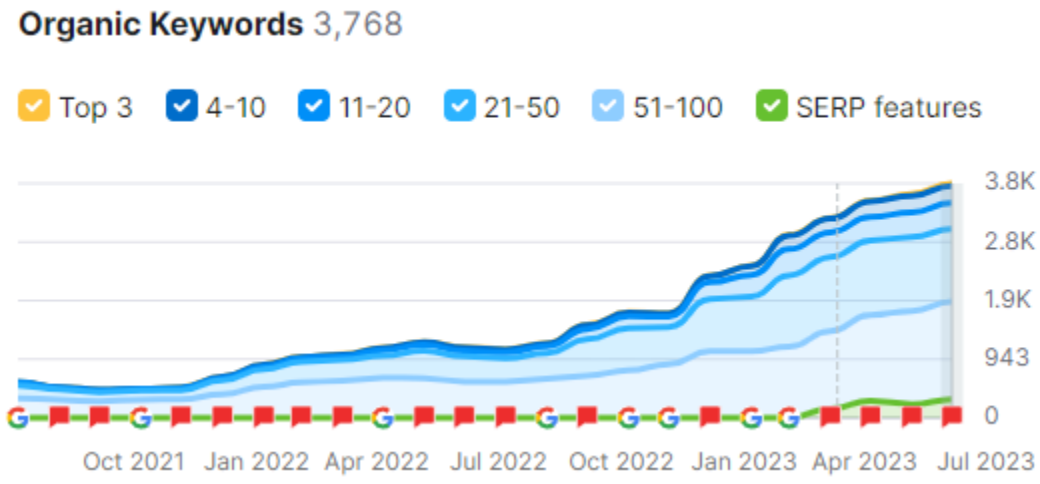
Organic | Paid

Distribution by Country

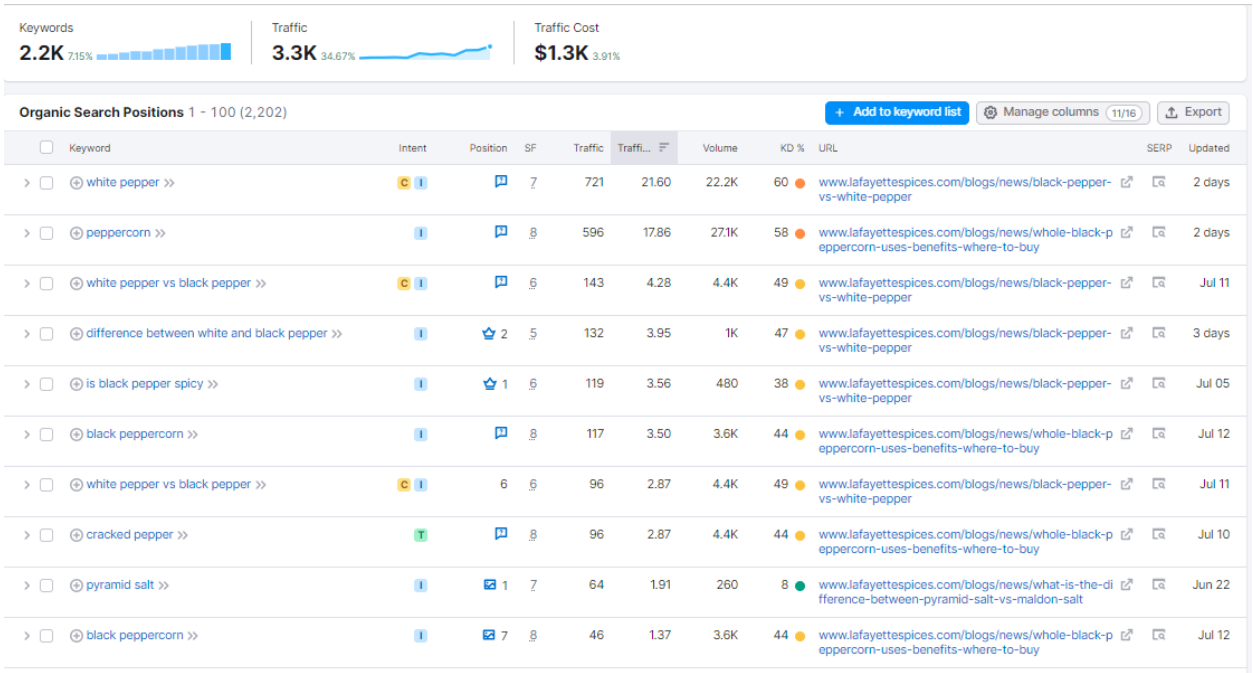
Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	4.5K	3.8K
US	74%	3.3K	2.2K
UK	10%	462	290
IN	4.1%	187	128
Other	12%	530	1.1K

MONTHLY ORGANIC TRAFFIC

MONTHLY ORGANIC KEYWORDS



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

Keyword	Intent	Position	SF	Traffic	Traffi...	Volume	KD %	URL	SERP	Updated
white pepper	C I		7	721	21.60	22.2K	60	www.lafayettespices.com/blogs/news/black-pepper-vs-white-pepper		2 days
peppercorn	I		8	596	17.86	27.1K	58	www.lafayettespices.com/blogs/news/whole-black-peppercorn-uses-benefits-where-to-buy		2 days
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
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
is black pepper spicy	I	1	6	119	3.56	480	38	www.lafayettespices.com/blogs/news/black-pepper-vs-white-pepper		Jul 05
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
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
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
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
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

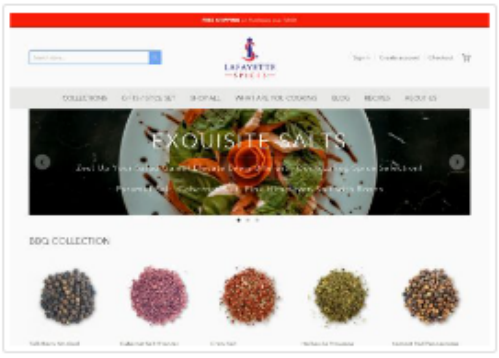
87	95	92	100	PWA
Performance	Accessibility	Best Practices	SEO	PWA

87

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49 ■ 50–89 ● 90–100

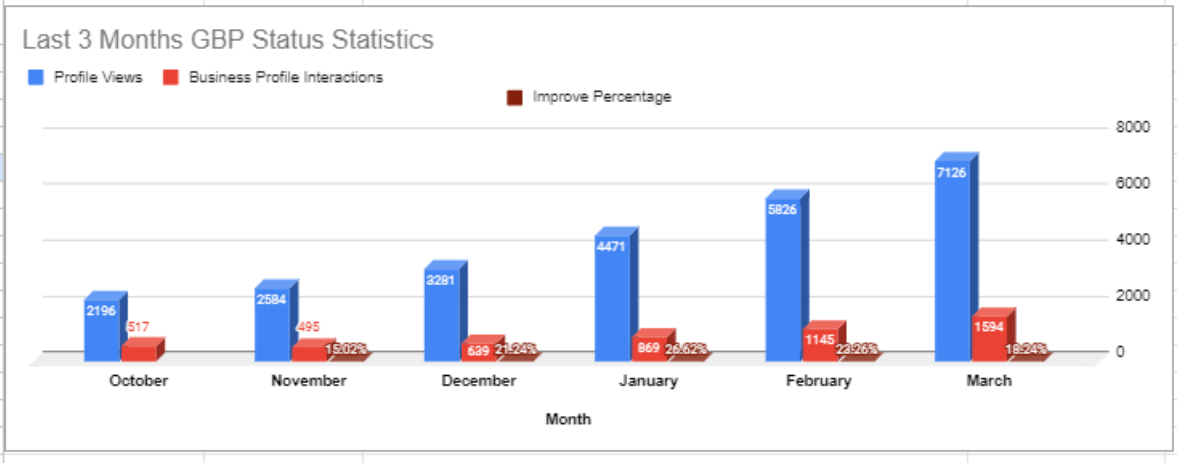


METRICS Expand view

● First Contentful Paint 0.8 s	▲ Largest Contentful Paint 2.9 s
● Total Blocking Time 0 ms	▲ Cumulative Layout Shift 0.258
■ Speed Index 2.0 s	

Google Business Profile

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



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%)