

Project Name: Organic Sales Increase cimalp in UK

Project Urls: <https://www.cimalp.co.uk/>

Project Durations: 2 years+

This is the Case Study of This Ecommerce Websites:

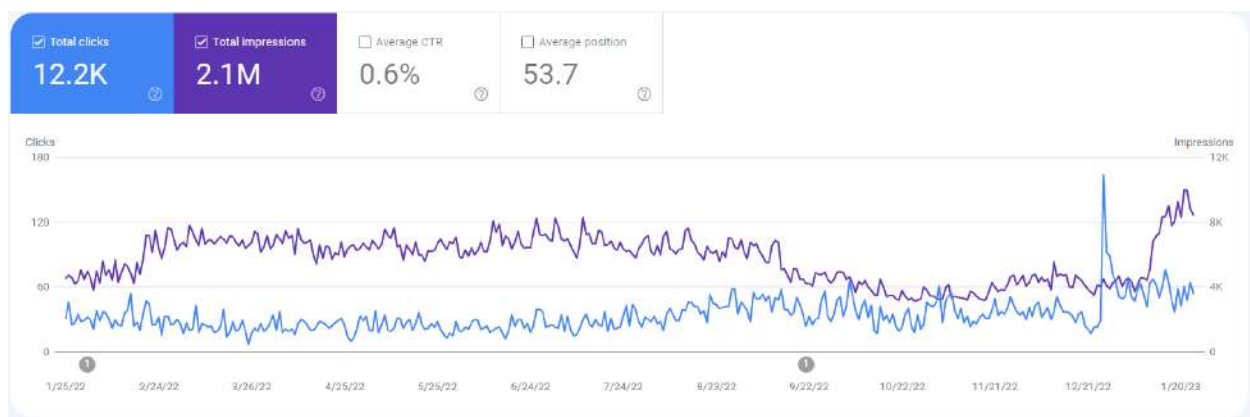
Performance in 2022:

Total Clicks: 12.2k

Total Impressions: 2.1M

Total CTR: 0.6%

Proven Screenshot:



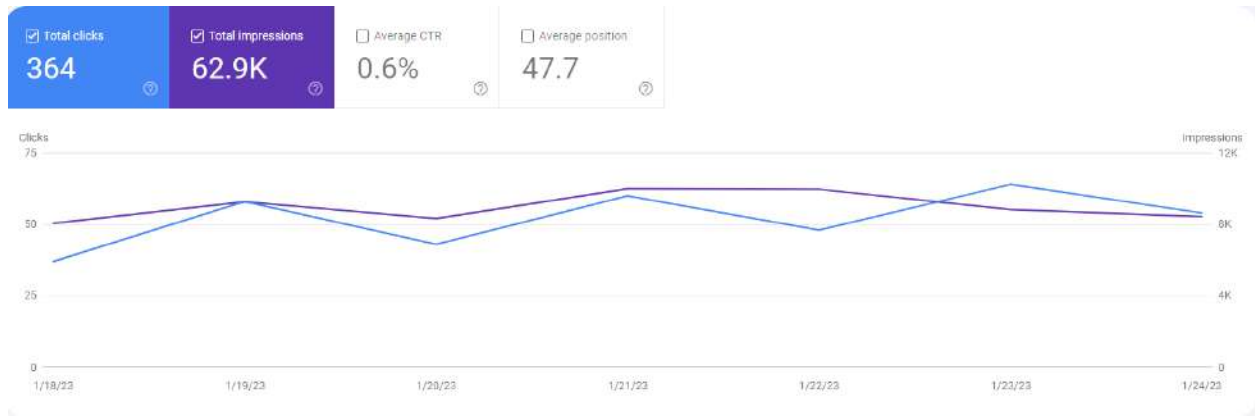
This is GSC data of Climp.uk

Let's see weekly Improvement data:

Total Clicks: 364

Total Impressions: 62.9K

Total CTR: 0.6%



Top 5 Keywords with Performance:

1. performance 3f jacket
2. storm 2 pro h
3. cosmiques jacket
4. drop control
5. paragliding goggles

Top 5 Urls with Performance:

1. <https://www.cimalp.co.uk/en/>
2. <https://www.cimalp.co.uk/en/hiking-jackets/1537-hardshell-jacket.html>
3. <https://www.cimalp.co.uk/en/trail-shorts-and-trousers/1337-trail-running-shorts-2-in-1.html>
4. <https://www.cimalp.co.uk/en/trail-jackets/1875-ultrashell-trail-running-jacket.html>
5. <https://www.cimalp.co.uk/en/trail-running-shoes/1836-trail-running-shoes-864-drop-evolution.html>

Top 3 Countries with Traffic:

- United Kingdom
- United States
- Ireland

Organic Traffic From SEMrush:

https://www.cimalp.co.uk/ x Root Domain Search

Dashboard > Domain Analytics > Domain Overview User manual Send feedback

Domain Overview: cimalp.co.uk Export to PDF

Worldwide US UK DE Desktop Jan 26, 2023 USD

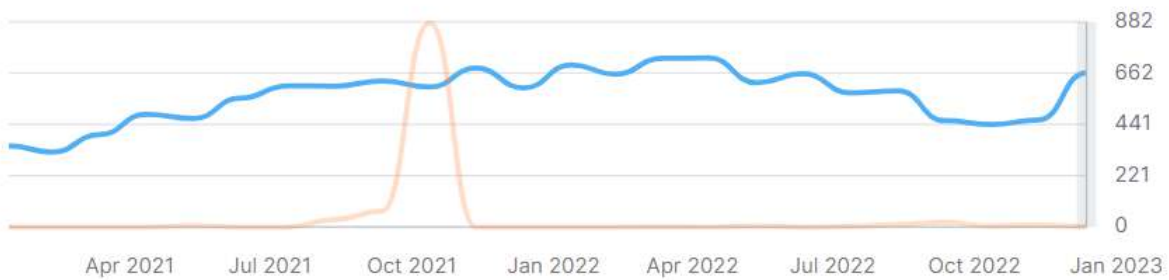
Overview Compare domains Growth report Compare by countries

Authority Score 41 <small>Semrush Domain Rank 369.1K ↑</small>	Organic Search Traffic 663 +44% <small>Keywords 2.7K ↑</small>	Paid Search Traffic 2 -78% <small>Keywords 1</small>	Backlinks 33.7K <small>Referring Domains 2.2K</small>
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Organic Traffic Performance:

Organic Traffic 663/month

Organic Traffic Paid Traffic | Notes



Organic Keywords:

Organic Keywords 2,717

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



Top Ranked Keywords:

Organic Search Positions 1 - 100 (140)												+ Add to keyword list		Manage columns (12/16)		Export
<input type="checkbox"/>	Keyword	Intent	SF	Pos.	D...	Tra...	Vol...	KD %	CP...	URL	SERP	Uod.				
> <input type="checkbox"/>	cimalp storm 2 h >>	T	±.4	1 → 1	0	11.84	90	16	0	www.cimalp.co...html		Jan 02				
> <input type="checkbox"/>	cimalp >>	N	±.4	1 → 1	0	27.63	210	18	0	www.cimalp.co.../en/		Jan 08				
> <input type="checkbox"/>	cimalp performance 3f jacket >>	I T	±.3	1 → 1	0	6.57	50	22	1	www.cimalp.co...html		Jan 19				
> <input type="checkbox"/>	cimalp storm 2 h >>	T	±.4	2 → 2	0	0.32	90	16	0	www.cimalp.co...html		Jan 02				
> <input type="checkbox"/>	cimalp performance 3f jacket >>	I T	±.3	2 → 2	0	0.16	50	22	1	www.cimalp.co...ts-5		Jan 19				
> <input type="checkbox"/>	cimalp storm 2 h >>	T	±.4	3 → 3	0	0.16	90	16	0	www.cimalp.co...html		Jan 02				
> <input type="checkbox"/>	cimalp performance 3f jacket >>	I T	±.3	3 → 3	0	< 0.01	50	22	1	www.cimalp.co...html		Jan 19				
> <input type="checkbox"/>	meindl capri men's sandals >>	I T	±.3	4 → 4	0	< 0.01	50	13	0	www.cimalp.co...html		Dec 31				
> <input type="checkbox"/>	cimalp performance 3f jacket >>	I T	±.3	4 → 4	0	< 0.01	50	22	1	www.cimalp.co...kets		Jan 19				
> <input type="checkbox"/>	ski trousers for short legs >>	I T	±.6	5 → 5	0	0.98	140	9	0.4	www.cimalp.co...html		Jan 10				
> <input type="checkbox"/>	overglove >>	C I	±.3	5 → 5	0	1.48	210	9	0.4	www.cimalp.co...html		Jan 13				
> <input type="checkbox"/>	bamboo base layer mens >>	I T	±.5	6 → 6	0	0.16	50	9	1.2	www.cimalp.co...html		Jan 20				
> <input type="checkbox"/>	ski trousers for short legs >>	I T	±.6	6 → 6	0	0.65	140	9	0.4	www.cimalp.co...html		Jan 10				
> <input type="checkbox"/>	womens softshell ski trousers >>	I T	±.4	6 → 6	0	0.32	70	18	0.4	www.cimalp.co...html		Jan 03				
> <input type="checkbox"/>	osprey running backpack >>	T	±.3	6 → 6	0	0.32	210	18	0.3	www.cimalp.co...html		Jan 11				
> <input type="checkbox"/>	bamboo base layer >>	I T	±.3	7 → 7	0	1.15	260	27	0.6	www.cimalp.co...html		Jan 12				
> <input type="checkbox"/>	meindl capri sandals >>	I T	±.3	7 → 7	0	< 0.01	50	14	0.3	www.cimalp.co...html		Jan 01				
> <input type="checkbox"/>	soft shell salopettes >>	I T	±.2	7 → 7	0	0.32	90	16	0.5	www.cimalp.co...html		Jan 25				
> <input type="checkbox"/>	womens softshell ski pants >>	C	±.4	7 → 7	0	0.98	210	15	0.4	www.cimalp.co...html		Jan 04				
> <input type="checkbox"/>	trail shorts >>	I T	±.2	7 → 7	0	0.65	140	19	0.4	www.cimalp.co...html		Jan 23				
> <input type="checkbox"/>	bamboo base layer uk >>	T	±.3	7 → 7	0	0.32	70	17	1.1	www.cimalp.co...html		Dec 30				
> <input type="checkbox"/>	trail shorts mens >>	T	±.4	8 → 8	0	0.16	50	20	0.5	www.cimalp.co...html		Jan 22				
> <input type="checkbox"/>	arm warmers running >>	C	±.5	8 → 8	0	0.82	210	20		www.cimalp.co.uk/en/ski-caps-and-beanies-108		Jan				

Keyword	Intent	SF	Pos.	D...	Tra...	Vol...	KD %	CP...	URL	SERP	Uod.
waterproof over mitts >>	I T	☆ 3.3	8 → 8	0	0.16	50	10	0.3	www.cimalp.co...html		Dec 30
meindl sandals >>	I T	☆ 3.3	8 → 8	0	< 0.01	110	19	0.3	www.cimalp.co...html		Jan 24
soft shell womens ski pants >>	I T	☆ 3.5	8 → 8	0	0.49	140	16	0.4	www.cimalp.co...html		Jan 12
mens trail shorts >>	T	☆ 3.3	9 → 9	0	0.32	90	26	0.5	www.cimalp.co...html		Jan 19
osprey sac >>	I	☆ 3.6	9 → 9	0	< 0.01	110	33	0.3	www.cimalp.co...html		Jan 14
soft shell ski pants >>	I	☆ 3.2	7 → 9	↓ 2	0.32	90	17	0.5	www.cimalp.co...html		Jan 25
cat 3 sunglasses >>	I	☆ 3.4	10 → 10	0	1.31	390	18	0.4	www.cimalp.co...html		Jan 15
trekking jacket >>	C	☆ 3.2	10 → 10	0	0.32	110	21	0.4	www.cimalp.co...ts-5		Jan 21
arm sleeves >>	C I	☆ 3.3	10 → 10	0	6.74	1.9K	28	0.3	www.cimalp.co...html		Jan 22
cat 3 sun glasses >>	I	☆ 3.3	10 → 10	0	1.64	480	18	0.5	www.cimalp.co...html		Jan 21
soft shell ski pants >>	I	☆ 3.2	* → 10	new	0.16	90	17	0.5	www.cimalp.co...html		Jan 25
multi pocket waistcoat >>	C	☆ 3.2	10 → 10	0	0.16	50	15	0.2	www.cimalp.co...html		Jan 10
vibram trail running shoes >>	I T	☆ 3.2	* → 11	new	< 0.01	50	19	0.3	www.cimalp.co...html		Jan

Action Plan for Ecommerce Website:

- Product Research
- Product Keyword Research
- Low Competitive and High Demanding Keyword Choose
- Competitor Analysis
- Competitor Keyword Spy
- Content Analysis
- Product Gap Analysis
- Product Content with SEO Friendly approach
- Product On Page SEO
- Product Crawls and Index
- Product Catagory Page SEO
- Product Page SEO
- Technical SEO
- Page Speed Optimisations
- Product Schema
- Link Building Strategy
- Foundation Backlinks
- Guest Post From Niche Relevant Websites
- Manual Contextual Backlinks
- Social Share
- Social Engagements

Report Format:

- Excels Details Report, Weekly, Monthly

Project Taken By

Usaid Mustafa
Website Developer & SEO Expert