

CAVEMAN STUDIO – SEO CASE STUDY

“Magnificent SEO Strategy Helps To Increase 35% New User”



About the Client

Caveman Art & Craft Studio is an online store selling art and craft products online. As well as, they offer art class and craft classes. They started SEO with us in October 2018. Their website consists of duplicate content and high penalty risk. There is very less organic traffic and also a lot of landing pages are not optimized. Our expert term is having massive experience in SEO and deep knowledge about the better strategies that do some wonders.

The Challenge

Caveman Art & Craft Studio website pages were not mobile-friendly and were not optimized for search engines. As well as they did not share the blog post regularly. As a result, this page was not reaching the right audience. For this reason, they approached us with the main goal of enhancing the number of blog posts, On-page optimization, Off-page submission regularly. Their main focus was on enhancing brand awareness and increasing organic traffic.





Our Strategy

- 🔗 Our SEO experts can follow this strategic method for optimizing and checking the content of their website.
- 🔗 We analyze the current content is enough to focus on the target audience or else it should be optimized with high search volume keywords.
- 🔗 We optimized the content for the particular website with proper keywords and also the higher ranking competitor keywords.
- 🔗 In addition, we use the Google Analytics tool that is depicted as the clear condition of a number of clicks and CTR.



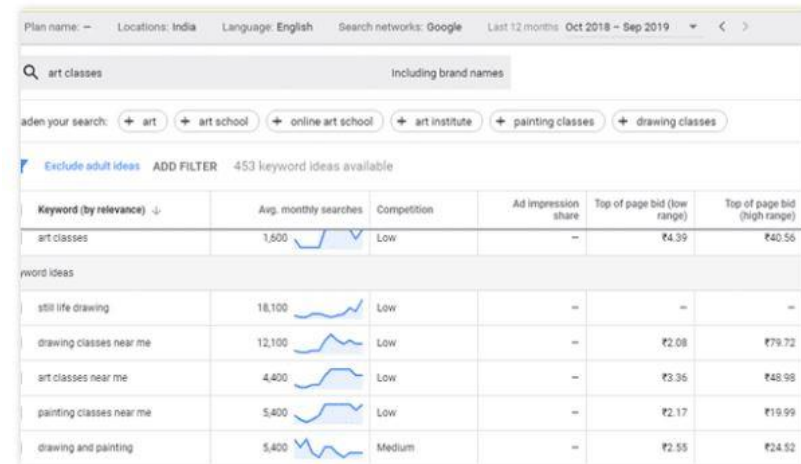
Solution

Long-Tail Keyword Research

Important to realize, the long-tail keywords having an awesome advantage which it is including

- ✔ Enhanced search volume
- ✔ Higher click-through rate
- ✔ Higher conversion rate
- ✔ Simpler and quicker ranking

We all are heard mobile is the next huge thing and it is here to stay, so it is no more massive secret that site owners require to think about mobile users as well. Structuring the site is indeed with an important element of SEO and it helps to generate more and more traffic and receiving the huge internal links.



The screenshot shows the Google Keyword Planner interface for the search term 'art classes'. The search is set for India, English, and Google search networks, covering the last 12 months (Oct 2018 - Sep 2019). The search includes brand names and shows 453 keyword ideas available. The main results table is as follows:

Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
art classes	1,500	Low	—	₹4.39	₹40.56
Keyword ideas					
still life drawing	18,100	Low	—	—	—
drawing classes near me	12,100	Low	—	₹2.08	₹79.72
art classes near me	4,400	Low	—	₹3.36	₹48.98
painting classes near me	5,400	Low	—	₹2.17	₹19.99
drawing and painting	5,400	Medium	—	₹2.55	₹24.52

SEO Audit

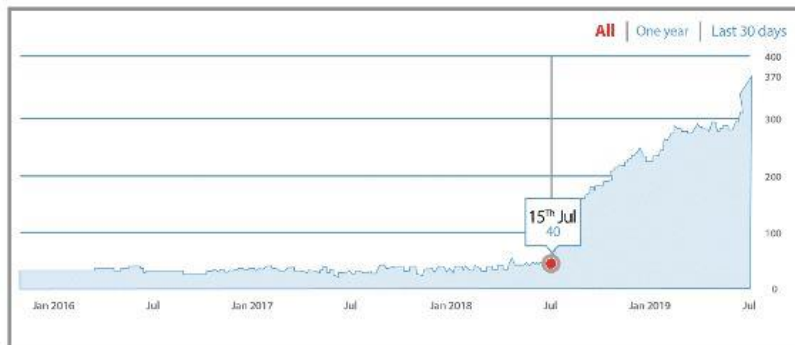
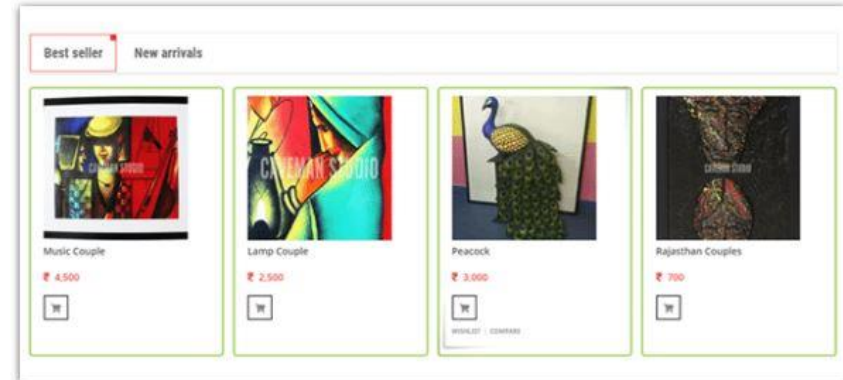
Our SEO experts regularly audit our client site is to identify any technical issues that will harm the user experience. After that performing the audit we were very happy to see that the Caveman Art & Craft Studio site didn't suffer from any issues

- ✔ Their website loads around 2 Second
- ✔ Mobile-friendly website
- ✔ SSL certificate can be installed right
- ✔ They are only had a very few 404 pages and also broken links
- ✔ Unique content and modern design

Address	Content	Status Code	Status	Indexability	Indexability Status	Title
1 https://cavemanstudio.org/	tech9hns charnel/U7F-8	200	OK	Indeable		Cavem
2 https://cavemanstudio.org/wp-content/uploads/2014/11/661.png	img6q9ng	200	OK	Indeable		
3 https://cavemanstudio.org/products/category/pen-art	tech9hns charnel/U7F-8	301	Moved Permanently	Non-Indeable	Redirected	
4 https://cavemanstudio.org/products/category/yute-painting	tech9hns charnel/U7F-8	301	Moved Permanently	Non-Indeable	Redirected	
5 https://cavemanstudio.org/news/quarter-techniques-log-journal	tech9hns charnel/U7F-8	200	OK	Indeable		Star by
6 https://cavemanstudio.org/products/category/fat-mural	tech9hns charnel/U7F-8	200	OK	Non-Indeable	Canonicalized	Flat Mu
7 https://cavemanstudio.org/news/	tech9hns charnel/U7F-8	200	OK	Indeable		Wanted
8 https://cavemanstudio.org/products/category/flat-work-mural-photo-kanam	tech9hns charnel/U7F-8	200	OK	Indeable		Mural P
9 https://cavemanstudio.org/shop/pen/purple-flower-3v	tech9hns charnel/U7F-8	200	OK	Indeable		Unlue
10 https://cavemanstudio.org/products/category/artstation-3d-art	tech9hns charnel/U7F-8	200	OK	Indeable		Rusan
11 https://cavemanstudio.org/products/category/painting/yute-painting	tech9hns charnel/U7F-8	200	OK	Indeable		Star by
12 https://cavemanstudio.org/products/category/flat-work/pen-stand	tech9hns charnel/U7F-8	200	OK	Indeable		Star C
13 https://cavemanstudio.org/products/category/flat-work/pen-stand	tech9hns charnel/U7F-8	200	OK	Indeable		Pen Sta
14 https://cavemanstudio.org/products/category/pen-art	tech9hns charnel/U7F-8	301	Moved Permanently	Non-Indeable	Redirected	
15 https://cavemanstudio.org/news/	tech9hns charnel/U7F-8	200	OK	Non-Indeable	NonIndex	My Acc
16 https://cavemanstudio.org/products/category/pen-stand	tech9hns charnel/U7F-8	200	OK	Non-Indeable	Canonicalized	Pen Sta
17 https://cavemanstudio.org/products/category/flat-work/pastel	tech9hns charnel/U7F-8	200	OK	Indeable		Oh Paul
18 https://cavemanstudio.org/blog	tech9hns charnel/U7F-8	200	OK	Indeable		Log E
19 https://cavemanstudio.org/products/category/artstation-3d-art	tech9hns charnel/U7F-8	200	OK	Indeable		Planet F
20 https://cavemanstudio.org/products/category/flat-work/pen-art	tech9hns charnel/U7F-8	301	Moved Permanently	Non-Indeable	Redirected	
21 https://cavemanstudio.org/products/category/flat-work/mural	tech9hns charnel/U7F-8	200	OK	Non-Indeable	Canonicalized	ALL S
22 https://cavemanstudio.org/products/category/pen-art	tech9hns charnel/U7F-8	301	Moved Permanently	Non-Indeable	Redirected	
23 https://cavemanstudio.org/products/category/flat-work/pen-stand	tech9hns charnel/U7F-8	200	OK	Indeable		Unlue

Page-Level Optimization

Our expert team decided it will be most effective to target the Caveman Art & Craft Studio's homepage for the set of top 8 keywords to be selected. These keywords are related, so isn't an issue. After that, we added the keywords to the Title and Meta description. We can sprinkle the higher hitter keyword a few more times on the page.



Link Building

We care about the long term viability of our client site and business. We engaged in natural link building that means the process of earning more links rather than buying them or else manipulate tactics. Our quality links increase their organic rankings. It is all about the relevancy, quality and user focus.

- ✓ Reciprocal Linking
- ✓ Article Submission
- ✓ Guest Posting
- ✓ Web Directory Links
- ✓ Forum Submission
- ✓ Blogpost Comments

Increase in Keyword Ranking

Our SEO experts have achieved high search volume keywords on the Google top-notch page within the suggested timeframe!

Keywords	Before SEO	After SEO
Art and craft classes	#62	#1
Jute painting class	#59	#1
Pen portrait sketch training	#69	#2
Pen art training class	No	#2
Kids painting class	No	#2
Knife painting classes	#45	#2
Hobby classes	#49	#3
Glass painting classes	#37	#3
Acrylic painting classes	#59	#4
Painting classes	#72	#4

Caveman Studio

Result

After implementing these above SEO strategy, we have seen a positive trend in terms of their organic traffic, website visibility, and high search volume keyword ranking in Google's first page.



Takeaway

Our results are clearly spoken for ourselves and how SEOBusiness Company experts optimized the performance of the particular website. Since this particular site had so many opportunities for simple wins, we were just directed on getting those easy wins on Google's 1st page.

After the successful execution of our powerful tactics, there was an increase in the number of visitors per day, increased brand awareness and upgraded their website position. Specifically, we focused on what users wanted and provided them with valuable content. Clearly, this case study shows several significant improvements in the various sectors in the business market.