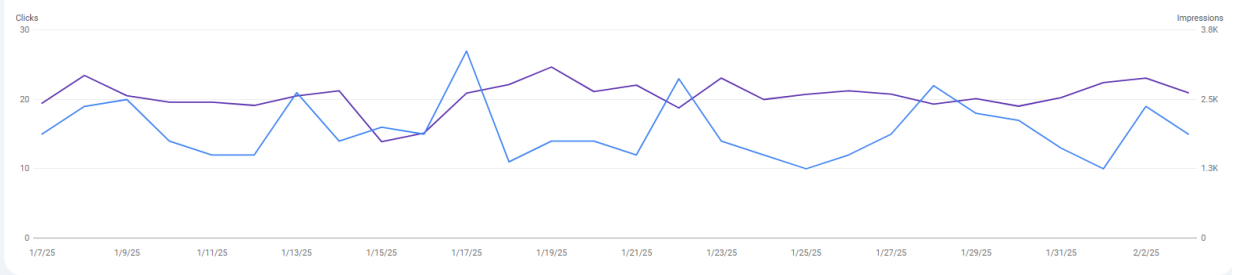


24 hours 7 days **28 days** 3 months More

Search type: Web + Add filter Reset filters

Last update: 3.5 hours

<input checked="" type="checkbox"/> Total clicks 2.56K	<input checked="" type="checkbox"/> Total impressions 71.7K	<input type="checkbox"/> Average CTR 0.6%	<input type="checkbox"/> Average position 38
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978 keywords									
5 Feb 2025									
Don't compare									
Filters									
Keyword	Intents	SF	Volume	KD	CPC	Traffic	Paid	Position	
<input type="checkbox"/> + mirrored nest of tables	C T	2	350	0	0.24	12	0	11	
<input type="checkbox"/> + turkish sofa bed	C T	3	250	0	0.53	11	0	9	
<input type="checkbox"/> + rugby bed	C T	4	70	0	0.56	10	0	3	
<input type="checkbox"/> + cyber sale dining furniture deals	C T	2	80	0	N/A	6	0	5	
<input type="checkbox"/> + versace table	I C Branded	3	90	0	0.24	6	0	6	
<input type="checkbox"/> + italian bedroom furniture	C T	4	200	0	0.52	4	0	13	
<input type="checkbox"/> + mirrored dressing table	C T	5	1.4K	0	0.35	4	0	19	
<input type="checkbox"/> + walnut ottoman bed	C T	3	90	0	0.98	3	0	9	
<input type="checkbox"/> + cyber sale dining room sets	C T	2	80	0	N/A	3	0	8	
<input type="checkbox"/> + captains bunk bed	C T	3	50	0	0.19	3	0	6	
<input type="checkbox"/> + cyber sale bedside	C T	1	70	0	N/A	2	0	8	
<input type="checkbox"/> + luxury italian bedroom furniture sets	C T	3	50	0	0.49	2	0	9	
<input type="checkbox"/> + black and gold bedroom furniture	C T	4	150	0	0.35	2	0	12	
<input type="checkbox"/> + italian bedroom furniture sets london	C T Local	1	20	0	0.65	2	0	4	
<input type="checkbox"/> + cyber sale dining table deals	C T	2	80	0	N/A	2	0	10	
<input type="checkbox"/> + dining table cyber sale	C T	2	70	0	N/A	2	0	10	
<input type="checkbox"/> + italian bedroom furniture sets sale	C T	3	20	2	0.44	2	0	7	
<input type="checkbox"/> + italian bedroom furniture sets	C T	6	30	2	0.51	2	0	6	
<input type="checkbox"/> + italian bedroom set	C T	3	150	1	0.39	2	0	13	
<input type="checkbox"/> + croydon bed	C T Local	3	30	5	1.17	2	0	8	
<input type="checkbox"/> + captains bunk	C T	3	20	0	0.46	1	0	5	
<input type="checkbox"/> + italian bed set	C T	4	20	0	0.51	1	0	5	

Case Study: Enhancing E-Commerce SEO Performance for Cash and Carry Beds

Background

Founded with the goal of offering high-quality, affordable beds, *Cash and Carry Beds* has quickly become a trusted name in the e-commerce bed retail industry. Since its inception, the company has strived to provide seamless online shopping experiences for customers. In early

2023, the company realized the need to scale its online store to handle increased traffic and demand while improving user experience, security, and overall website performance.

Challenges

Prior to collaborating with a professional development team, *Cash and Carry Beds* faced several challenges:

- Slow website load times affecting customer retention.
- Website security vulnerabilities and data protection concerns.
- Issues with website updates directly affecting the live site, causing disruptions.
- Low search engine ranking due to technical errors in the website structure.
- Outdated design and lack of interactive elements for better user engagement.
- Difficulties in streamlining customer experience for repeat purchases.

Solution

To overcome these challenges, *Cash and Carry Beds* teamed up with a development team that implemented the following solutions:

1. Optimized Website Performance

Identifying that slow website performance was leading to high bounce rates, the development team focused on optimizing the site's speed. Key performance optimizations included:

- Compressing and optimizing images to reduce load times.
- Reducing HTTP requests and minifying CSS/JavaScript for smoother site operation.
- Implementing caching strategies to improve page load time.

These adjustments resulted in a noticeable improvement in website loading speed, enhancing the customer browsing experience.

2. Enhanced Website and Data Security

The team prioritized security to protect both the company and customer data. This included:

- Installing the latest Magento security patches to safeguard the site from vulnerabilities.
- Conducting extensive security testing to ensure that all aspects of the website were protected.
- Implementing AWS-based backup solutions to ensure the safety of business data in case of hardware or system failure.

These measures provided robust security, making both the business and its customers feel more confident using the website.

3. Streamlined Development and Testing Workflow

Previously, any new features were deployed directly to the production environment, risking the introduction of bugs into the live site. To mitigate this:

- A staging server was implemented between development and production.
- Updates were thoroughly tested in this staging environment before being deployed live.

This process minimized risks and ensured that updates were stable, reliable, and seamless for customers.

4. SEO Optimization and Improved Website Ranking

A significant focus was placed on improving the website's search engine ranking. SEO experts worked to:

- Fix technical SEO issues, such as correcting broken URLs and optimizing sitemaps.
- Implement structured data, such as rich snippets, to showcase key product information (e.g., descriptions, pricing, ratings).
- Utilize on-page SEO strategies to increase the website's visibility and ranking.

These SEO improvements boosted organic traffic and enhanced search engine results positioning.

5. Fresh, Engaging Website Design

Understanding the importance of first impressions, the team worked closely with *Cash and Carry Beds* to redesign the website's look and feel. The enhancements included:

- A brand-new, modern design that reflected the company's identity and vision.
- Interactive elements like interactive product displays to engage users.
- Optimized layout for easier navigation and better mobile responsiveness.

The updated design provided a more intuitive, engaging shopping experience, contributing to higher customer satisfaction.

6. Improved Customer Experience

To ensure that the website was user-friendly and catered to returning customers:

- A personalized shopping experience was introduced, enabling customers to save customized products and re-order them easily.
- The store was integrated with Yext, allowing customers to manage their business information across multiple online directories in real-time.

These efforts made it easier for customers to navigate the site and make repeat purchases, driving higher conversion rates.

7. Enhanced Website Features

In response to customer feedback, the team redesigned the website's navigation system:

- A mega-menu was implemented to allow the business to manage and display information, including categories, products, images, and videos with ease.
- This new feature allowed for a more organized and user-friendly interface, ultimately boosting conversions.

8. New E-Commerce Integration

As *Cash and Carry Beds* expanded its offerings, the development team integrated a new product category into the multi-store setup. This included a new, seamless online store tailored specifically for their new line of bed accessories.

Results

The improvements implemented resulted in significant benefits for *Cash and Carry Beds*:

- **Faster Website Performance:** The optimizations led to reduced loading times and improved user satisfaction.
- **Enhanced Security:** With updated security measures, the site is now more secure, and customer data is better protected.
- **Seamless Development Process:** The staging environment ensures that all updates are thoroughly tested before going live, minimizing disruptions.
- **Increased Website Ranking:** SEO improvements boosted organic traffic, bringing in more visitors and increasing sales.
- **Better User Engagement:** With a refreshed design and interactive features, the website now offers a more engaging experience for customers.
- **Improved Customer Retention:** The ability to save customized orders and streamline re-ordering has made it easier for customers to shop.

Future Plans

Moving forward, *Cash and Carry Beds* is planning to further optimize its website by migrating to the latest version of Magento, continuing to refine the user experience, and exploring new features to support its growth in the competitive e-commerce market.