

# Case Study

**Project Name:** Orchid Tree

**Website URL:** [www.orchid-tree.com](http://www.orchid-tree.com)

**Business category** - Online Orchid Flower/Tree Seller

**Major deliveable:** SEO, Content, PR, Influencers

**Target locations for promotion** - India

**Date Range-** 01.07.2023 - till date

**Note:** This case study is being prepared comparing last 6 months data to the previous 6 months data.

# SEO Case Study



# Google Analytics Overview- ( July to Dec. 2023 vs Jan. to Jun. 2023)

Metrics	Jan 01, 23 - June 30, 23	Jul 01, 23 - Dec 31, 23
Users	78,496	227,094
New Users	75,782	216,509
Sessions	140,609	413,343
All Events	1,121,465	4,866,901
Event/Sessions	7.98	11.77

Color Scheme	Impression
	Decreased
	Increased
	Benchmark

# Page Wise Traffic- ( July to Dec. 2023 vs Jan. to Jun. 2023)

Search...		Rows per page: 250		Go to: 1		1-250 of 2366		
Page path and screen class	+	↓ Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events	Total revenue
SHOW ALL ROWS		1,912,242	221,028	8.65	1m 13s	4,528,284	32,394.00	₹3,684,726.05
		vs. 322,830	vs. 70,884	vs. 4.55	vs. 78.63	vs. 981,639	vs. 11,152.00	vs. ₹0.00
		↑ 492.34%	↑ 211.82%	↑ 89.96%	↓ -6.4%	↑ 361.3%	↑ 190.48%	
1	/							
	Jul 1 - Dec 31, 2023	250,556	50,472	4.96	28s	505,639	224.00	₹0.00
	Jan 1 - Jun 30, 2023	40,174	15,282	2.63	27s	122,577	0.00	₹0.00
	% change	523.68%	230.27%	88.84%	5.58%	312.51%	0%	0%
2	/collections/new-arrivals							
	Jul 1 - Dec 31, 2023	129,565	15,298	8.47	1m 48s	268,114	1,565.00	₹4,741.40
	Jan 1 - Jun 30, 2023	24,867	5,786	4.30	1m 52s	75,681	0.00	₹0.00
	% change	421.03%	164.4%	97.06%	-3.72%	254.27%	0%	0%
3	/collections/orchids-now-in-spike-or-bloom-flowers							
	Jul 1 - Dec 31, 2023	90,789	10,035	9.05	2m 03s	183,781	1,588.00	₹21,866.60
	Jan 1 - Jun 30, 2023	15,212	3,444	4.42	1m 53s	43,687	0.00	₹0.00

# Page Wise Traffic- ( July to Dec. 2023 vs Jan. to Jun. 2023)

4	/cart							
	Jul 1 - Dec 31, 2023	72,778	4,645	15.67	1m 59s	238,178	16,572.00	₹3,599,492.27
	Jan 1 - Jun 30, 2023	10,645	2,048	5.20	1m 35s	40,116	10,651.00	₹0.00
	% change	583.68%	126.81%	201.44%	25.7%	493.72%	55.59%	0%
5	/collections/orchid-plants							
	Jul 1 - Dec 31, 2023	38,700	9,923	3.90	1m 17s	80,917	681.00	₹610.80
	Jan 1 - Jun 30, 2023	7,690	3,784	2.03	1m 30s	22,496	0.00	₹0.00
	% change	403.25%	162.24%	91.91%	-13.8%	259.7%	0%	0%
6	/collections/phalaenopsis-orchids							
	Jul 1 - Dec 31, 2023	34,692	5,121	6.77	2m 23s	74,569	562.00	₹4,894.92
	Jan 1 - Jun 30, 2023	6,590	1,856	3.55	2m 25s	20,548	0.00	₹0.00
	% change	426.43%	175.92%	90.8%	-1.33%	262.9%	0%	0%
7	/search							
	Jul 1 - Dec 31, 2023	28,171	3,264	8.63	1m 22s	81,445	0.00	₹0.00
	Jan 1 - Jun 30, 2023	5,059	1,258	4.02	1m 16s	19,191	0.00	₹0.00
	% change	456.85%	159.46%	114.62%	8.57%	324.39%	0%	0%

# Page Wise Traffic- ( July to Dec. 2023 vs Jan. to Jun. 2023)

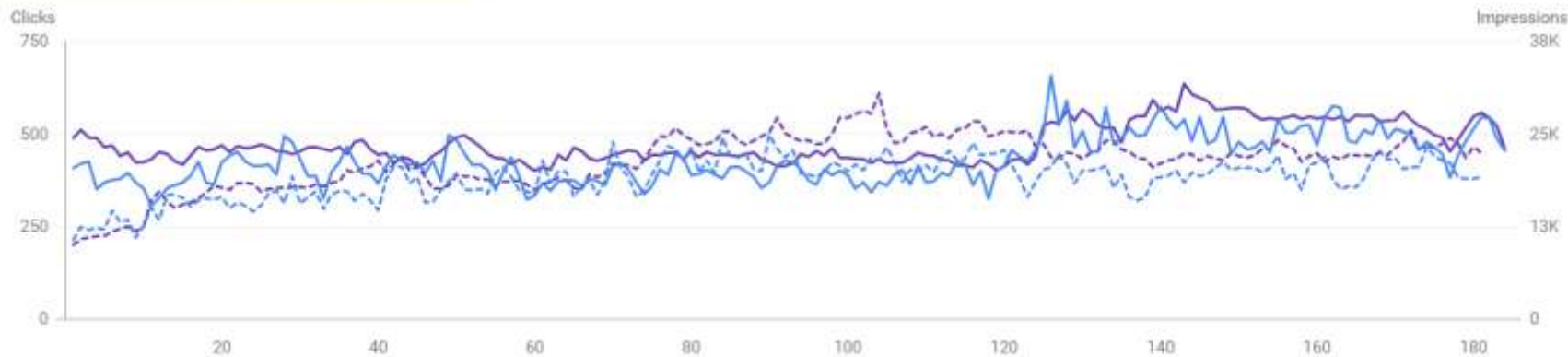
8	/collections/dendrobium-orchids							
	Jul 1 - Dec 31, 2023	22,187	3,930	5.65	1m 53s	46,624	203.00	₹5,605.00
	Jan 1 - Jun 30, 2023	4,303	1,477	2.91	2m 07s	13,707	0.00	₹0.00
	% change	415.62%	166.08%	93.78%	-11.25%	240.15%	0%	0%
9	/collections/cattleya-orchids							
	Jul 1 - Dec 31, 2023	20,674	3,647	5.67	1m 54s	44,289	250.00	₹0.00
	Jan 1 - Jun 30, 2023	3,892	1,139	3.42	2m 32s	12,215	0.00	₹0.00
	% change	431.19%	220.19%	65.9%	-24.96%	262.58%	0%	0%
10	/collections/other-plants							
	Jul 1 - Dec 31, 2023	18,394	4,242	4.34	2m 00s	38,939	307.00	₹0.00
	Jan 1 - Jun 30, 2023	3,487	1,709	2.04	1m 50s	10,297	0.00	₹0.00
	% change	427.5%	148.22%	112.52%	8.66%	278.16%	0%	0%
11	/account/login							
	Jul 1 - Dec 31, 2023	14,857	2,160	6.88	37s	27,601	0.00	₹0.00
	Jan 1 - Jun 30, 2023	5,356	1,849	2.90	34s	14,274	0.00	₹0.00
	% change	177.39%	16.82%	137.45%	6.69%	93.37%	0%	0%

# Channel Wise Traffic :( July to Dec. 2023 vs Jan. to Jun. 2023)

Channels	Date Range	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Conversions All events
Organic Search	Jul 1 - Dec 31, 2023	58,577	85,883	93.86%	143.00%	1m 04s	4,125.00
	Jan 1 - Jun 30, 2023	20,079	17,111	60.09%	0.84	1m 06s	1,176.00
Direct	Jul 1 - Dec 31, 2023	17476	63192	0.917	3.03	4m 16s	12940
	Jan 1 - Jun 30, 2023	6,084	16,905	63.56%	2.32	5m 04s	4,572.00
Referral	Nov 19, 2019 - Feb 18, 2020	987	852	0.9281	0.89	4m 23s	126
	Aug 19, 2019 - Nov 18, 2019	107	143	68.75%	1.30	4m 29s	22

g. Session Duration

# Search Console Overview : ( July to Dec. 2023 vs Jan. to Jun. 2023)



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# Ranking Status -

Keyword	Ranking Status On 10.10.2023
buy dendrobium orchids online	9
buy dendrobium	6
buy dendrobium orchids	5
dendrobium orchid buy online	6
dendrobium buy	4
dendrobium buy online	10
buy phalaenopsis online	6
buy phalaenopsis orchid	4
phalaenopsis buy	4
buy phalaenopsis orchids online	4
orchid phalaenopsis buy	4
phalaenopsis online	6
phalaenopsis orchid online	6
buy oncidium orchids online	6
buy oncidium orchid	1
buy oncidium online	1
buy oncidium	2
vanda orchid online	3
buy vanda orchids online	3
buy vanda orchid	4
buy vanda online	3
buy cymbidium	3
buy cymbidium online	3
buy cymbidium orchids online	3
buy cymbidium orchids	4
buy cymbidium orchid plants	5

# Ranking Status -

<b>Keyword</b>	<b>Ranking Status On 10.10.2023</b>	<b>Ranking Status On 21.09.2023</b>
buy bulbophyllum orchid online	4	5
buy cattleya	2	2
cattleya online	2	3
buy cattleya online	3	3
buy cattleya orchid	1	2
cattleya plant	1	2
cattleya orchid plants for sale	1	2
cattleya orchid plant	1	2
cattleya plants for sale	1	1
orchid plant nursery	8	2
orchid nursery for sale	11	13
wholesale orchid nursery	24	25
best orchid nursery	4	3
orchids online	4	4
buy orchids online	5	5
orchids for sale online	7	4
order orchids online	4	4
buy orchids wholesale online	6	5
best orchids online	8	9
buy orchid plants online	4	5
orchid flower buy online	6	8
orchid online buy	4	4
best place to buy orchid plants online	6	5

# Ranking Status -

Keyword	Keyword Ranking on 10.10.2023	Keyword Ranking on 01.05.2023
buy oncidium orchids online	2	2
buy oncidium orchid	1	2
dancing lady flower	7	16
dancing lady orchids	3	12
dancing lady orchid for sale	1	1
orchid dancing lady flower	5	12
yellow dancing lady orchid	18	23
pink dancing lady flower	2	9
dancing lady orchid plant	1	5
the dancing lady orchid	2	13
buy cymbidium orchids online	3	3
buy cymbidium orchids	4	4
buy cymbidium orchid plants	5	5

# What We Achieved in Last 1 Year (SEO)

- We have worked total of **150 Keywords**. We are ranking on the ***first page*** of Google SERP for all these **150** keywords.
- We have received a total of **4125 units Organic Sales**
- We got total **4.38M total Impressions on Google, 79.2K Clicks.**

# What We have done in Last 6 months (SEO)

- Page wise on page optimise
- Added webpage content on targeted page
- Added blogs targeted to the keywords
- We have released digital PR
- We have done influencers
- We have done the CRO of the targeted pages

Thank You.

