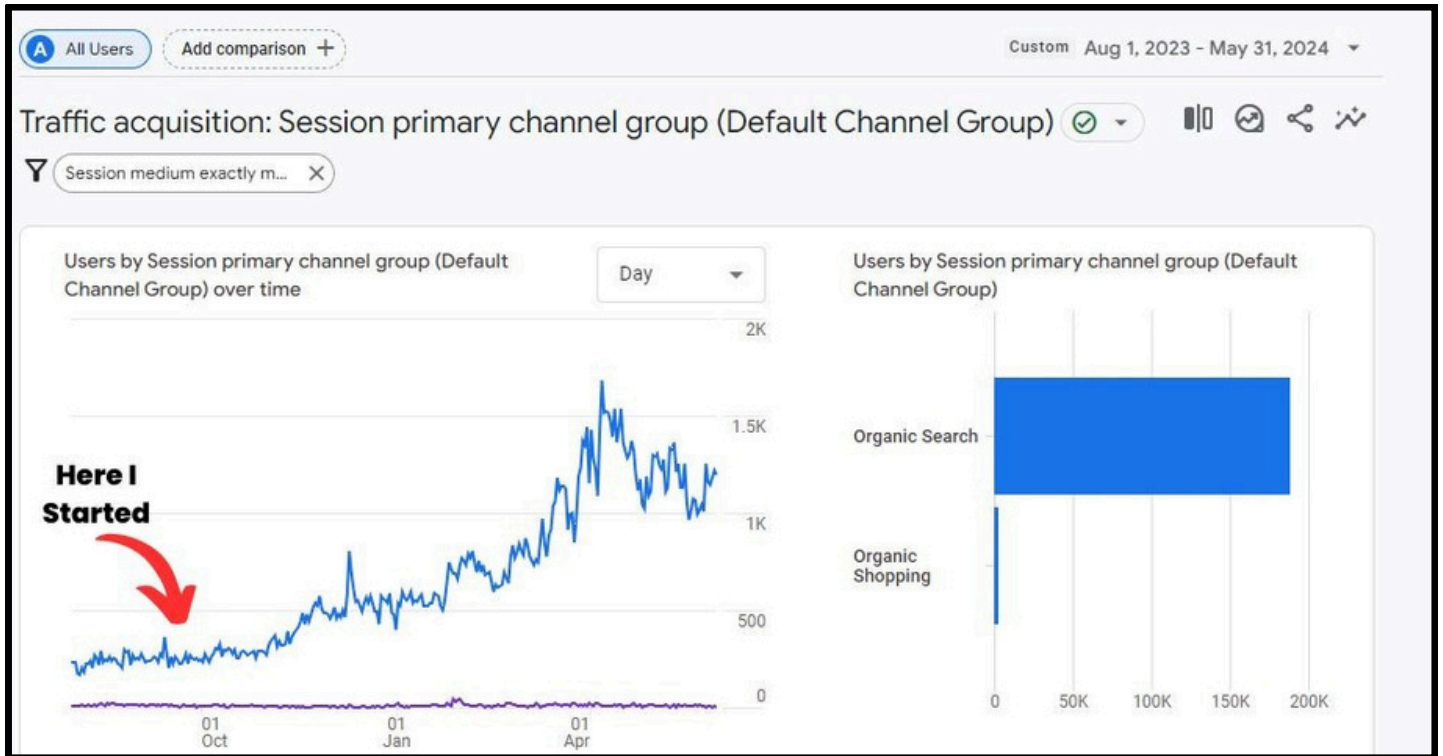


# SEO Case Study – Perfume24x7.com

From- BeSky Marketing



## 302% Growth in Organic Search

Perfume24x7, an online retailer specializing in a diverse range of perfumes, wanted to boost their online presence and attract more visitors to their website. They partnered with us to improve their search engine rankings, increase organic traffic, and boost sales.

[www.beskymarketing.com](http://www.beskymarketing.com)

# Objectives:

- Increase Organic Traffic: Achieve a significant rise in organic traffic within six months.
- Improve Search Engine Rankings: Rank in the top 5 for key competitive keywords.
- Enhance User Experience: Make the website more user-friendly and engaging.
- Boost Conversions: Increase the conversion rate to drive more sales.



# SEO Strategy and Implementation:

## SEO Audit:

- Conducted a thorough analysis to find and fix technical issues.
- Used tools like SEMrush, Ahrefs, and Google Search Console.

## Keyword Research:

- Identified keywords with high search volume and low competition.
- Focused on both broad terms (e.g., "best perfumes") and specific phrases (e.g., "best perfumes for women").

## **On-Page SEO:**

- **Content Optimization:** Improved product descriptions and added new, engaging content.
- **Meta Tags:** Created SEO-friendly meta titles and descriptions for all pages and products.
- **Internal Linking:** Enhanced the internal linking structure to improve navigation and link equity distribution.

## **Technical SEO:**

- **Website Speed:** Improved page load times by optimizing images and enabling browser caching.
- **Mobile Optimization:** Ensured the website was mobile-friendly.
- **Schema Markup:** Implemented structured data for better search engine understanding and enhanced SERP features.

## **Content Marketing:**

- **Blog Posts:** Created high-quality blog content on trending topics in the perfume industry.
- **Guest Posts:** Published guest posts on reputable fragrance and fashion blogs to build high-quality backlinks.

## **Off-Page SEO:**

- **Backlink Building:** Acquired backlinks from high-authority websites within the beauty and fashion niches.
- **Social Media Integration:** Increased social media activity to drive referral traffic and brand awareness.

## **Local SEO:**

- **Optimized Google My Business listing** and ensured consistent NAP (Name, Address, Phone Number) across local directories.

# Results:

- Achieved a 302% increase in organic traffic, far surpassing the initial goal.
- Secured top 5 positions for 12 out of 15 targeted competitive keywords, including “best perfumes for men” and brand keywords like “dunhill perfume”
- Improved website usability with a 25% increase in average session duration and a 15% reduction in bounce rate.
- Conversion rate increased by 145%, significantly boosting sales and revenue.



best perfume for men

Keyword difficulty: ... (for google.com database) — View full report for this keyword

People also ask :

Which is best perfume for male?

- Diesel (1)
- Giorgio Armani (3)
- Hermes (1)
- Paco Rabanne (1)
- Prada (1)
- Ralph Lauren (1)
- Valentino (1)
- Viktor & Rolf (1)

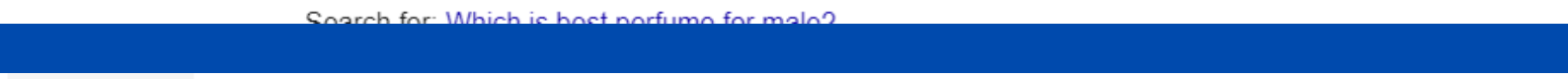
More items...

Perfume24x7.com  
<https://www.perfume24x7.com/collections/top-10-p...>

1. Buy Top 10 Perfumes for Men in India at Perfume24x7.com

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0  
 Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 2 LD: 53.8K I: 2.16K whois </> source Rank: 231K



calvin klein perfume


Perfume24x7.com  
<https://www.perfume24x7.com/collections/calvin-kl...>

1. Buy Calvin Klein Perfumes Online | Best Price at ...

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0  
 Get domain authority, visits and engagement data with a free Semrush account

L: 3 LD: 53.8K I: 2.16K whois </> source Rank: 231K

Calvin Klein CK One Shock Eau De Toilette For Her 200ml. No reviews. Regular price Rs. 5,650 Sale priceRs. 5,050 Save Rs. 60...  
 ₹3,500 to ₹5,800




Calvin Klein  
[https://ro.calvinklein.com/Men/Bags & Accessories](https://ro.calvinklein.com/Men/Bags%20&%20Accessories)

2. Mens Perfumes & Aftershaves - Gift Sets & More

L: 6 LD: 11.7K I: 2.24K whois </> source Rank: 107K

The Calvin Klein men's perfumes collection includes famous scents like CK One, Eternity and Obsession. Wear your favourite aftersha...

Chandigarh · Closed



Myntra  
<https://www.myntra.com/calvin-klein-perfumes>



SEOquake Parameters SERP report Export CSV Sort this page Locale

Perfume24x7.com https://www.perfume24x7.com... 1. Buy Top 10 Perfumes for Men in India at Perfume24x7.com AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0 L: 2 LD: 53.8K I: 2.16K Rank: 231K Mens Top 10 ; Bvlgari Man in Black Eau De Parfum For Men - from Rs. 8,500 ; Paco Rabanne One Million Eau De Toilette for Men - Regular price Rs. 8,450 Sale price ...

People also ask

- Which brand of perfume is best for men?
What are the top 10 men's perfumes?

SEOquake Parameters SERP report Export CSV Sort this page Locale

Gucci https://www.gucci.com... 1. Women's Fragrances AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0 L: 792 LD: 3.03M I: 5.91K Rank: 558 Shop women's designer fragrances and perfume at GUCCI.com. Enjoy free shipping, returns & complimentary gift wrapping. Fragrances · Gucci Flora (8) · Gucci Guilty · Gucci Bloom (8)

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