



SEO CASE STUDY: DTFNC

DigiRocket
technologies.

OVERVIEW

Introduction
Initial Stage
Research & Analysis
Problems & Solutions
Results
Learnings

INTRODUCTION

Client Background

Client: DTFNC

Industry: E-commerce

Website: <https://www.dtfnc.com/>

Project Duration

Start Date: June 23

End Date: Ongoing

Project Description

DTFNC is an e-commerce company specializing in DTF Transfers. With a strong online presence, they aim to provide high-quality products to a global customer base. However, despite their quality offerings, DTFNC was facing challenges in terms of online visibility and sales growth. The client approached our SEO team to enhance their digital presence and drive more organic traffic to their e-commerce website.

My work involved optimizing the website's content, improving its search engine rankings, and enhancing its online visibility. I focused on on-page and off-page SEO strategies, including keyword research, content optimization, backlink building, and technical SEO enhancements. The goal was to increase organic traffic, improve user experience, and drive online sales for the store's extensive range of products.

INITIAL STAGE

The initial stage of the SEO project for www.dtfnc.com involved a detailed analysis and assessment of the website's status and challenges. Here's a breakdown of the initial stage:

Client Consultation:

Conducted an initial consultation with DTFNC to understand their business goals, target audience, and specific SEO objectives. This included discussions on increasing online visibility and driving more sales through organic search.

Website Audit:

Performed a comprehensive website audit to identify technical issues and areas of improvement. This audit included:

- Checking for broken links, duplicate content, and crawl errors.
- Assessing website load times and mobile responsiveness.
- Reviewing the website's overall structure and navigation.

INITIAL STAGE

Competitor Analysis:

Conducted a thorough analysis of DTFNC's main competitors in the e-commerce industry.

This analysis aimed to:

- Identify competitors' strengths and weaknesses in terms of SEO strategies.
- Analyze the keywords and content that competitors were ranking for.
- Understand the backlink profiles of successful competitors.

Keyword Research:

Performed in-depth keyword research to identify relevant and high-value keywords for the e-commerce industry. This research involved:

- Identifying the most used search terms related to DTFNC's products.
- Analyzing search volume and keyword competition.
- Grouping keywords into categories to prioritize for optimization.

Technical Analysis:

Reviewed the website's technical SEO, including:

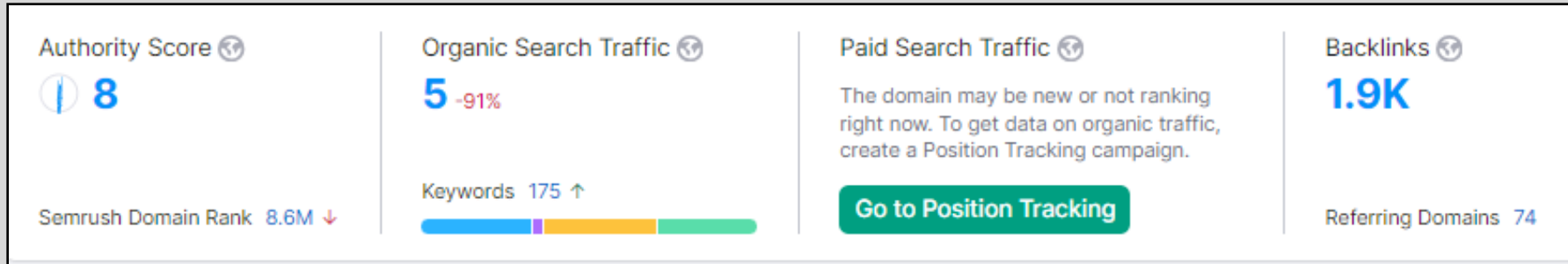
Ensuring that the website was easily crawlable by search engines.

Checking for proper indexing of pages.

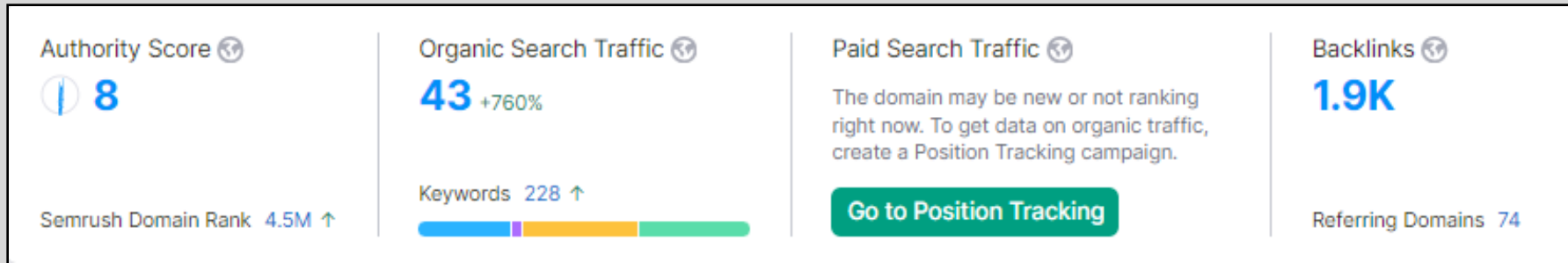
Implementing basic technical SEO fixes such as meta tag optimization.

ORGANIC METRICS IN INITIAL STAGE

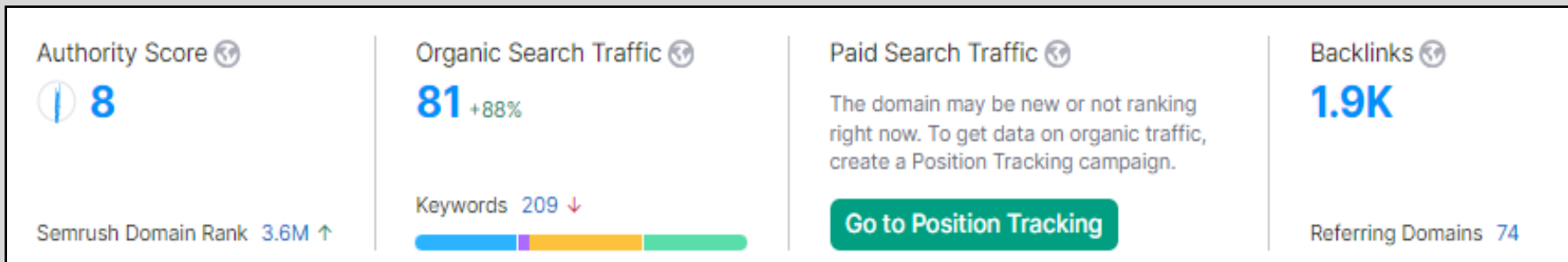
JUNE 2023



JULY 2023

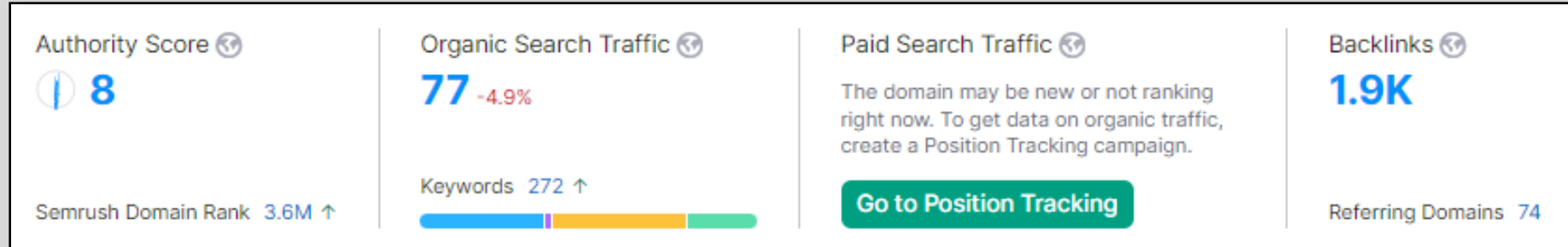


AUGUST 2023

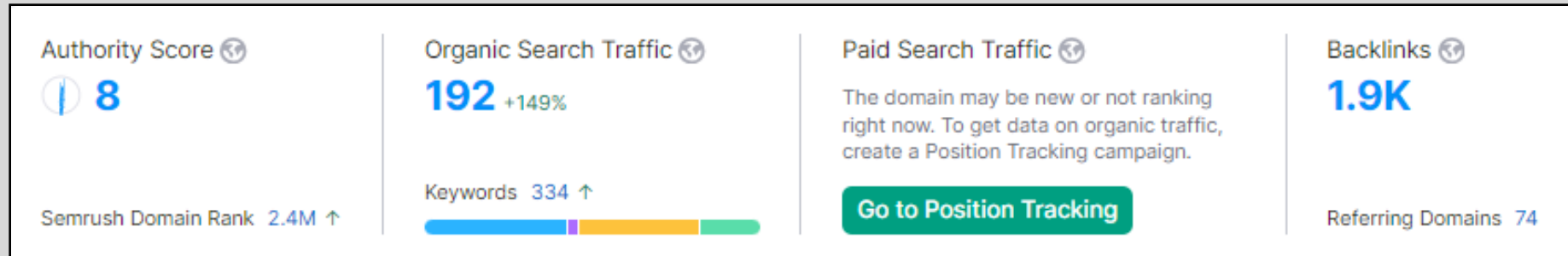


ORGANIC METRICS IN INITIAL STAGE

SEPTEMBER 2023



October 2023



As you can see from the above screenshots, Organic Search Traffic for this website increased **149%**.

RESEARCH & ANALYSIS

To perform effective SEO research and analysis for the project related to www.dtfnc.com, the following steps and considerations were taken into account:

Keyword Research

- Extensive keyword research was conducted to identify relevant keywords in the DTF printing niche. This included keywords related to homepage, product types, and location-specific keywords such as "DTF North Carolina"

Competitor Analysis

- Analyzed the SEO strategies of key competitors in the DTF Printing industry. This involved identifying their top-performing keywords, backlink profiles, and content strategies.

On-Page SEO

- Conducted on-page optimization by optimizing meta titles, meta descriptions, and headings with the identified keywords.
- Ensured that product descriptions and category pages were well-structured with keyword-rich content.
- Improved internal linking to enhance user navigation and distribute link equity effectively.

RESEARCH & ANALYSIS

Local SEO

- Optimized the website for local SEO, targeting local keywords such as "DTF Transfer North Carolina"

Technical SEO

- Addressed technical issues, including improving website speed and mobile responsiveness.
- Optimized site structure for easier navigation and indexing by search engines.
- Fixed any broken links and ensured proper XML sitemap setup.

Backlink Building

- Implemented a backlink-building strategy to acquire high-quality backlinks from authoritative websites in the same industry.
- Focused on obtaining backlinks from local directories and relevant blogs.

CHALLENGES & SOLUTIONS

Low Search Engine Rankings:

Challenge: The website was underperforming in search engine rankings, leading to reduced online visibility.

Solution: Implemented comprehensive on-page and technical SEO strategies to optimize meta tags, schema markup, and improve overall site performance.

High Competition:

Challenge: Intense competition in the e-commerce sector made it challenging to stand out in search results.

Solution: Focused on long-tail keywords and niche-specific content to target a more specific audience and gain an edge.

Technical Issues:

Challenge: Technical issues affecting website speed and mobile responsiveness.

Solution: Addressed technical issues by implementing changes in Google search console and optimizing images for faster loading, ensuring a smoother user experience.

RESULTS

The results include data from Shopify analytics, Google analytics, Semrush and Google Search Console in the next slide.

ORGANIC TRAFFIC GRAPH

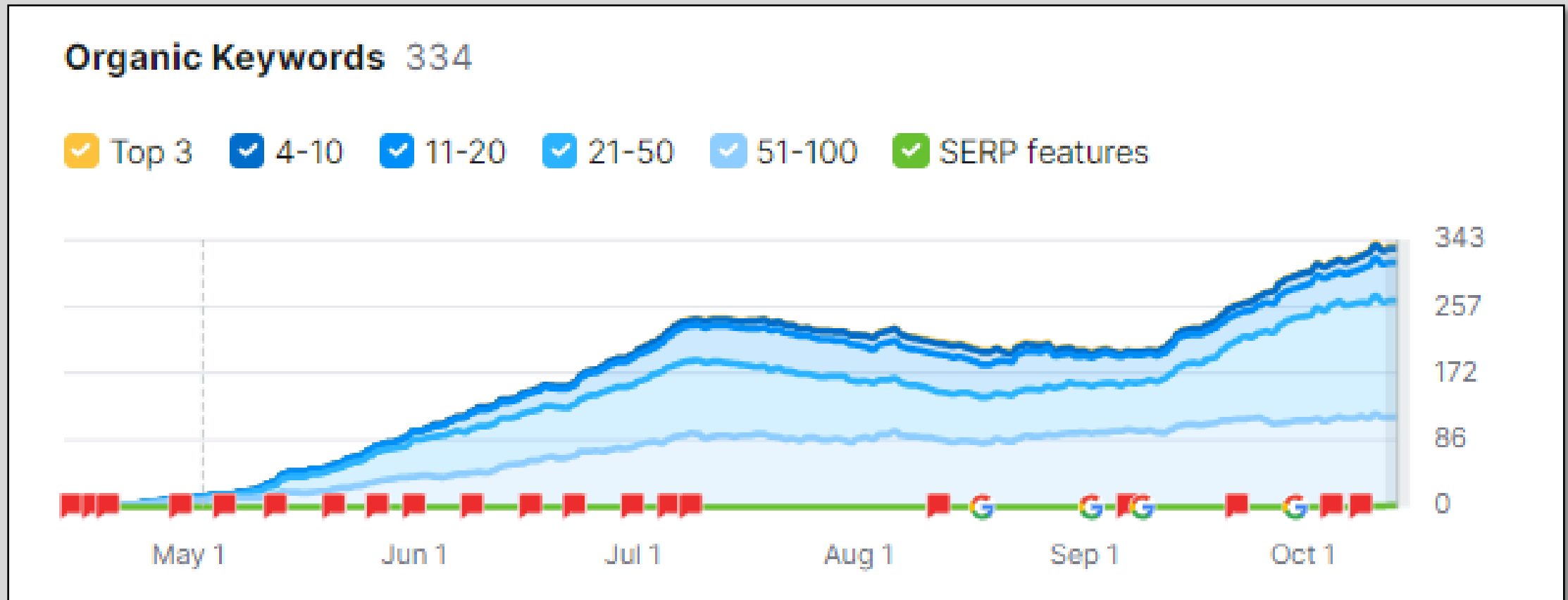
This Slide shows the **Continuous growth** on the website in the past **6 Months**. The Data is backed by the most trusted tool **SEMrush**.



ORGANIC TRAFFIC GRAPH

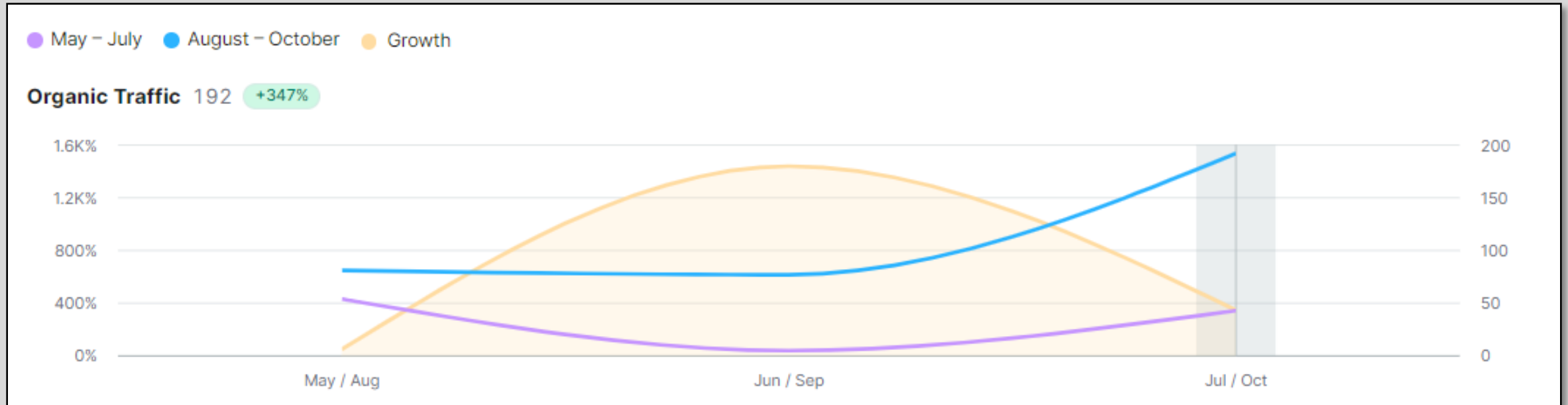
This Slide shows the Growth Report Comparison drawn from previous year 2022. When we worked on this client to the Current year 2023.

We Can clearly See the **Growth percentage** in the green numbers.



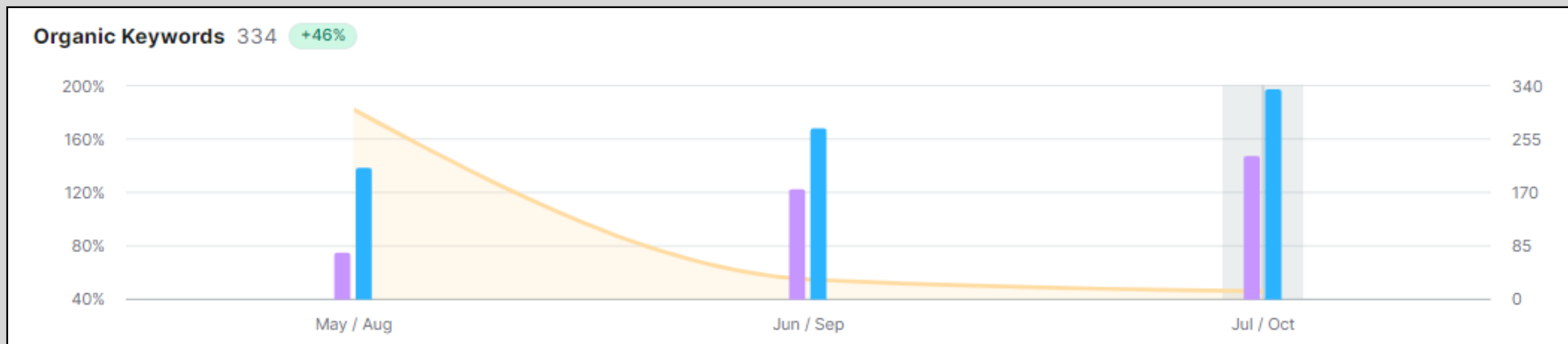
ORGANIC TRAFFIC GRAPH

This Slide shows the Growth Report Comparision drawn from May - July and August - October, which shows +347% growth.



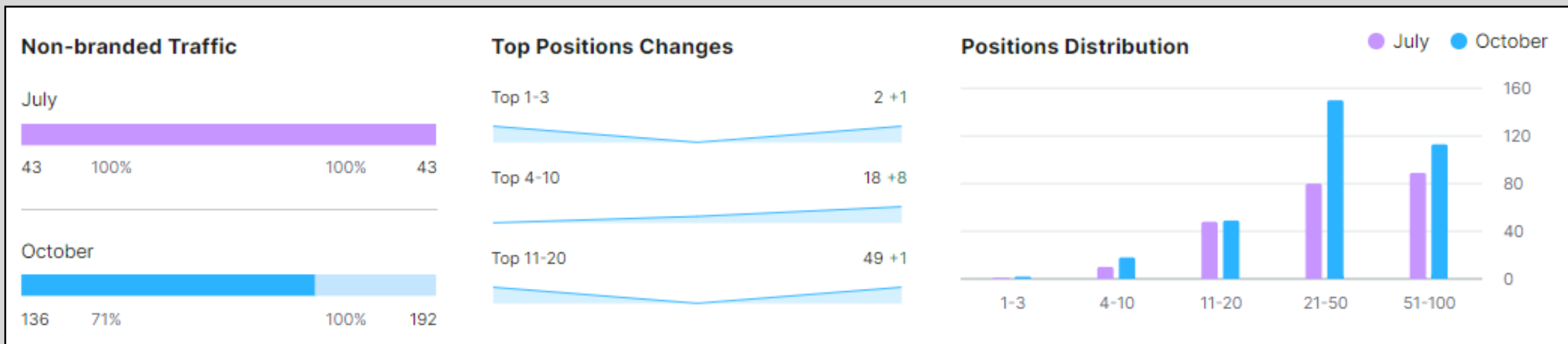
ORGANIC KEYWORDS GRAPH

This Slide shows the Growth Report Comparison drawn from May - July and August - October, which shows +46% growth.



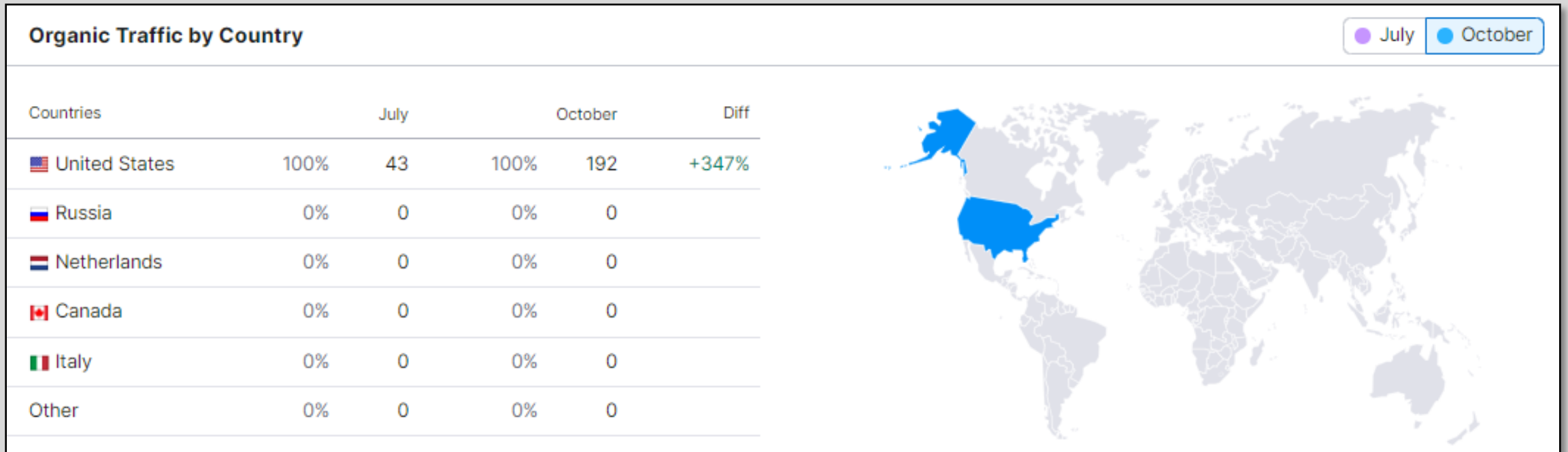
MISCELENIIOUS GROWTH

This Slide shows **Non-branded Traffic, Top Position Changes and Position Distribution** Compared to the previous 3 months that is May - July and August - October.



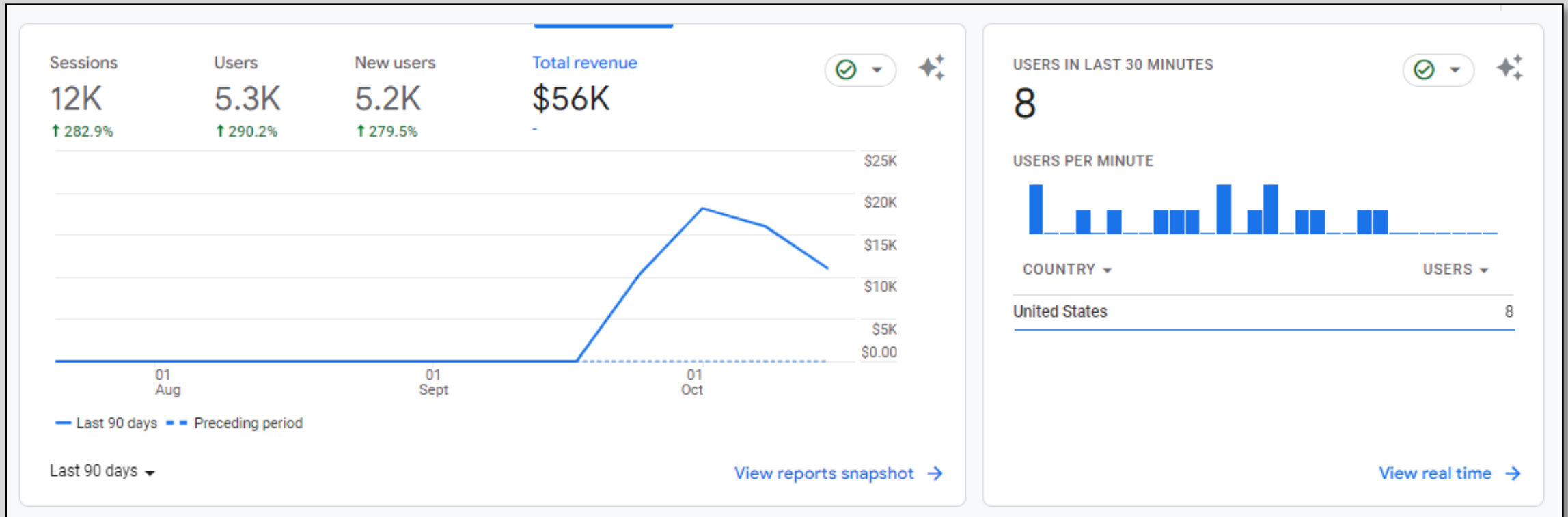
ORGANIC TRAFFIC BY COUNTRY

This Slide shows Organic Traffic Growth by Country Compared to the previous 3 months that is May - July and August - October.



ORGANIC TRAFFIC BY COUNTRY

This Slide shows Organic Traffic Growth by Country Compared to the previous 3 months that is May - July and August - October.



LAST MONTH SALE

Item name	+	↓ <u>Items viewed</u>	<u>Items added to cart</u>	<u>Items purchased</u>	<u>Item revenue</u>
		4,430 100% of total	5,844 100% of total	1,886 100% of total	\$56,011.00 100% of total
1	DTF Transfers - Build Your Gang - 22" x 12"	1,432	75	32	\$256.00
2	DTF Transfers - Upload Your Gang - 22" x 12"	1,420	315	131	\$786.00
3	DTF Transfers by Size - 2" x 2"	774	255	0	\$0.00
4	DTF Transfers - Build Your Gang - 22" x 120"	167	238	100	\$7,400.00
5	DTF Transfers - Upload Your Gang - 22" x 200"	68	187	141	\$12,126.00
6	DTF Transfers - Upload Your Gang - 22" x 60"	66	168	119	\$3,570.00
7	DTF Transfers - Build Your Gang - 22" x 24"	64	57	42	\$672.00
8	DTF Transfers - Upload Your Gang - 22" x 80"	47	406	321	\$12,840.00
9	DTF Transfers - Build Your Gang - 22" x 60"	35	65	49	\$1,862.00
10	DTF Transfers - Build Your Gang - 22" x 48"	34	35	30	\$930.00

AQUISITION OVERVIEW

A All Users Add comparison +

Last 90 days 21 Jul - 18 Oct 2023 ▾

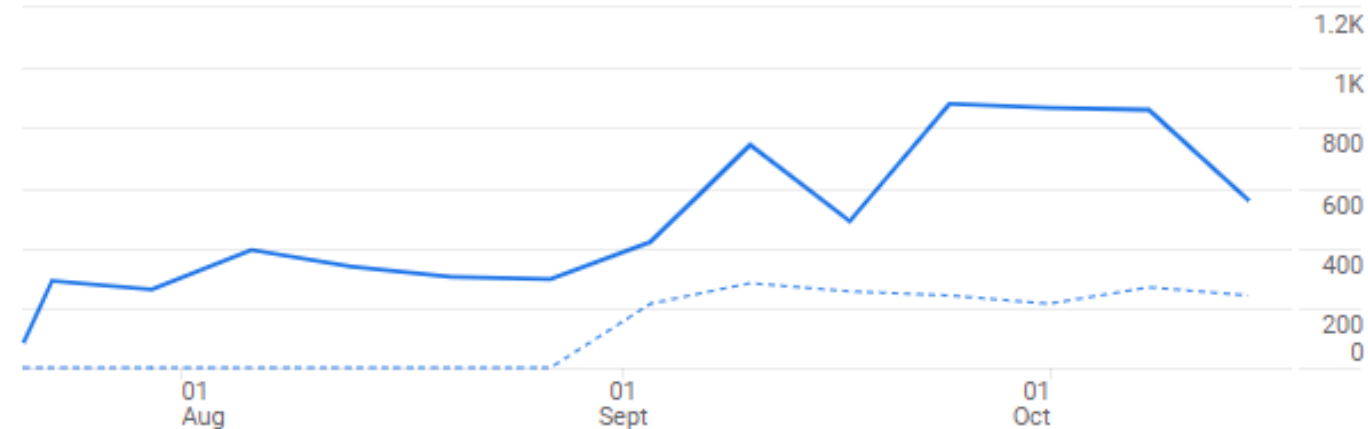
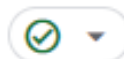
Compare: 21 Apr - 19 Jul 2023

Acquisition overview



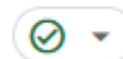
Users
5.3K
↑ 290.2%

New users
5.2K
↑ 279.5%



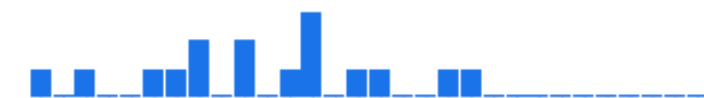
— Last 90 days — Preceding period (match day of week)

USERS IN LAST 30 MINUTES



8

USERS PER MINUTE



TOP COUNTRIES

USERS

United States	8
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ENGAGEMENT OVERVIEW



Engagement overview

Last 90 days 21 Jul - 18 Oct 2023



Compare: 21 Apr - 19 Jul 2023

Views

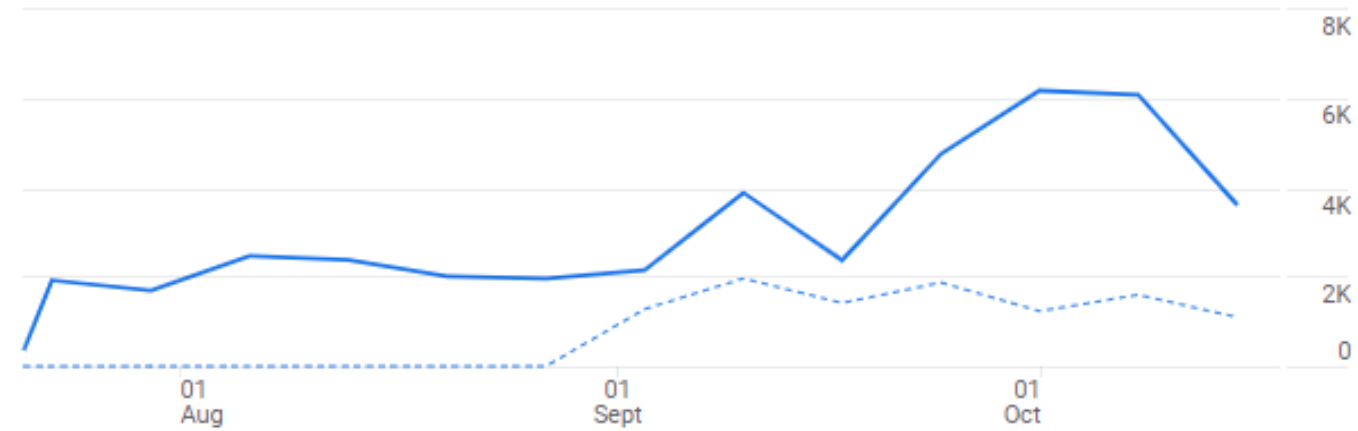
42K

↑ 300.5%

Event count

136K

↑ 273.8%



— Last 90 days — Preceding period (match day of week)

Event count by Event name



EVENT NAME

EVENT COUNT

page_view	42K	↑ 300.5%
user_engagement	21K	↑ 276.7%
Clarity	16K	↑ 113.7%
form_start	15K	↑ 297.7%
session_start	12K	↑ 288.0%
scroll	9.2K	↑ 200.5%
first_visit	5.2K	↑ 279.5%

ENGAGEMENT OVERVIEW



Engagement overview

Last 90 days 21 Jul - 18 Oct 2023



Compare: 21 Apr - 19 Jul 2023

Views

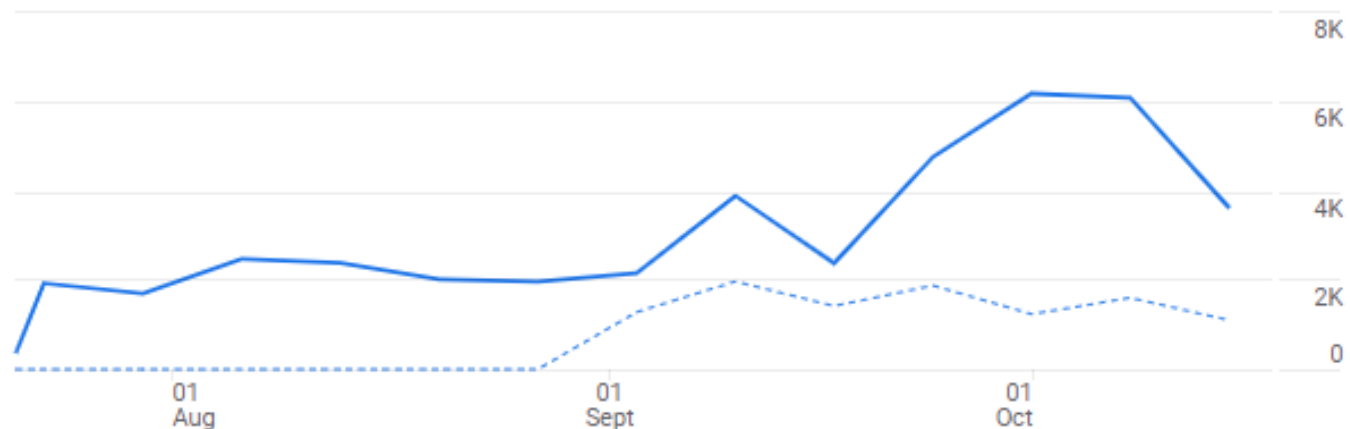
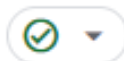
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first_visit	5.2K	↑ 279.5%

GOOGLE SEARCH CONSOLE ACHIEVEMENTS



Google Search Impact

Congratulations! Your site reached 200 clicks
from Google Search in the past 28 days

Jun 13, 2023



<https://www.dtfnc.com/>



Google Search Impact

Congratulations! Your site reached 300 clicks
from Google Search in the past 28 days

Jun 28, 2023



<https://www.dtfnc.com/>



Google Search Impact

Congratulations! Your site reached 400 clicks
from Google Search in the past 28 days

Aug 1, 2023



<https://www.dtfnc.com/>

GOOGLE SEARCH CONSOLE ACHIEVEMENTS




Google Search Impact

Congratulations! Your site reached 500 clicks from Google Search in the past 28 days

Sep 25, 2023



 <https://www.dtfnc.com/>




Google Search Impact

Congratulations! Your site reached 600 clicks from Google Search in the past 28 days

Oct 2, 2023



 <https://www.dtfnc.com/>



Google Search Impact

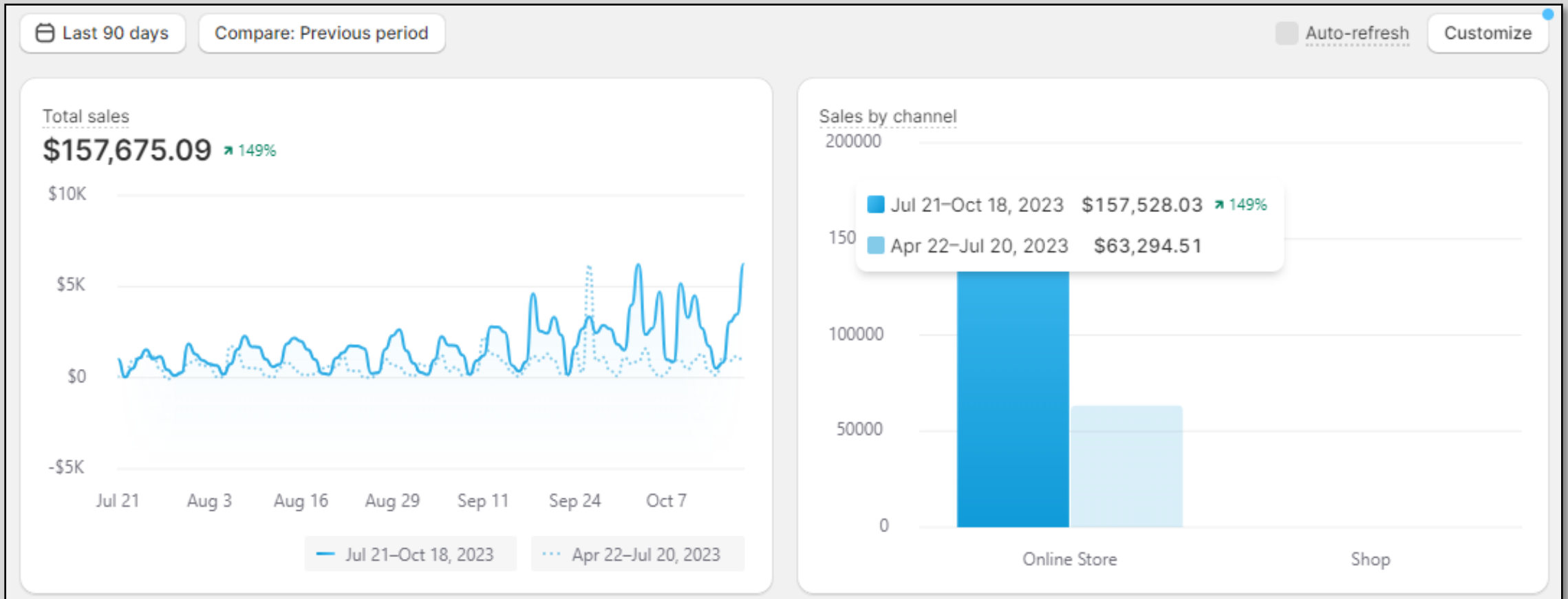
Congratulations! Your site reached 700 clicks from Google Search in the past 28 days

Oct 9, 2023



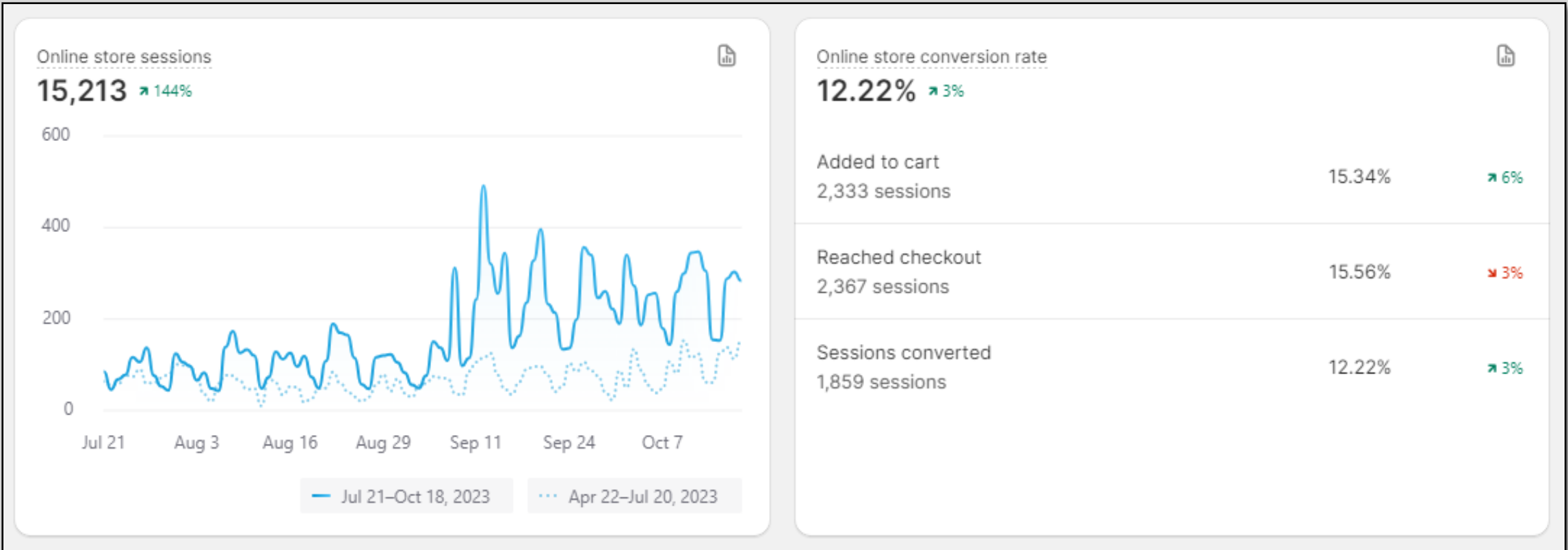
 <https://www.dtfnc.com/>

TOTAL SALES



This graph is a comparison of April - July and July - October Total sales and Sales by channel on the website, which shows **149%** growth.

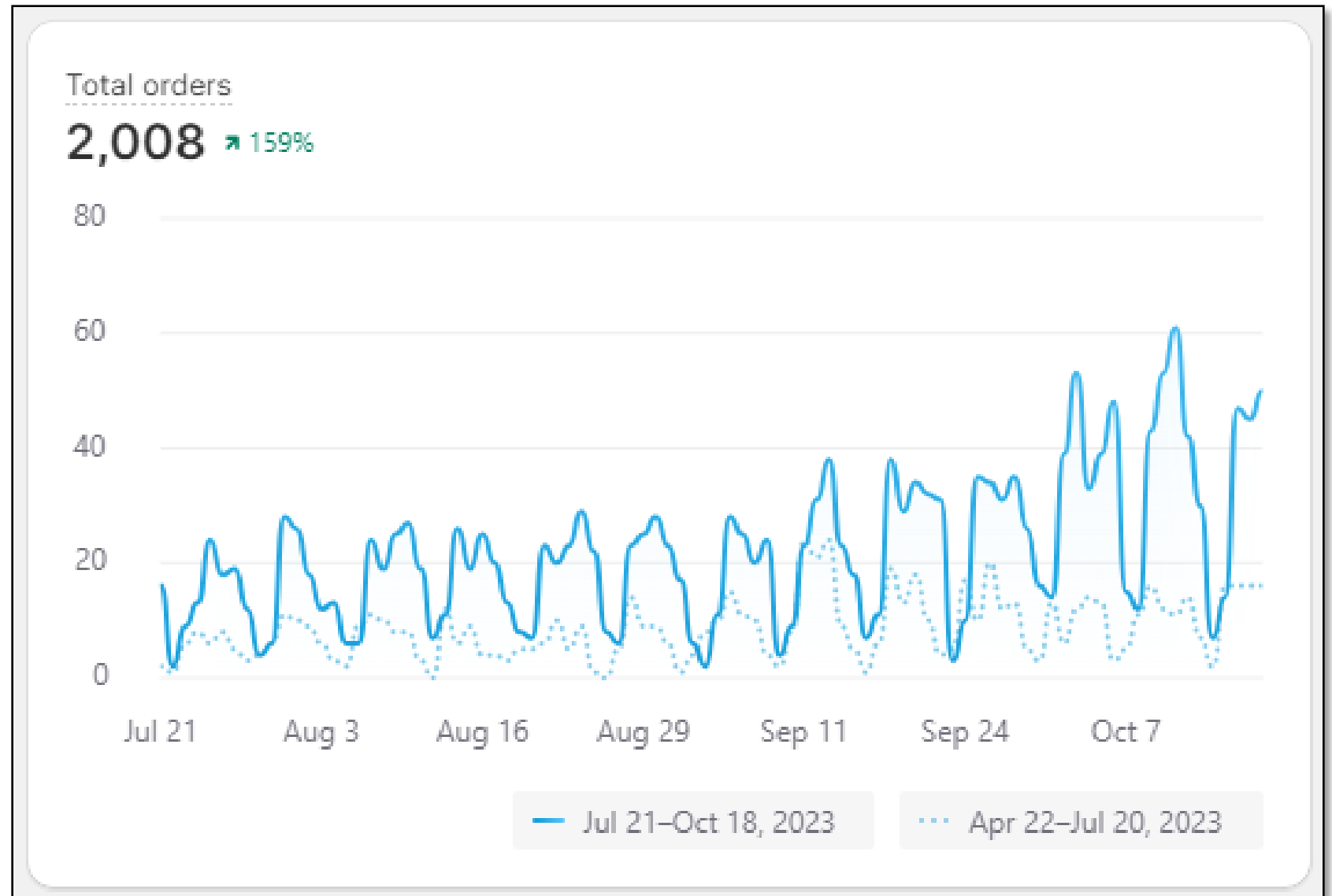
ONLINE STORE SESSIONS & CONVERSION RATE



This graph is a comparison of April - July and July - October Online store sessions and Online store conversion rate on the website, which shows **144%** growth in Online store sessions and **3%** growth in conversion rate.

TOTAL ORDERS

This graph is a comparison of April - July and July - October Total orders on the website, which shows **159%** growth.



TOP SELLING PRODUCTS

Top selling products

DTF Transfers - Upload Your Gang



DTF Transfers by Size



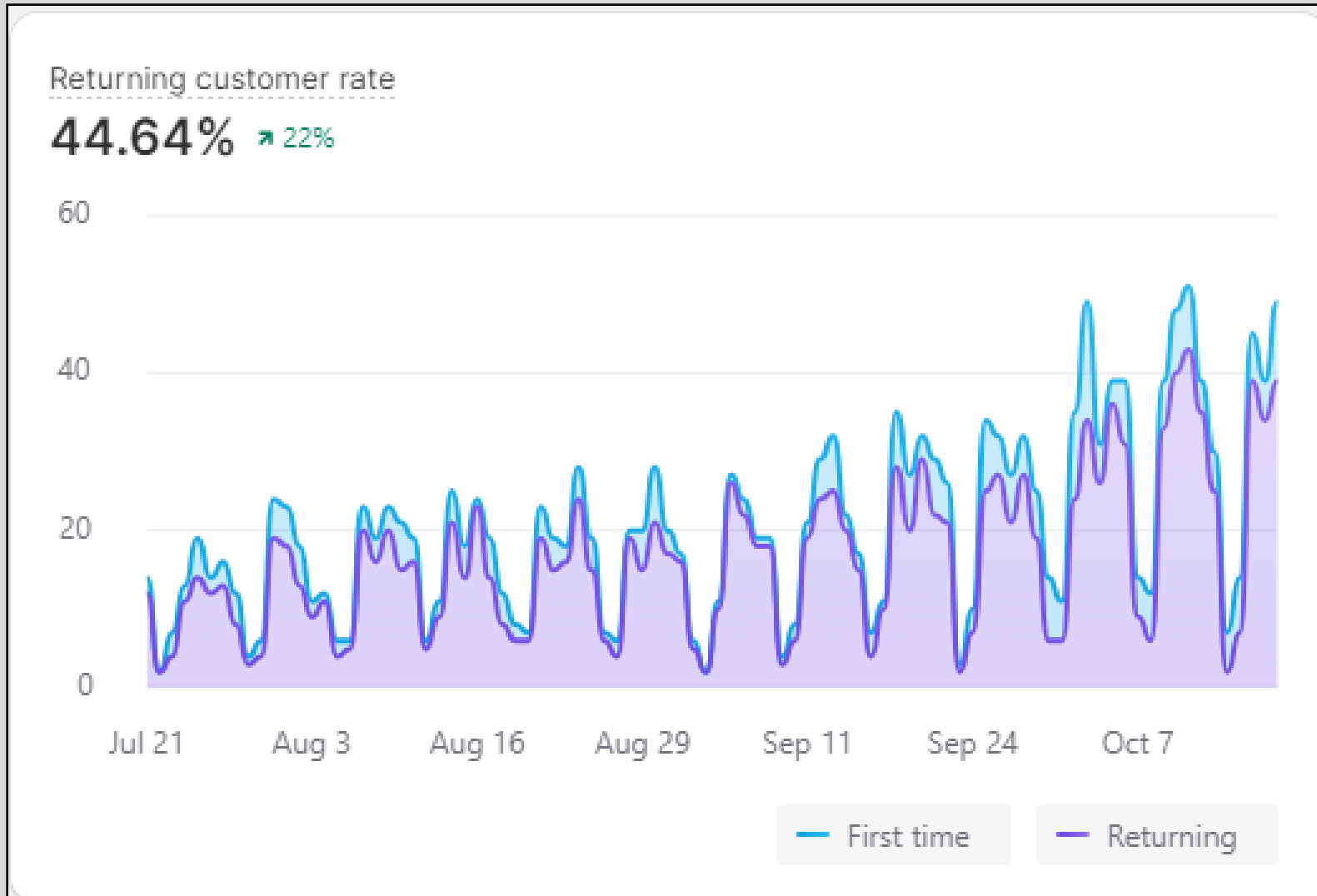
DTF Transfers - Build Your Gang



DTF Transfers - Build Gang

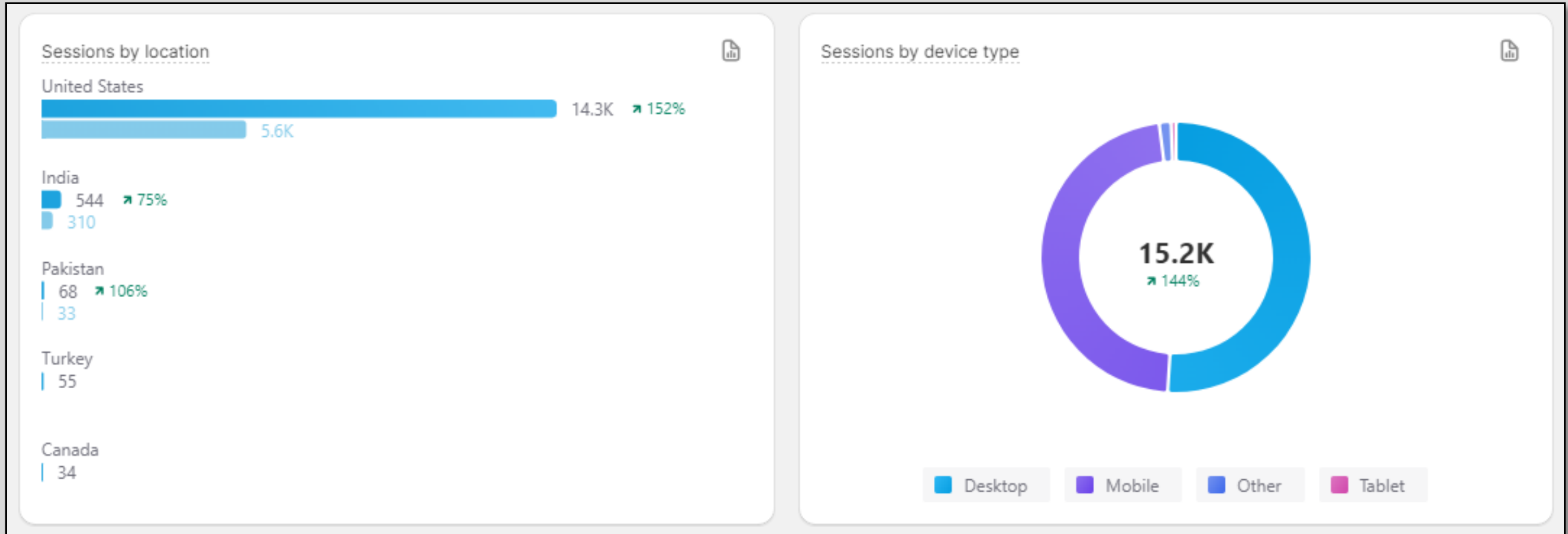


RETURNING CUSTOMER RATE



This graph is a comparison of April - July and July - October Returning customer rate on the website, which shows **22%** growth.

SESSIONS BY LOCATION & DEVICE TYPE



This graph is a comparison of April - July and July - October sessions by location and sessions by device type on the website, which shows continuous growth.

SESSIONS BY TRAFFIC SOURCE

Sessions by traffic source



Direct



Social



Search



Unknown



Email



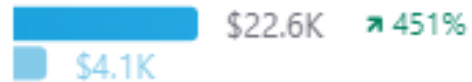
SALES BY TRAFFIC SOURCE

Sales by traffic source

Direct



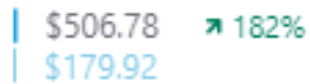
Unknown



Search



Social



Email





- More than anything, with this case study, you can see the importance of why “content is king”.
- Why?
- Because without getting the content strategy right in the first place, the technical changes and outreach activities that you implement won’t be half as effective.
- I should also note that so far, we’ve focused on just one of the core services that the client specializes in. In the future, the plan is to adopt a similar approach for the other services that the client offers to its customers.
- By applying a similar approach, you will be able to rank for twice as many keywords!
- If you need help boosting your search presence just like this, don’t hesitate to reach out to my team over at The Digirocket Technologies



THANK YOU