



**SEO CASE  
STUDY FOR ALAMO  
CITY POPCORN**



# OVERVIEW

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Organic Overview of Initial Stage

Research & Analysis

Results

Learnings

# INTRODUCTION

## Client Background

- **Company:** Alamo City Popcorn Company
- **Location:** San Antonio, Texas
- **Business Type:** Family-owned small business
- **Products:** Gourmet and flavored popcorn, tins, and gift packs

## Project Duration

The SEO project for Alamo City Popcorn Company began in November 2022, and it is an ongoing effort to improve the website's visibility and organic traffic.

## Project Description

The Alamo City Popcorn Company is a family-owned gourmet popcorn business located in San Antonio, Texas. This SEO project is designed to improve the online visibility, organic traffic, and overall web presence of the company. The primary objective is to enhance the website's ranking on search engine result pages (SERPs) to attract a broader audience and increase online sales.

# INITIAL STAGE:

In the initial stage of this SEO project for Alamo City Popcorn Company, we have undertaken a comprehensive assessment of the website and the client's business to identify opportunities for improvement. The primary objective at this stage is to lay the foundation for a successful SEO campaign.

	11-Nov-22
Google Cached On:	11-Nov-22
Total Keywords	826
Keywords Ranking under 10	34
Total Backlinks	290
Referring Domains	64
Google Index:	384
Alexa Rank	NA
Internal Links	38
External Links	5
Spam Score	1%
Domain Authority	12
Page Authority	29

# KEY ACTIONS TAKEN

**Website Audit:** We conducted a thorough audit of the Alamo City Popcorn website to assess its technical health, including factors like site speed, mobile-friendliness, and crawlability. This audit helped us identify areas that require optimization.



**Keyword Research:** Extensive keyword research was performed to identify the most relevant and high-impact keywords related to gourmet popcorn, flavored popcorn, and gift packs. This forms the basis for our content and optimization strategies.



**Content Evaluation:** We evaluated the existing website content to determine its quality, relevance, and alignment with the identified keywords. This assessment will guide content optimization efforts.







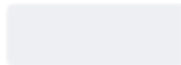




**Client Consultation:** Close consultation with the Alamo City Popcorn team allowed us to understand their business goals, target audience, and unique selling points. This insight informs our SEO strategy.



**Competitive Analysis:** We analyzed the online competition within the gourmet popcorn industry, examining the strategies and tactics employed by key competitors.

# ORGANIC OVERVIEW OF THE INITIAL STAGE

MONTH	OVERVIEW				
September 2022	Keywords <b>672</b> -3.17% 	Traffic <b>581</b> -31.81% 	Traffic Cost <b>\$751</b> -33.48%	Branded Traffic <b>448</b> -9.68%	Non-Branded Traffic <b>133</b> -62.64%
October 2022	Keywords <b>762</b> 13.39% 	Traffic <b>896</b> 54.22% 	Traffic Cost <b>\$1.1K</b> 41.68%	Branded Traffic <b>448</b> 0.0%	Non-Branded Traffic <b>448</b> 236.84%
November 2022	Keywords <b>829</b> 8.79% 	Traffic <b>848</b> -5.36% 	Traffic Cost 	Branded Traffic <b>448</b> 0.0%	Non-Branded Traffic <b>400</b> -10.71%
December 2022	Keywords <b>690</b> -16.77% 	Traffic <b>731</b> -13.8% 	Traffic Cost <b>\$895</b> -7.73%	Branded Traffic <b>512</b> 14.29%	Non-Branded Traffic <b>219</b> -45.25%

# RESEARCH & ANALYSIS

- **Keyword Research**

- Extensive keyword research was conducted to identify relevant keywords in the camera and electronics niche. This included keywords related to camera brands, product types, and location-specific keywords such as "Popcorn in San Antonio"

- **Competitor Analysis**

- Analyzed the SEO strategies of key competitors in the camera and electronics retail 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.

- **Local SEO**

- Optimized the website for local SEO, targeting local keywords such as "Popcorn in San Antonio"

# RESEARCH & ANALYSIS

## •**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.

## •**Results and Ongoing Strategy**

- Regularly monitored the website's performance, tracking improvements in organic traffic, keyword rankings, and conversion rates.
- Adjusted the SEO strategy as needed to adapt to changes in search engine algorithms and user behavior.





## RESULTS

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

# DOMAIN OVERVIEW

This Slide Shows the Current Standings in terms of the overall increase in Website Traffic and the increase in the number of Backlinks.


https://alamocitypopcorn.com/ × Root Domain ▾ Search

Projects > Domain Overview Use

## Domain Overview: alamocitypopcorn.com

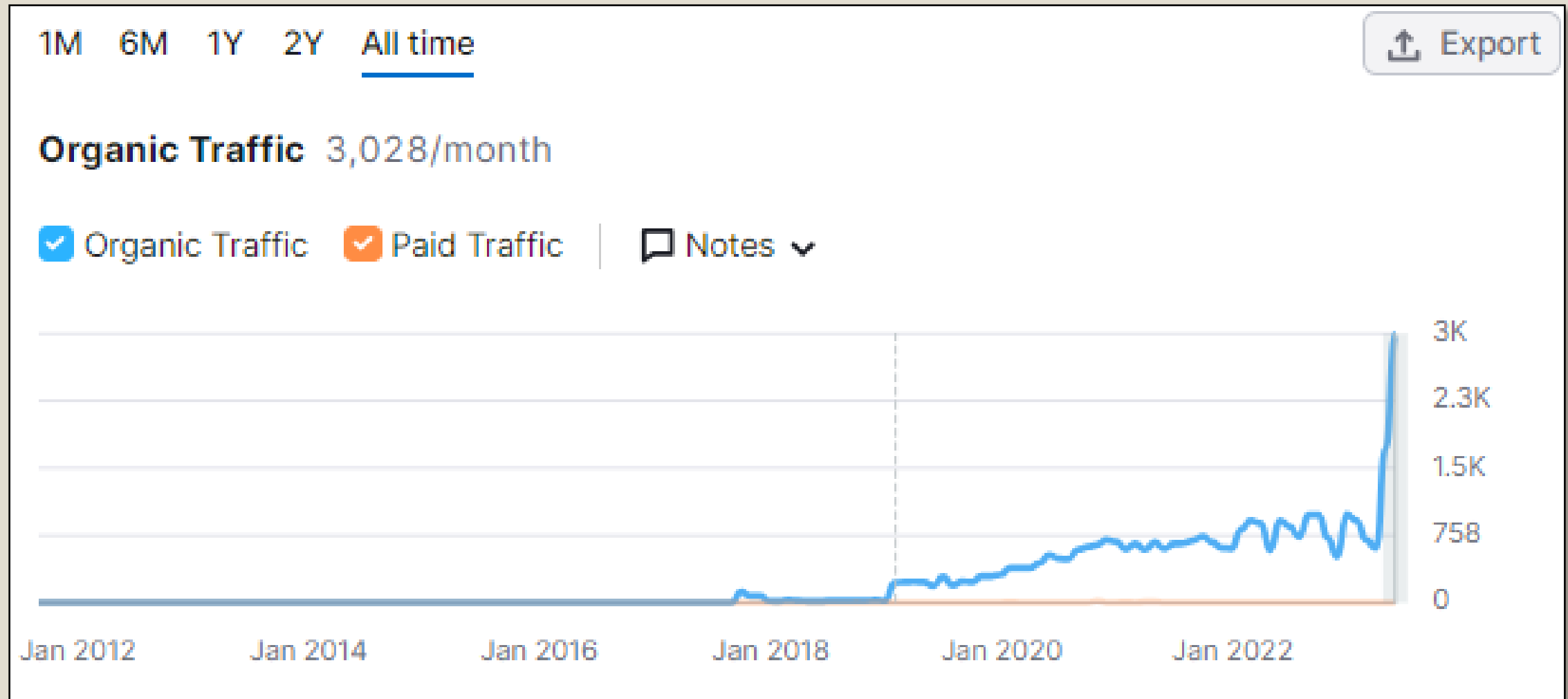
Worldwide US UK DE ... Desktop ▾ Oct 17, 2023 ▾ USD

Overview Compare domains Growth report Compare by countries

<p>Authority Score <span>🔒</span></p> <p><b>10</b></p> <p>Semrush Domain Rank 410.2K ↑</p>	<p>Organic Search Traffic <span>🔒</span></p> <p><b>3K</b> +73%</p> <p>Keywords 1.6K ↑</p> 	<p>Paid Search Traffic <span>🔒</span></p> <p>The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign.</p> <p><a href="#">Go to Position Tracking</a></p>	<p>Backlinks <span>🔒</span></p> <p><b>588</b></p> <p>Referring Domains 104</p>
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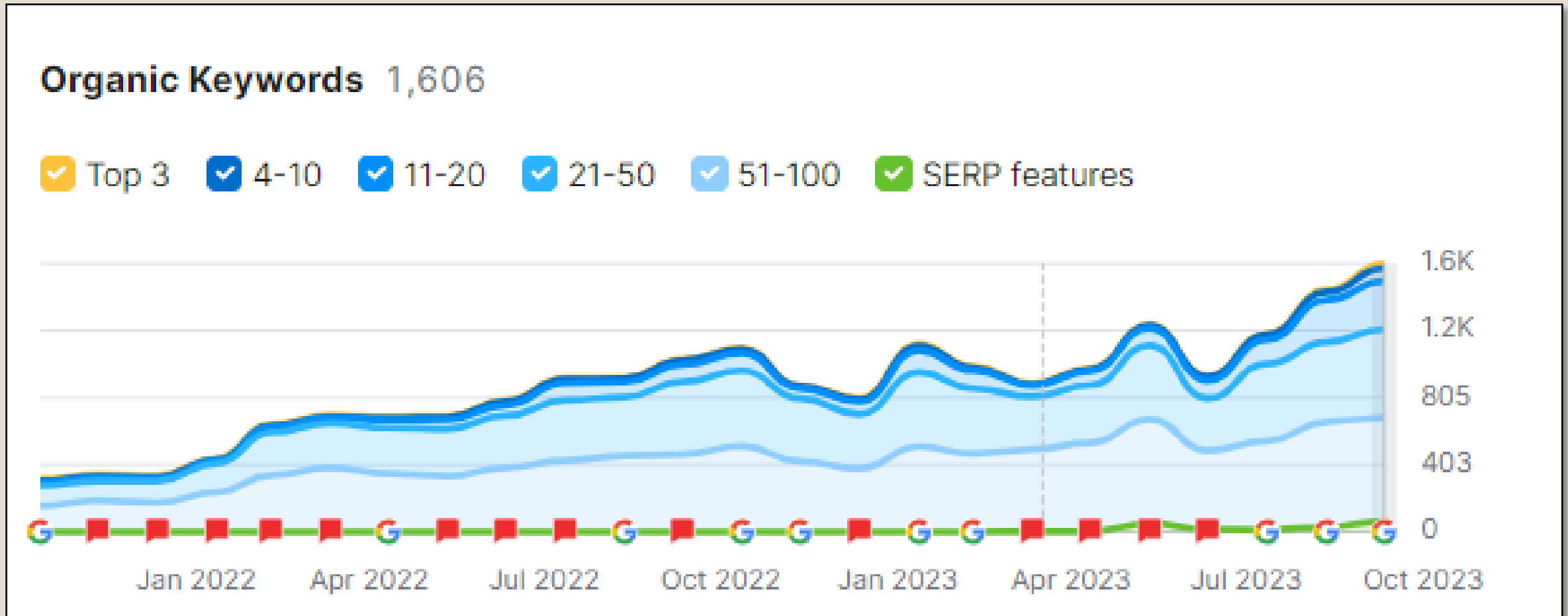
# ORGANIC TRAFFIC

This Slide shows the **Continuous growth** on the website of All Time. The Data is backed by the most trusted tool **SEMrush**.



# ORGANIC KEYWORDS

This Slide shows the **Continuous growth** in the number of Organic Keyword of All Time. The Data is backed by the most trusted tool **SEMrush**.



# GROWTH REPORT- YEAR OVER YEAR

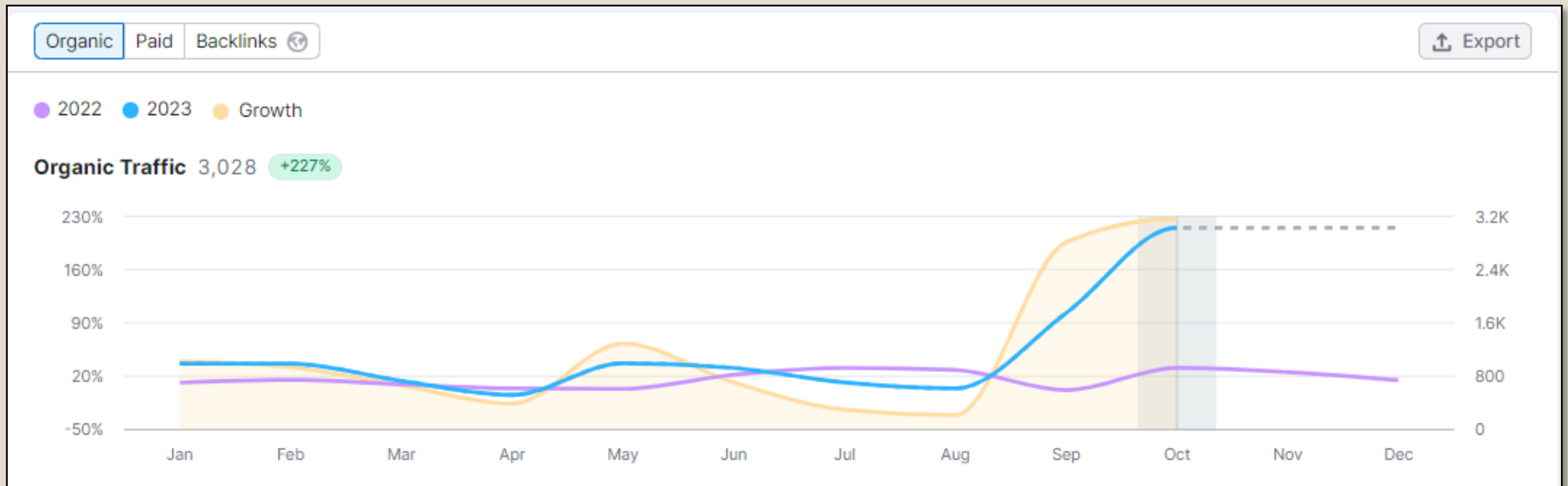
This Slide shows the Growth Report Comparison drawn from previous year 2022. When we worked on this client to the Current year 2023.

We Can clearly See the **Growth percentage** in the green numbers. The Organic Traffic of the website in 2022 was 739 per Month.

<a href="#">Overview</a> <a href="#">Compare domains</a> <a href="#">Growth report</a> <a href="#">Compare by countries</a>				
Year over Year <span>▼</span> <span style="margin-left: 20px;">● 2022 <span>▼</span></span> <span style="margin-left: 20px;">● 2023 <span>▼</span></span> <span style="margin-left: 20px; color: green; font-weight: bold;">Compare</span> <span style="margin-left: 20px; background-color: #ccc; border: 1px solid #ccc; padding: 2px 10px;">Cancel</span>				
Period	Semrush Rank	Org. Traffic	Backlinks	Ref. Domains
● 2022	1.2M	739	409	77
● 2023	410.2K	3K	588	104
Growth	-774,652	+310%	+44%	+35%

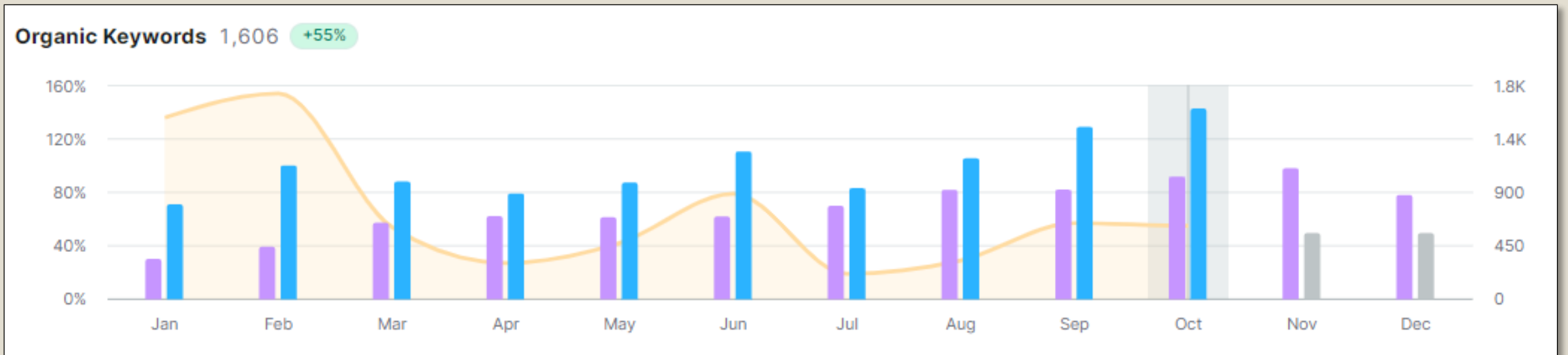
# ORGANIC TRAFFIC GROWTH- YEAR OVER YEAR

This Slide show the Organic Traffic Growth in comparison to the last year. The Organic traffic has **increased 227 %** Compared to previous year When we started working on this project.

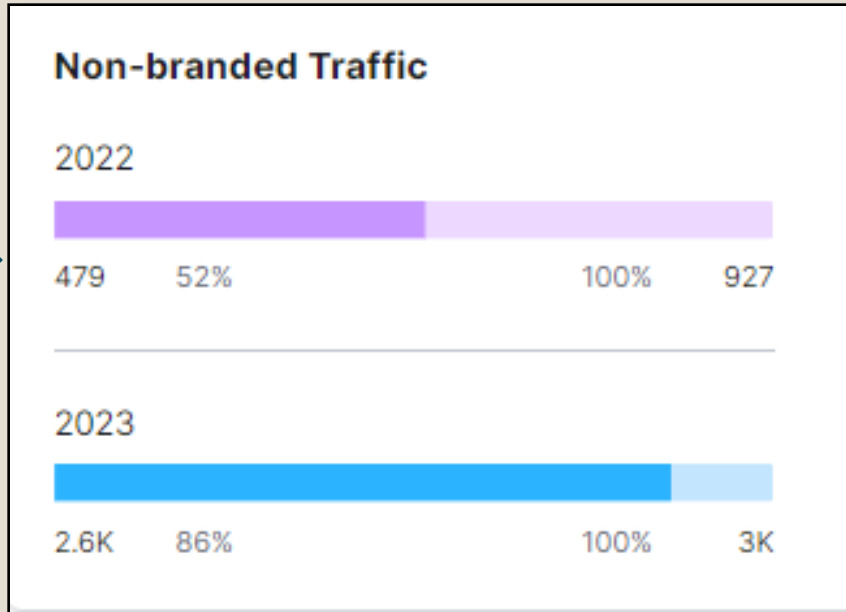


# ORGANIC KEYWORDS GROWTH- YEAR OVER YEAR

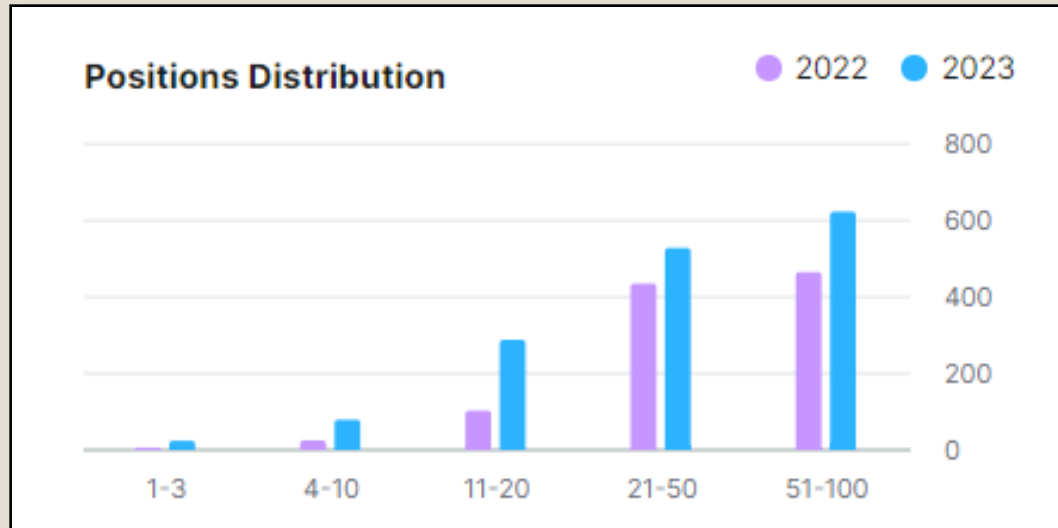
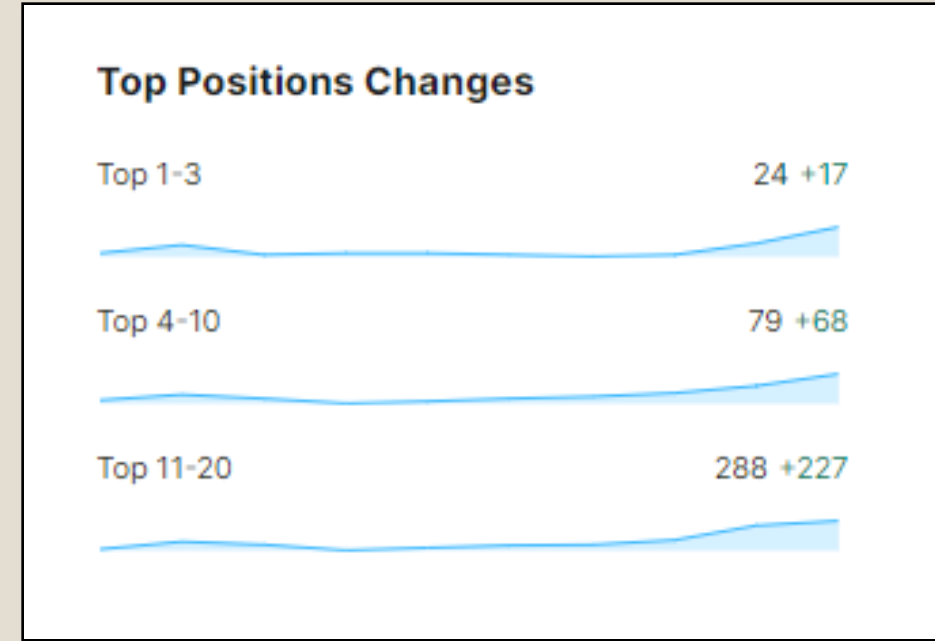
This Slide Shows the Organic Keyword growth year over year.



Non-branded traffic on the website in the year 2022 was 927 and in the year 2023 the traffic is 3k.



Position changes of a domain in Google's top 100 organic search results over the year 2022 and 2023 period.

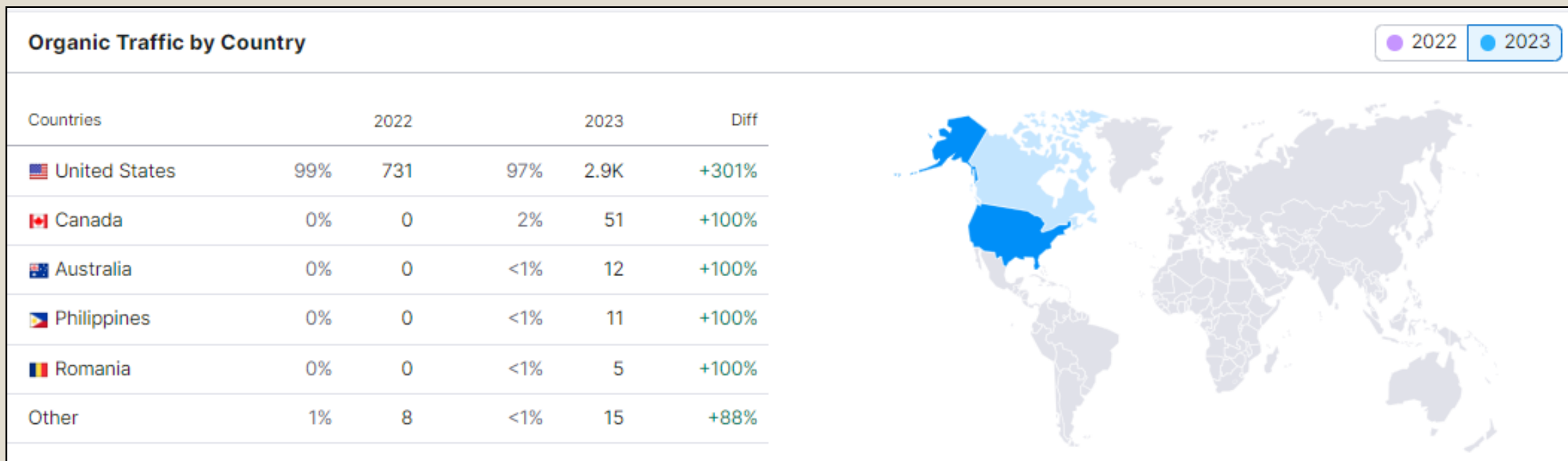


This data shows the position distribution and compares the overall performance, with a focus on the top 3, top 10, top 20, and top 100 positions within Google's organic results.

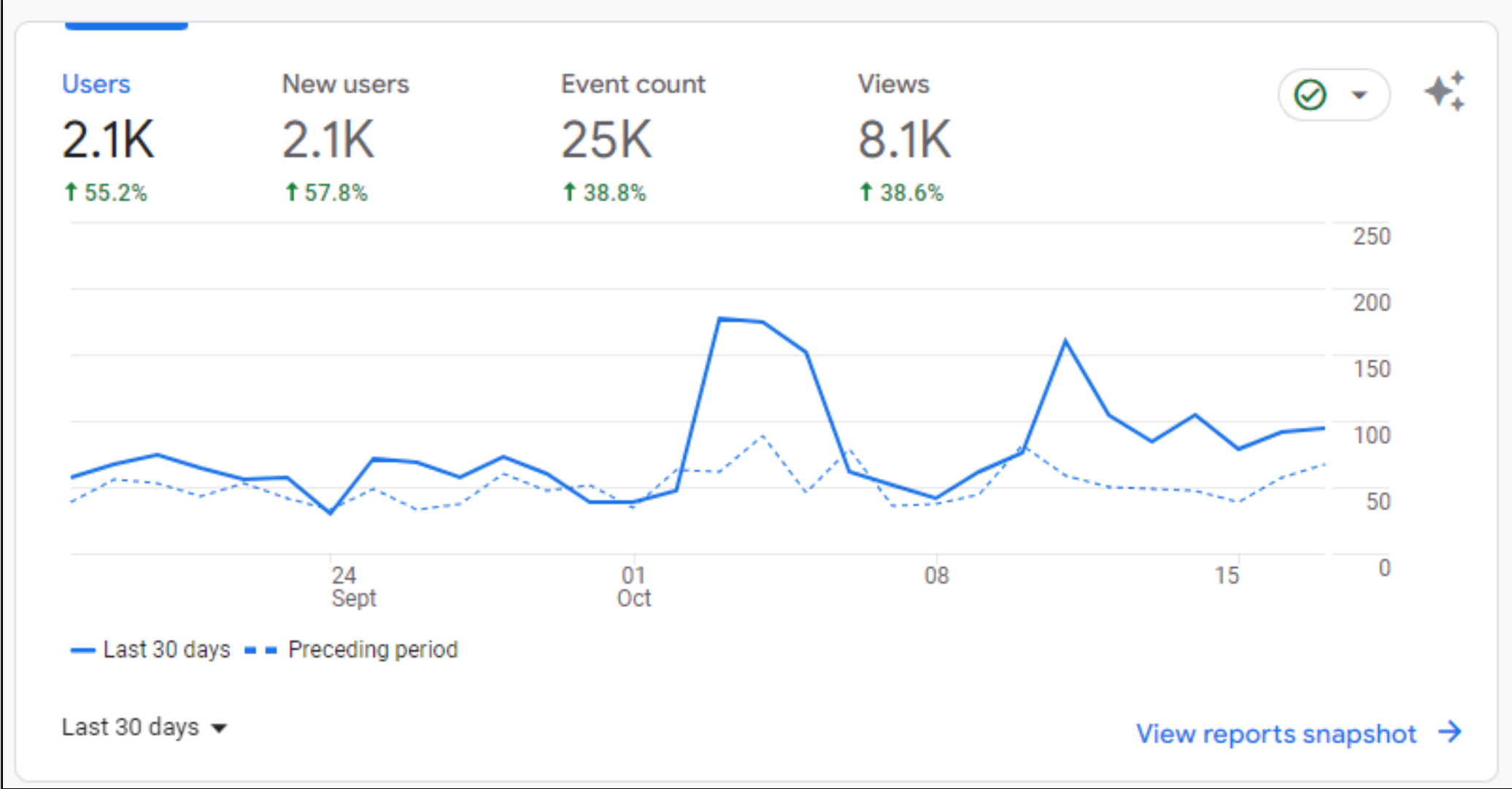


# ORGANIC TRAFFIC BY COUNTRY

In this chart you can use for tracking the dynamics of traffic changes across 5 countries. Using the map, you can see a detailed distribution of traffic to the analyzed domain by country.

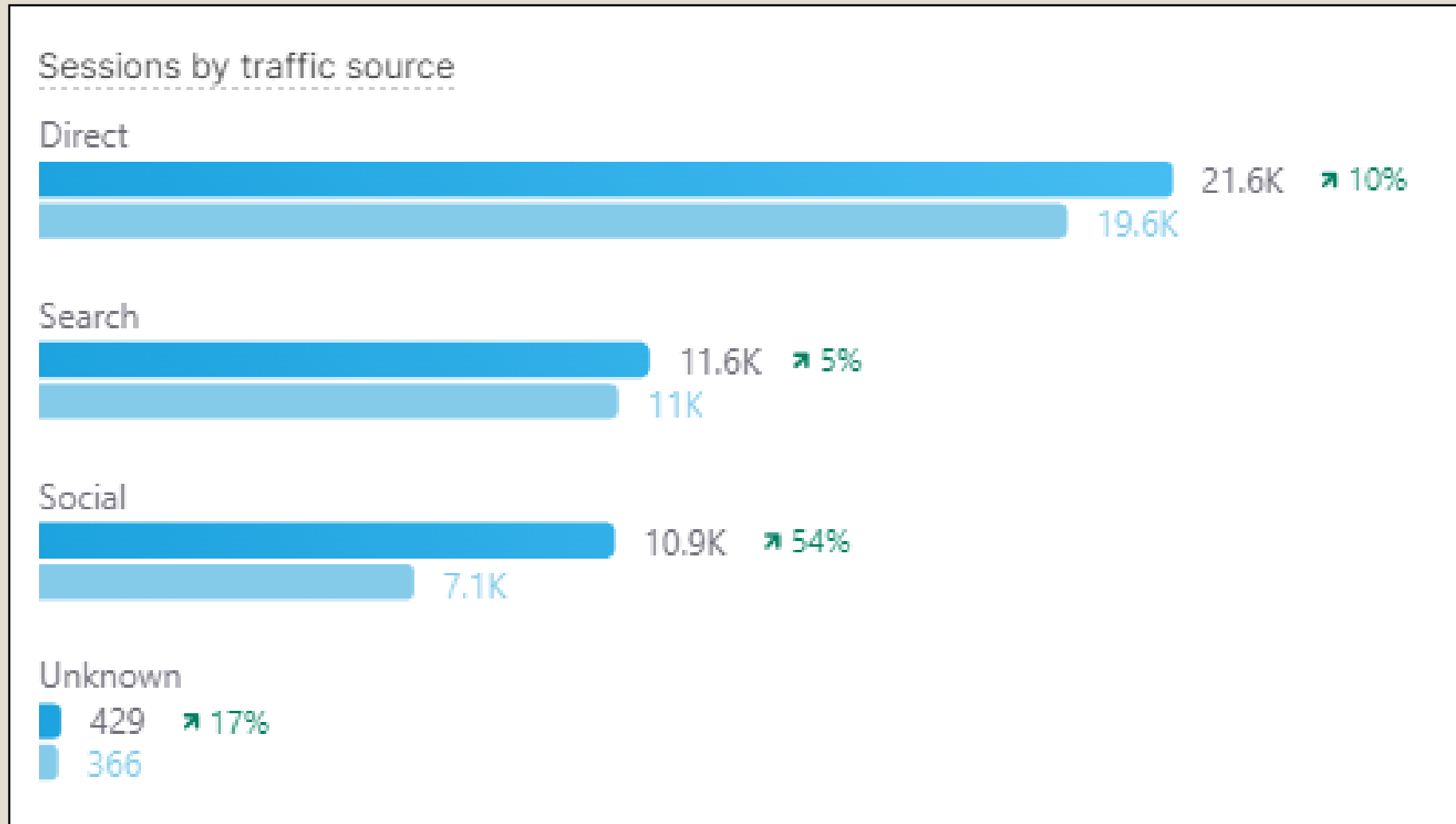


# ANALYTICS OVERVIEW

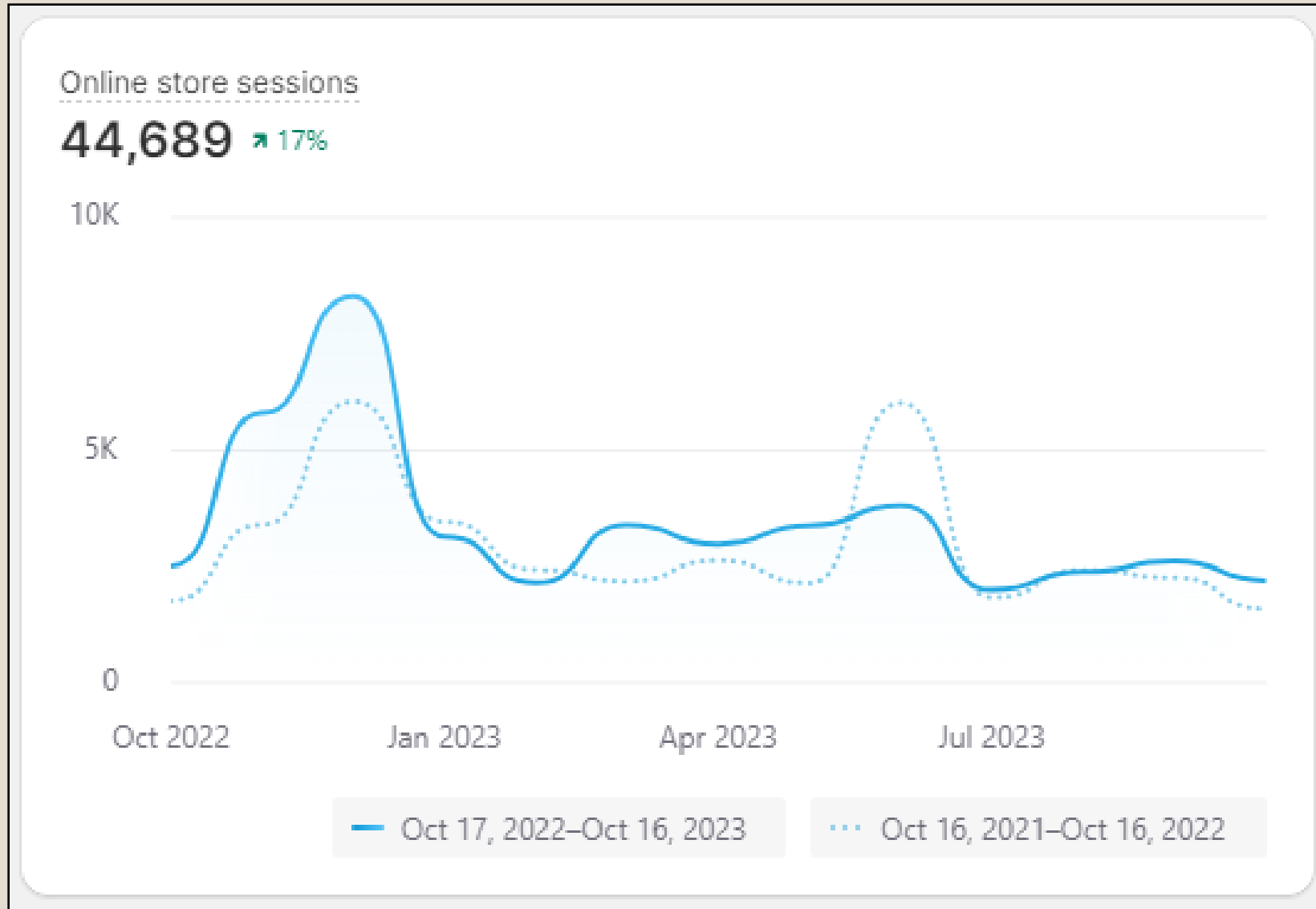


# SESSIONS BY TRAFFIC SOURCE

The type of traffic sources, such as social or email, that directed traffic to your online store and how many sessions came from each type.

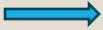


# ONLINE STORE SESSIONS



This data shows a comparison of the Online Store Sessions growth year over year, which shows a 17% growth.

# TOTAL SALES COMPARISON OF OCT 17, 2022 – OCT 16, 2023



This data is a comparison of year over year, which shows a growth of 14% in the overall website.

# CONCLUSION & LEARNINGS



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