

CleanSips

Cleansips SEO Case Study



About Cleansips: The Vision and Mission

Duron Epps JR and the Birth of Cleansips

Cleansips, a dynamic and forward-thinking company, was founded by Duron Epps JR, a visionary from the vibrant borough of Queens, New York. Duron's deep connection to the environment and his passion for preserving it laid the foundation for Cleansips. His journey to creating Cleansips is an inspiring tale of blending personal values with a global mission.

The Journey Story: A Quest for Sustainable Solutions

Duron's journey to create Cleansips began during a transformative trip that took him beyond the familiar streets of Queens. While traveling across the globe, he witnessed communities struggling with the lack of clean and safe drinking water. This stark reality moved him to take action and seek innovative solutions.



Cleansips as a Symbol of Hope:

Cleansips transcended its role as a business and became a symbol of hope. It demonstrated that one person's passion and vision could create a significant ripple effect.

Conclusion

In the end, Cleansips wasn't just about selling water bottles and filters; it was a catalyst for change, a movement that transcended borders and backgrounds, all sparked by the vision and determination of a young man who dared to dream of a cleaner, healthier world.



Executive Summary: Three-Month SEO Transformation for Cleansips

In just three months, we undertook a comprehensive SEO overhaul for Cleansips, resulting in remarkable improvements that have significantly impacted the website's performance. This case study outlines our objectives, the key results achieved, and the tangible impact of our SEO efforts.

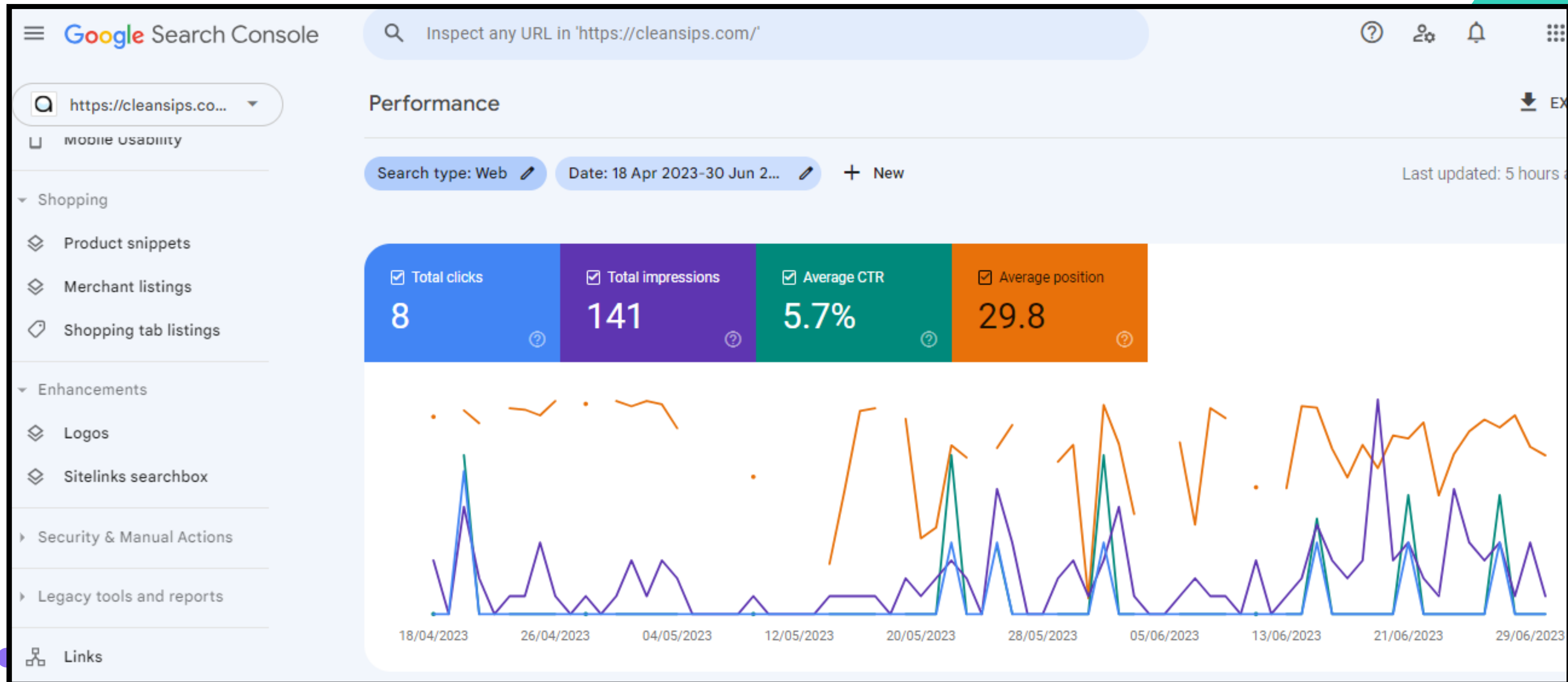
Objectives

- Enhance website visibility and rankings on search engines.
- Improve website layout and user experience.
- Establish a robust backlink profile.
- Create and publish relevant and engaging content.
- Resolve technical issues, including 404 errors.



Search Console Overview



April To June



Metric	April to June Data
Total Impressions	141
Total Clicks	8
Average CTR	5.7%
Average Position	29.8

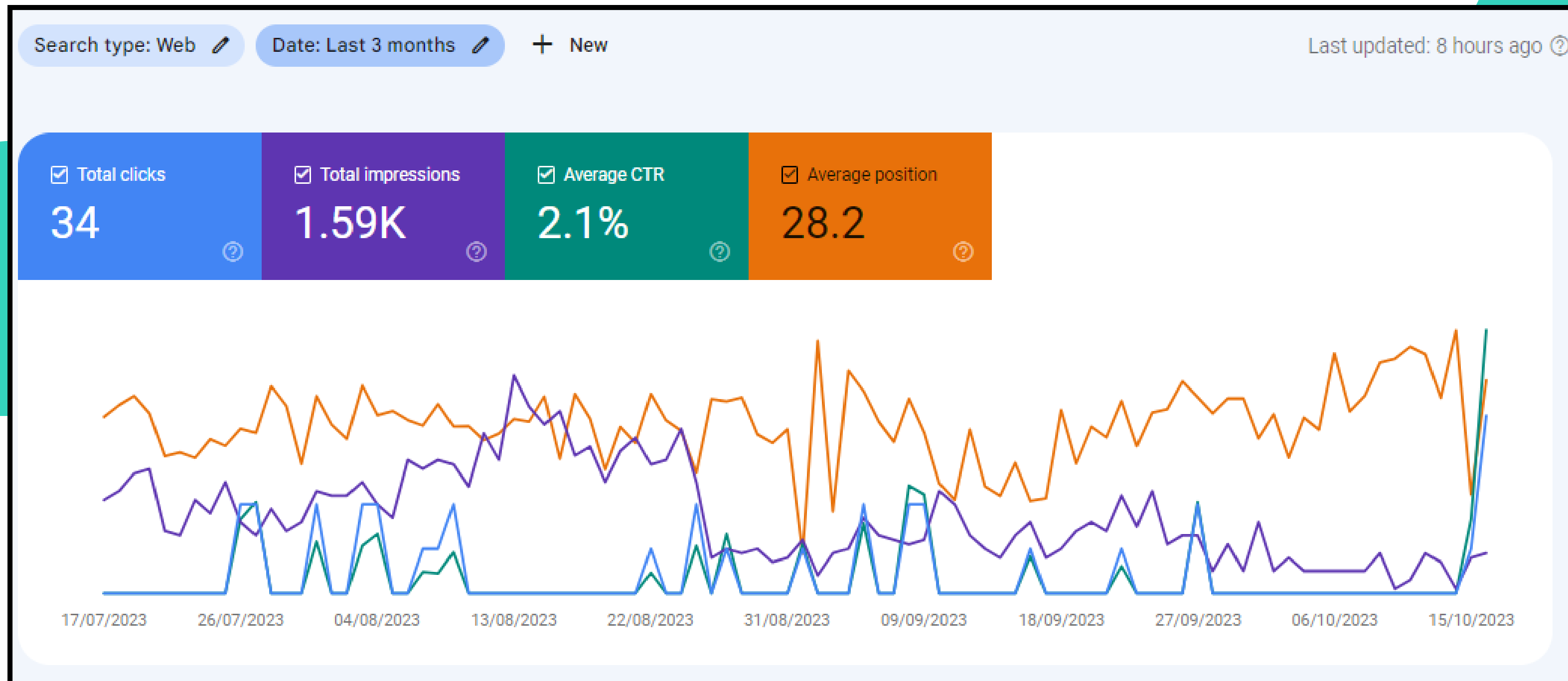
In the specified period, there were 141 impressions, resulting in 8 clicks and an average CTR of 5.7%. The content maintained an average position of 29.8 in search engine results. These metrics suggest moderate visibility and engagement, with room for improvement in optimizing content for better search engine rankings and increased click-through rates.

Keywords:-

Search type: Web  Date: 18 Apr 2023-30 Jun 2...  + New Last updated: 5 hours ago

Top queries	↓ Clicks	Impressions	CTR	Position
digital water bottle	0	12	0%	28
led water bottle	0	10	0%	59.6
led water bottles	0	8	0%	14.1
smart digital water bottle	0	5	0%	30.2
water bottle with temperature display	0	4	0%	40.3
uzspace water bottle review	0	2	0%	28.5
cleansip	0	2	0%	32
led temperature display water bottle	0	2	0%	42

Search Console Overview July To September



Comparison of Performance Metrics: April-June vs. July-September

Metric	April-June Data	July-September Data
Total Impressions	141	1.59k
Total Clicks	8	34
Average CTR	5.7%	2.1%
Average Position	29.8	28.2

Analysis:

The data reveals a substantial improvement in online presence and engagement during the July to September period.

Impressions skyrocketed from 141 to 1.59k, and clicks increased from 8 to 34.

While the average CTR decreased slightly to 2.1%, this change was accompanied by a boost in average position, indicating higher visibility.

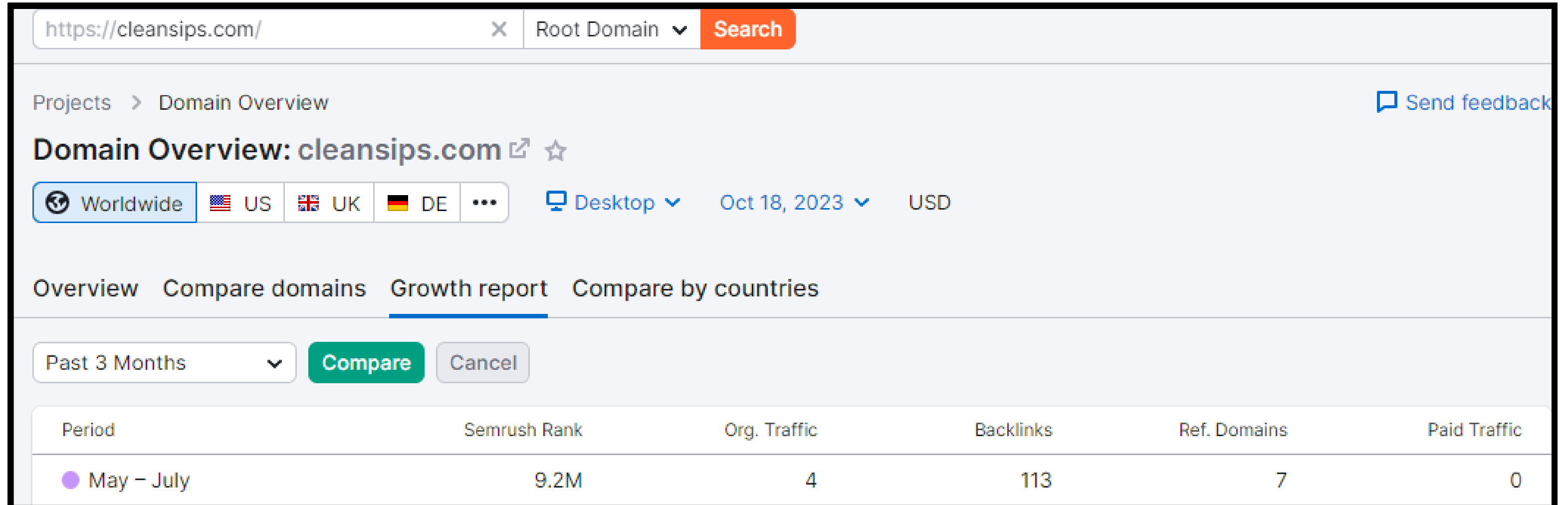
Lessons Learned:

- **Regular keyword updates help align content with user intent and industry trends.**
- **UI/UX improvements contribute to a more engaging and user-friendly website**
- **A targeted content strategy enriches the website's value and keeps the audience engaged.**

Conclusion:-

The data clearly indicates improved reach and engagement, which can be attributed to the combined effect of keyword updates, UI/UX enhancements, and the strategic use of relevant content. This case study showcases the power of adapting to the evolving digital landscape and the importance of ongoing optimization to maintain a competitive edge.

Initial Backlink and Referring Domain Metrics



The screenshot shows the Semrush interface for the domain 'cleansips.com'. The 'Growth report' tab is active, displaying a table of metrics for the period 'May - July'. The metrics include Semrush Rank (9.2M), Organic Traffic (4), Backlinks (113), Referring Domains (7), and Paid Traffic (0). The interface also shows navigation options like 'Overview', 'Compare domains', and 'Growth report', along with a 'Send feedback' link.

Period	Semrush Rank	Org. Traffic	Backlinks	Ref. Domains	Paid Traffic
May - July	9.2M	4	113	7	0

- **Total Backlinks (May to July): 112**
- **Referring Domains (May to July): 7**

Backlink Metrics Overview:

Total Backlinks (May to July): 112

The total number of backlinks to our website during this three-month period indicates the extent to which other websites have linked to our content. Each backlink represents a connection from an external source to our website,

Referring Domains (May to July): 7

Referring domains represent the unique websites that provided these backlinks. These domains play a crucial role in establishing our website's credibility and trustworthiness in the eyes of search engines.

These metrics serve as the baseline for evaluating the impact of our efforts to enhance our backlink profile. In the next phase of this case study, we will share the growth metrics achieved after three months of strategic backlink-building activities. This data will demonstrate the progress made in strengthening our website's authority and online presence. Stay tuned for the exciting results and insights that will follow in the subsequent section of this case study.

SkYROCKETING Growth in Backlinks and Referring Domains

https://cleansips.com/ Root Domain Search

Projects > Domain Overview Send feedback

Domain Overview: cleansips.com

Worldwide US UK DE Desktop Oct 18, 2023 USD

Overview Compare domains Growth report Compare by countries

Past 3 Months Compare Cancel

Period	Semrush Rank	Org. Traffic	Backlinks	Ref. Domains	Paid Traffic
May – July	9.2M	4	113	7	0
August – October	15.8M	0	2.1K	420	0
Growth	+6,566,139	-100%	+1,795%	+5,900%	

Brief:-

In this comprehensive case study, we will present an overview of the remarkable growth achieved in our backlink and referring domain metrics during the period from August to October. This substantial increase in backlinks and referring domains is a testament to the success of our multifaceted digital marketing strategy.

Backlinks (August to October): 2.1k

The total number of backlinks surged from the initial 112 to an impressive 2.1k, highlighting the magnitude of our success in attracting external sources to link to our website.

Referring Domains (August to October): 420

Referring domains, representing the unique websites providing these backlinks, increased exponentially from 7 to 420. This growth signifies the significant expansion of our website's reach and recognition across the web.

Digital Marketing backlink Strategies:

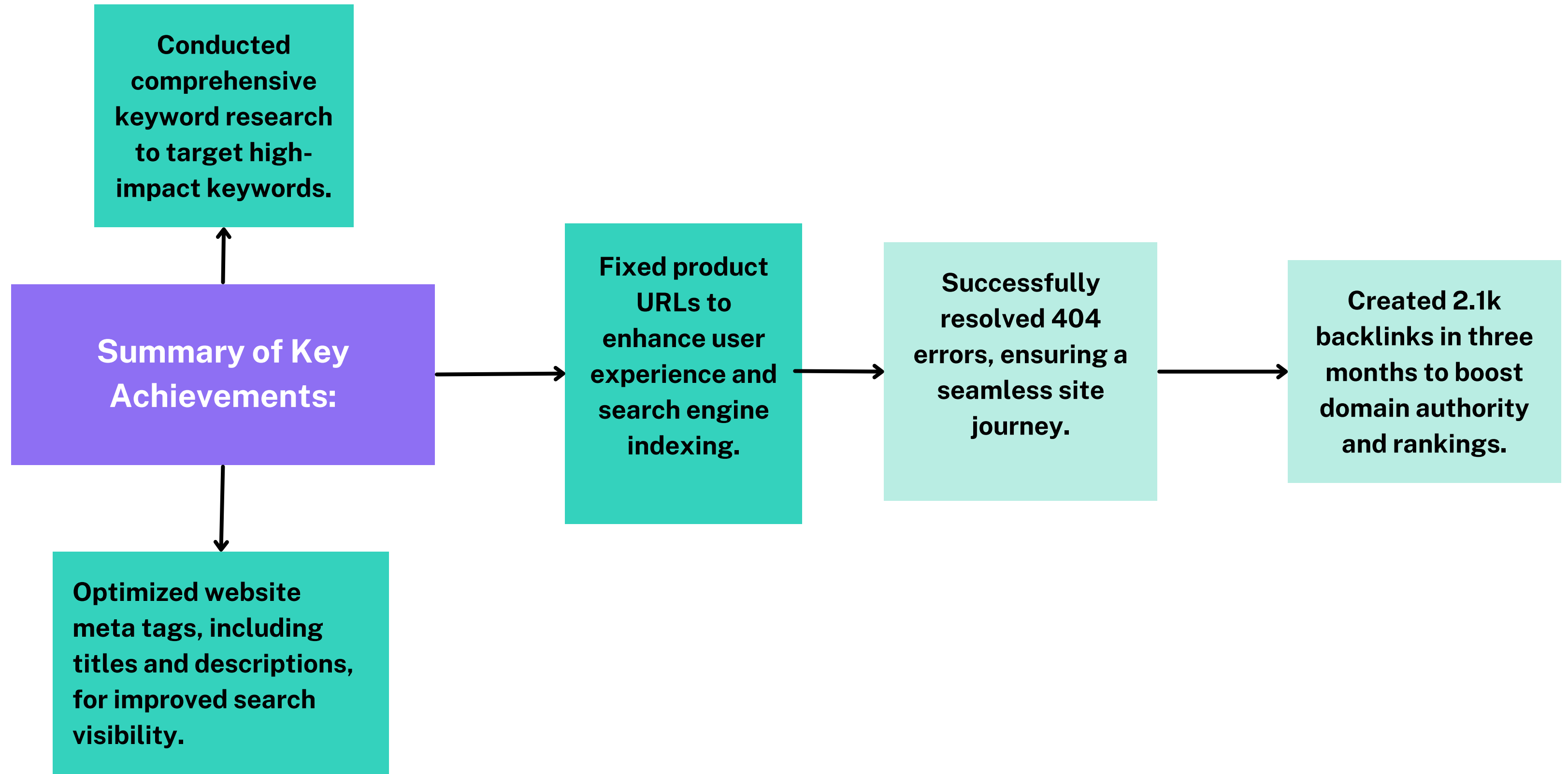
- **Profile Creation**: Creating comprehensive and compelling profiles on relevant platforms to establish our online presence and build connections.
- **Business Listing**: Ensuring our business is accurately listed in online directories and local listings to improve visibility and credibility.
- **Image Submission**: Sharing relevant and engaging images to visually connect with our audience and enhance our content offerings.
- **Social Bookmarking**: Promoting our content through social bookmarking to expand our content's reach and visibility.



Conclusion of Backlinks:-

- **The substantial increase in backlinks and referring domains is indicative of our website's enhanced authority and online presence. It reflects the effectiveness of our digital marketing strategies, highlighting the importance of diverse and high-quality backlinks from a broad spectrum of referring domains.**
- **This case study showcases the incredible progress made in strengthening our website's position in the digital landscape. The strategic combination of profile creation, business listing, image submission, and social bookmarking has yielded remarkable results, transforming our online presence and positioning us for continued growth and success.**







*Thank
You*