



**DigiRocket**  
technologies.

**CASE  
STUDY**



# OVERVIEW

Introduction

Initial Stage

Research and  
Analysis

Strategy and  
Planning

Results

Last Month  
Sale

Testimonials  
or Client  
Feedback

Lessons  
Learned

# INTRODUCTION

## Client Background

AVC Photo Store & School is a family-owned photography and electronics store with a rich history dating back to the 1970s in Caracas, Venezuela, and later expanding to Miami in 1988. It proudly holds the title of Florida's Largest Retail Camera store and offers a wide range of products, including cameras, cell phones, and various other electronics. The store stocks renowned brands such as Canon, Nikon, Sony, Fujifilm, RED, Hasselblad, DJI, Tamron, Sigma, Profoto, and more.

## Project Duration

The SEO project for AVC Store started on September 2022, and still working on it.

## Project Description

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

	18-Oct-22
Google Cached On:	18 Oct 2022
Total Backlinks	3.13k
Referring Domains	522
Google Index:	4.24k
Alexa Rank	1497144
Internal Links	257
External Links	11
Spam Score	1%
Domain Authority	18
Page Authority	41

### Organic Searches Nov'22

In the Month Nov'22 you got 1.6K Organic Searches And 6.6K keywords on Ranking

Authority Score

 **29**

Semrush Domain Rank **687.3K** ↓

Organic Search Traffic

**1.6K** -30%

Keywords **6.6K** ↓



Paid Search Traffic

**2.4K** +100%

Keywords **13** ↑

Backlinks 

**3.4K**

Referring Domains **576**

### Organic Searches Dec'22

In the Month Dec'22 you got 1.5K Organic Searches And 5.8K keywords on Ranking

Authority Score

 **29**

Semrush Domain Rank **751.4K** ↓

Organic Search Traffic

**1.5K** -11%

Keywords **5.8K** ↓



Paid Search Traffic

**13.2K** +441%

Keywords **215** ↑

Backlinks 

**3.4K**

Referring Domains **576**

### Organic Searches Jan'23

In the Month Jan'23 you got 2.6K Organic Searches And 10.2K keywords on Ranking

Authority Score 

 **29**

Semrush Domain Rank **649.7K** ↑

Organic Search Traffic 

**2.6K** +30%

Keywords **10.2K** ↑



Paid Search Traffic 

**1.3K** -90%

Keywords **63** ↓

Backlinks 

**3.4K**

Referring Domains **572**



# RESEARCH AND 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 "Miami camera store."

- **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 "Miami camera store."

# RESEARCH AND 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.

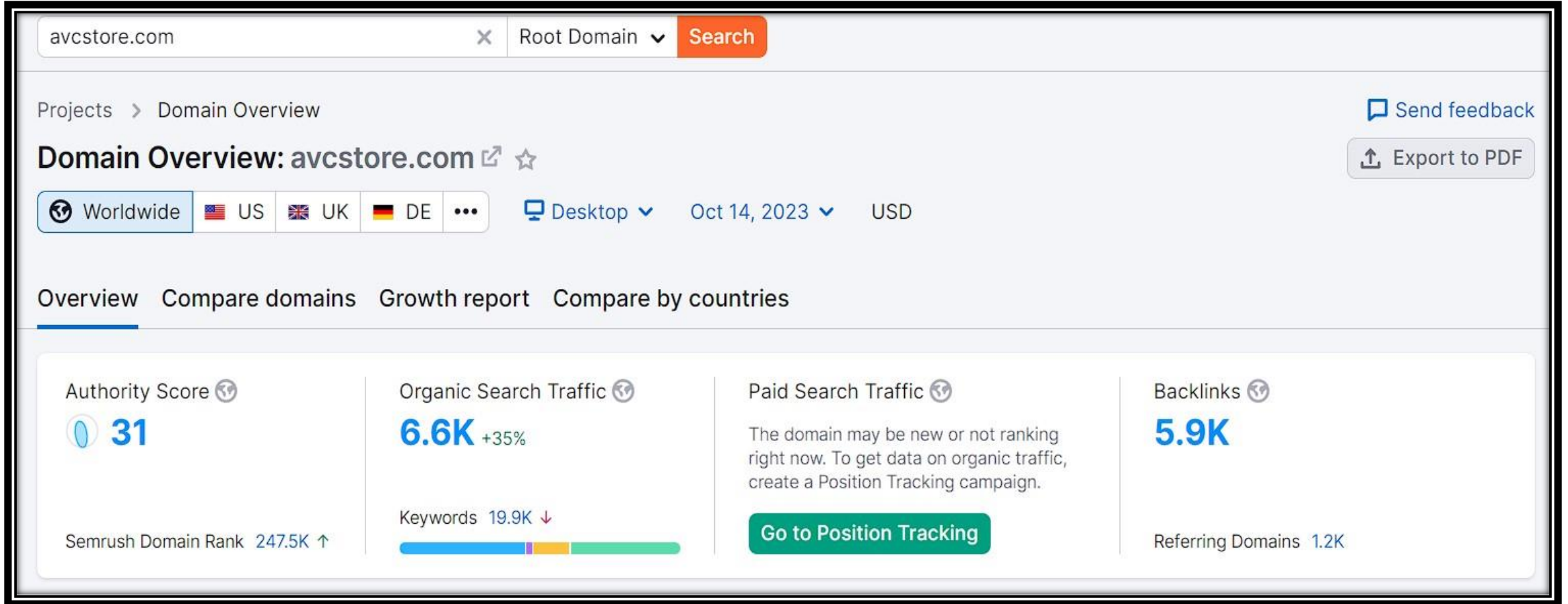


## RESULTS

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



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



avcstore.com X Root Domain Search

Projects > Domain Overview [Send feedback](#)

### Domain Overview: avcstore.com

[Worldwide](#) [US](#) [UK](#) [DE](#) Desktop Oct 14, 2023 USD [Export to PDF](#)

[Overview](#) [Compare domains](#) [Growth report](#) [Compare by countries](#)

<b>Authority Score</b> 31 Semrush Domain Rank 247.5K ↑	<b>Organic Search Traffic</b> 6.6K +35% Keywords 19.9K ↓	<b>Paid Search Traffic</b> The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign. <a href="#">Go to Position Tracking</a>	<b>Backlinks</b> 5.9K Referring Domains 1.2K
--	--	---	--

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



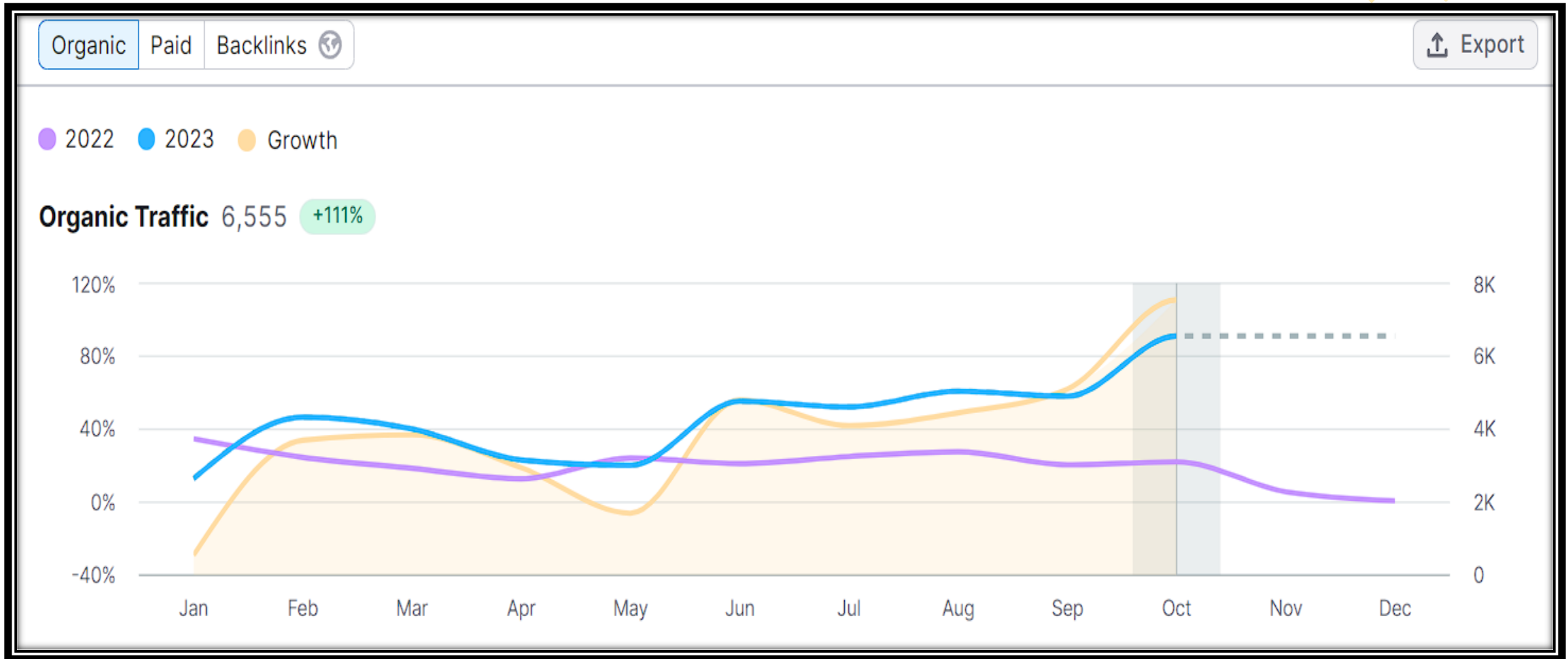
This Slide shows the Growth Report Comparison drawn from previous year 2022. When we worked on this client to the Current year 2023. We Can clearly See the Growth percentage in the green numbers.

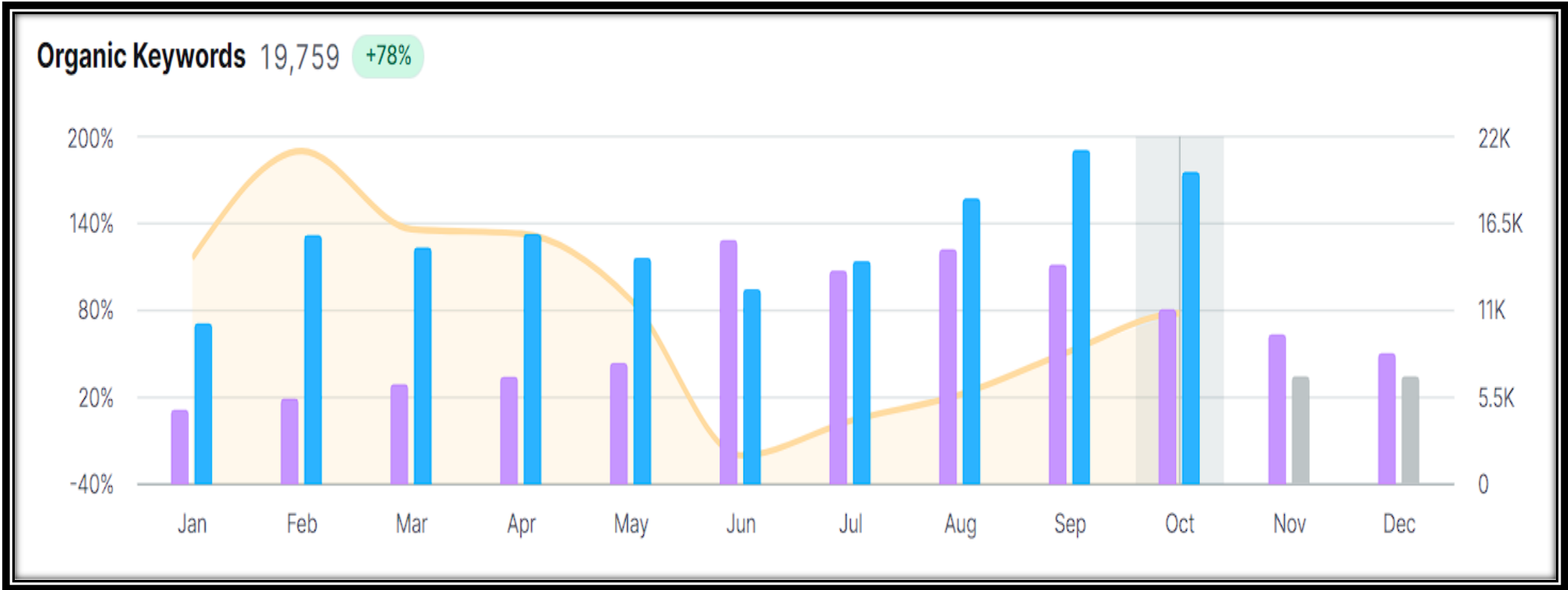
Overview Compare domains Growth report Compare by countries

Year over Year  2022  2023

Period	Semrush Rank	Org. Traffic	Backlinks	Ref. Domains	Paid Traffic
2022	751.4K	2K	3.5K	583	13.3K
2023	251K	6.6K	6K	1.2K	0
Growth	-500,353	+221%	+74%	+107%	-100%

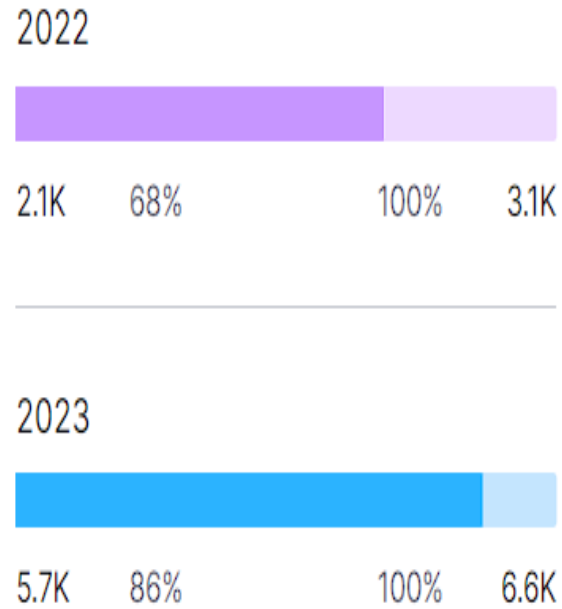
This Slide show the Organic Traffic Growth in comparison to the last year. The Organic traffic has **increased 111 %** Compared to previous year When we started working on this project.



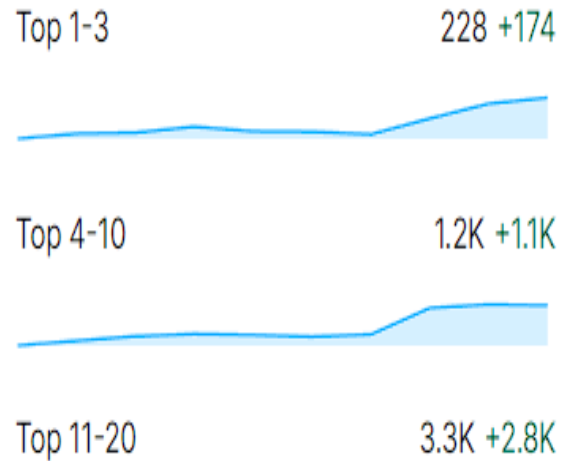




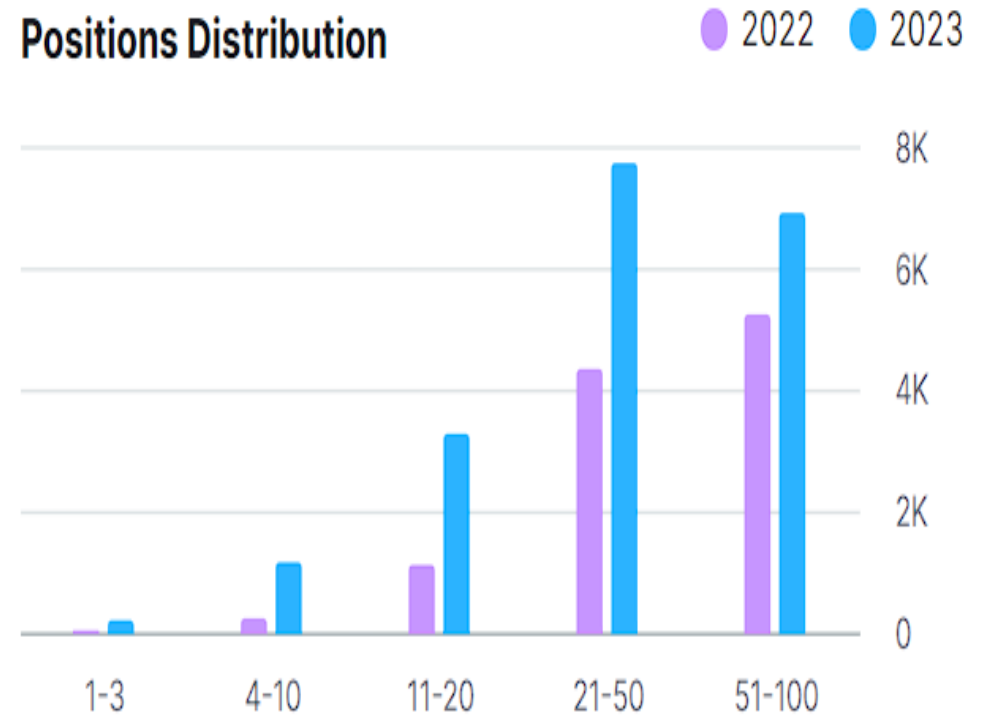
### Non-branded Traffic



### Top Positions Changes



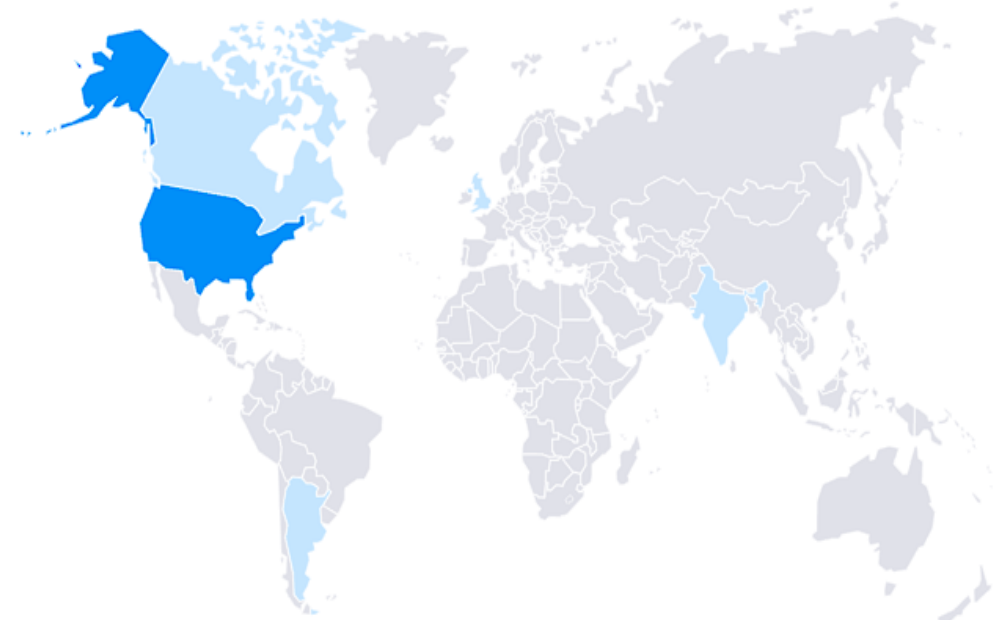
### Positions Distribution



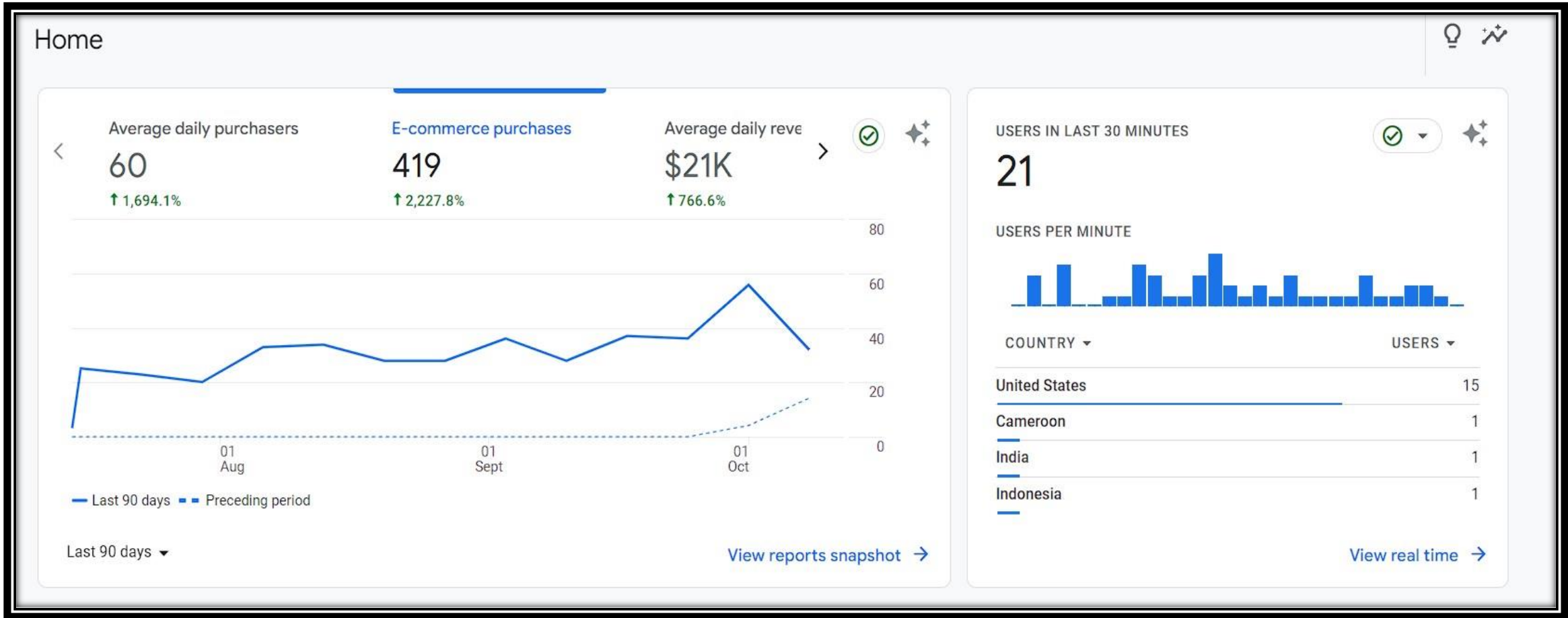
### Organic Traffic by Country

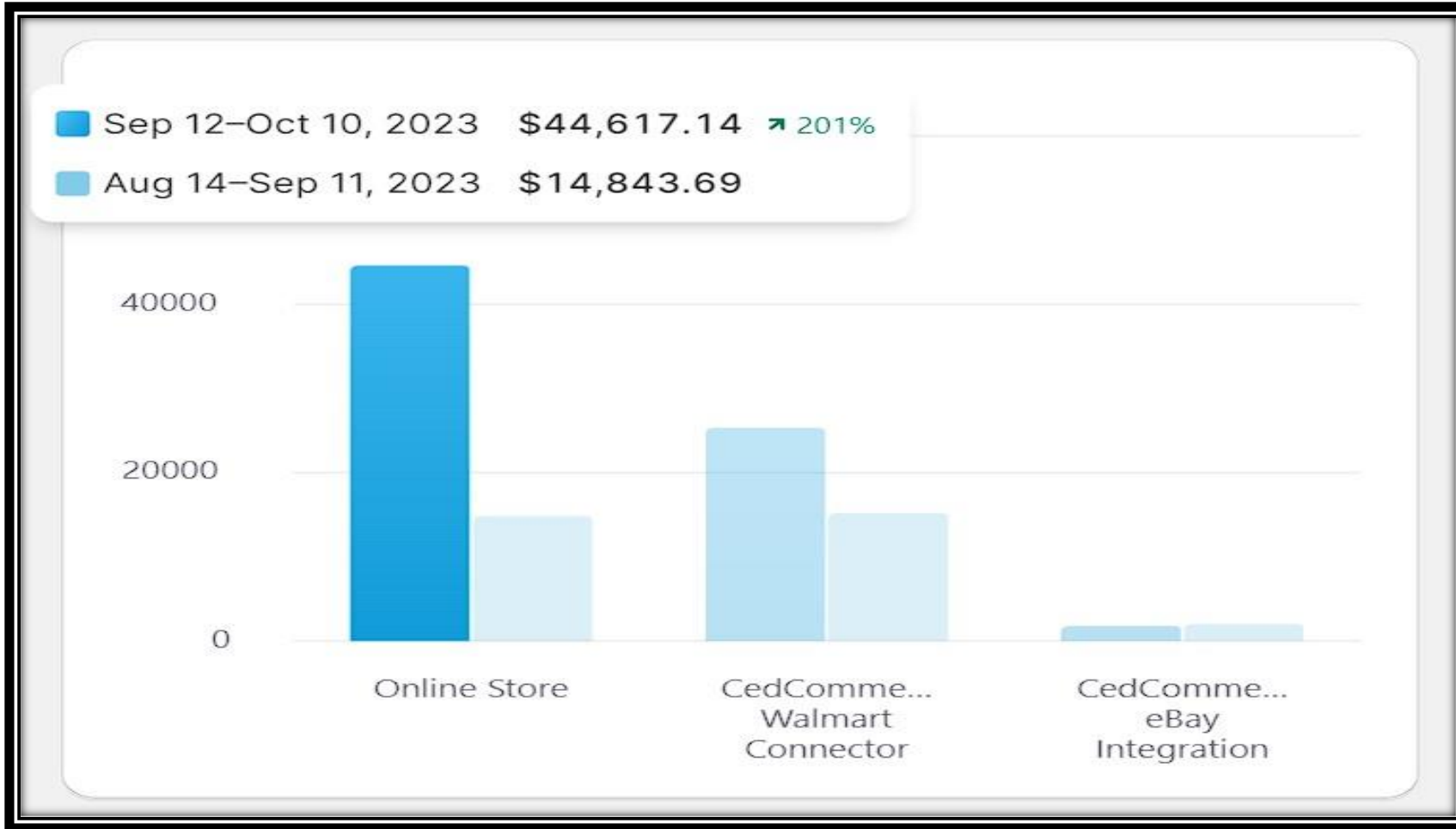
2022 2023

Countries		2022		2023	Diff
United States	71%	1.5K	83%	5.5K	+275%
Canada	1%	11	3%	165	+1,400%
India	3%	70	3%	164	+134%
United Kingdom	<1%	3	2%	108	+3,500%
Argentina	5%	97	2%	107	+10%
Other	20%	404	8%	556	+38%



Show more





All channels ✓ 2/2 conversion events + Last 28 days 15 Sept - 12 Oct 2023 🔗 📈

● Organic Search ● Direct ● Paid Search ● Organic Shopping ● Organic Social

🔍 Search... Rows per page: 10 1-6 of 6

Default channel group	↓ Conversions	Ads cost	Cost per conversion	Total revenue	Return on ad spend
	168.00 100% of total	\$0.00	\$0.00	\$39,976.20 100% of total	0.00
1 Organic Search	51.97	\$0.00	\$0.00	\$15,388.80	0.00
2 Direct	38.00	\$0.00	\$0.00	\$16,143.96	0.00
3 Paid Search	26.99	\$0.00	\$0.00	\$4,531.55	0.00
4 Organic Shopping	21.24	\$0.00	\$0.00	\$949.74	0.00
5 Organic Social	16.61	\$0.00	\$0.00	\$447.64	0.00
6 Referral	13.18	\$0.00	\$0.00	\$2,514.51	0.00





## Google Search Impact

Congratulations! Your site reached 4.5K clicks from Google Search in the past 28 days

Aug 27, 2023



<https://avcstore.com/>



## Google Search Impact

You're at 6.95K out of 7K clicks from Google Search in 28 days

↗ 1.21K compared to previous period



See which content grew the most in the Performance report

[Open Search Console](#)



## Google Search Impact

Congratulations! Your site reached 5.5K clicks from Google Search in the past 28 days

Sep 9, 2023



<https://avcstore.com/>



## Google Search Impact

You're at 7.02K out of 8K clicks from Google Search in 28 days

↗ 1.25K compared to previous period



See which content grew the most in the Performance report

[Open Search Console](#)



## Google Search Impact

Congratulations! Your site reached 4K clicks from Google Search in the past 28 days

Aug 21, 2023



<https://avcstore.com/>



## Google Search Impact

Congratulations! Your site reached 5K clicks from Google Search in the past 28 days

Sep 2, 2023



<https://avcstore.com/>

## LAST MONTH SALE

📅 Sep 12–Oct 10, 2023

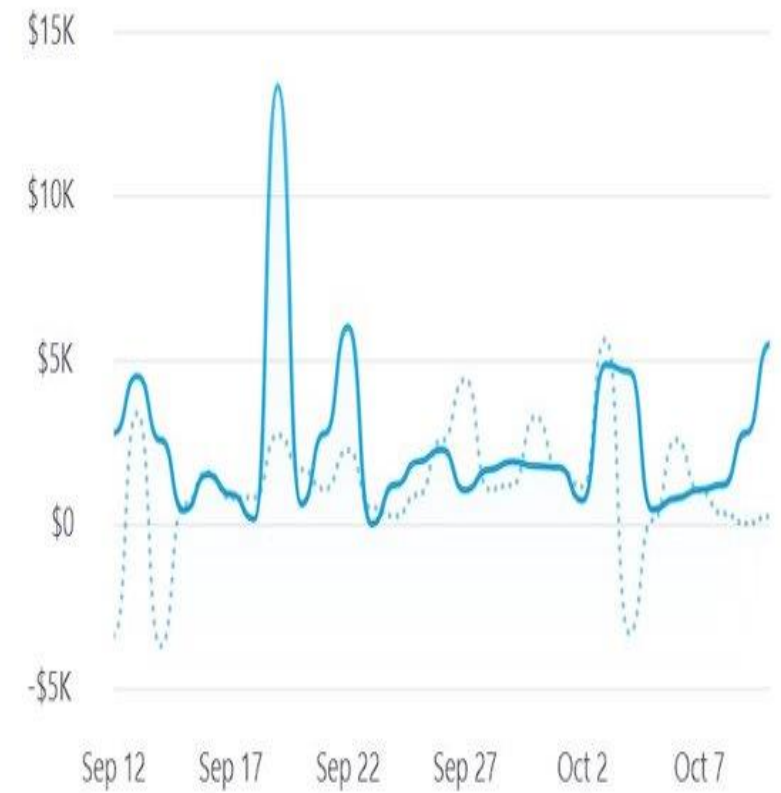
Compare: Previous period

Auto-refresh

Customize

Total sales

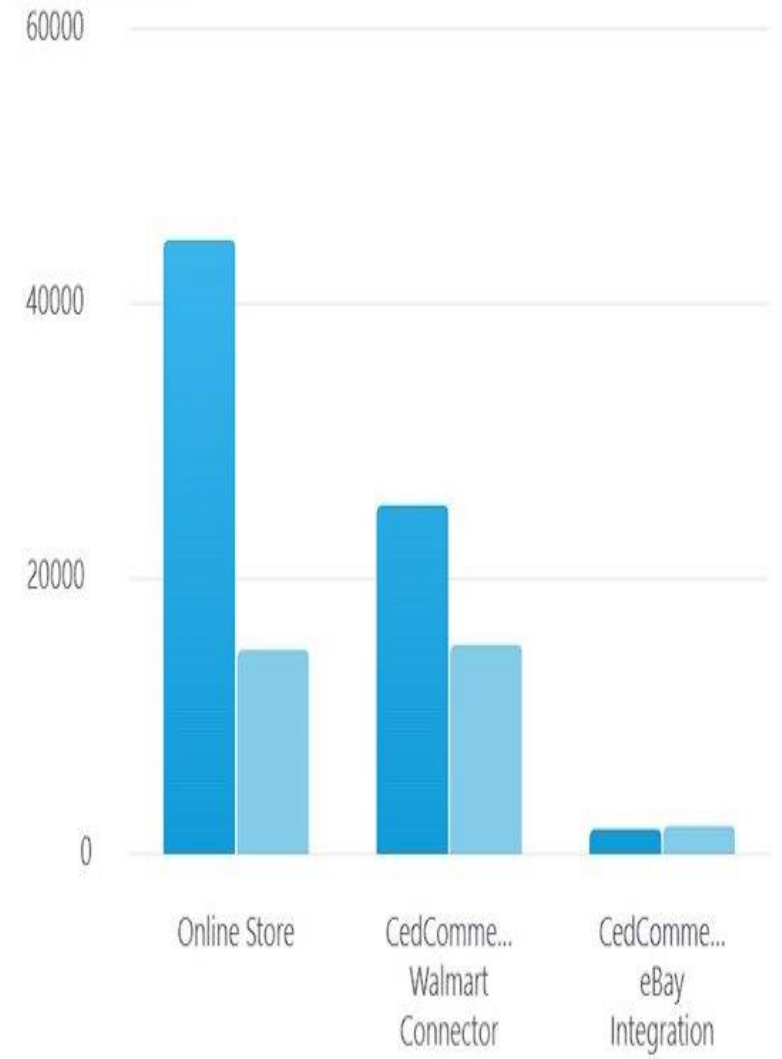
**\$71,749.82** ↗ 124%



— Sep 12–Oct 10, 2023

⋯ Aug 14–Sep 11, 2023

Sales by channel



# Lessons Learned



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