

GETAGRIP

SEO

INDUSTRY	WEBSITE	SERVICE
Sports - UK targeting	https://www.getagrip.club/	SEO
OBJECTIVE	Improve Organic Ranking and Increase Website Traffic	

Date Range: April 2022 to June 2022

29.91% of Increase in New Users

48.74% Of Increase in Pageviews

| About Get A Grip Club

Get A Grip, a tennis-grip company based in London has created a line of grips that look great and perform even better than others on the market. The company's unique designs set it apart from competitors and reflect its commitment to quality and creativity. The company specializes in services like, Non-Slip Overgrips, Dampeners, and Gift Cards & they also provide custom on-court essentials to make your racket look great and perform even better.

Main Objective

- ★ Improve Organic Ranking And Increase Website Traffic
- ★ On-Page Website Optimization And Making It User-Friendly
- ★ Increase Sales For Tennis/ Badminton Grip, Dampeners Product



| Approach

- Detailed website audit before starting SEO
- Keyword research and analysis to identify the top 20 keywords in relation to industry & geographic region
- Optimization of the website using on-page SEO best practices
- Evaluate existing backlink profiles
- Identifying and removal of spammy links
- Analyzed competitor's website & their backlinks
- Added CTA's below every single product such as read more, add to cart, shop now, buy now.
- Added Heading Tags on the website
- Added product title descriptions including the keywords.

| Results Delivered

Top Keyword Ranking

If we compare the rankings before we started optimising the website with the current rankings of 2022, we can see that there is a drastic improvement in the rankings & the majority of the keywords are appearing on Google's 1 st page.

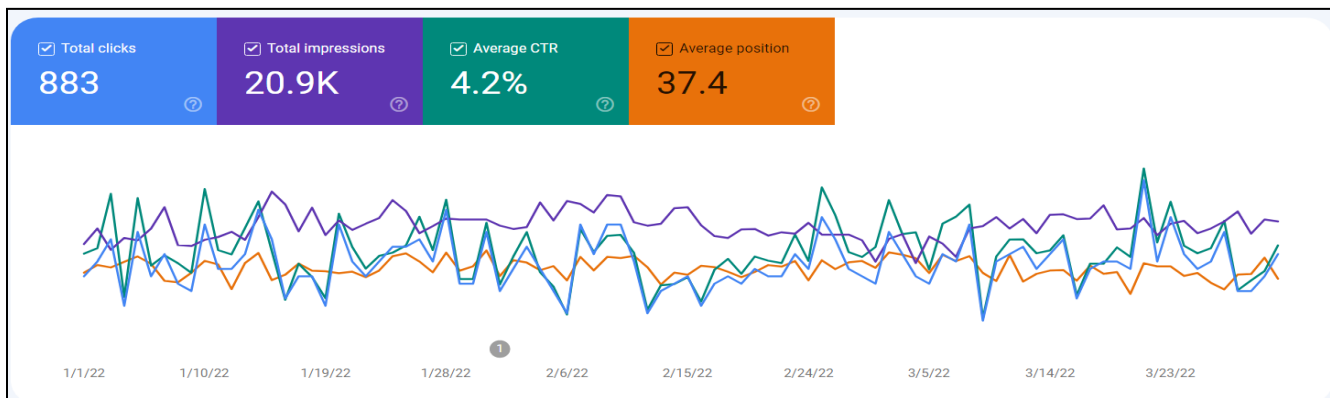
Keywords	Ranking Before SEO	Current Ranking
Tennis Racquet Grip Tape	41	8
Custom Tennis Dampeners	45	2
Tennis Racket Handle Tape	28	8
Overgrip Tape Tennis	24	8
Personalised Tennis Dampeners	28	4



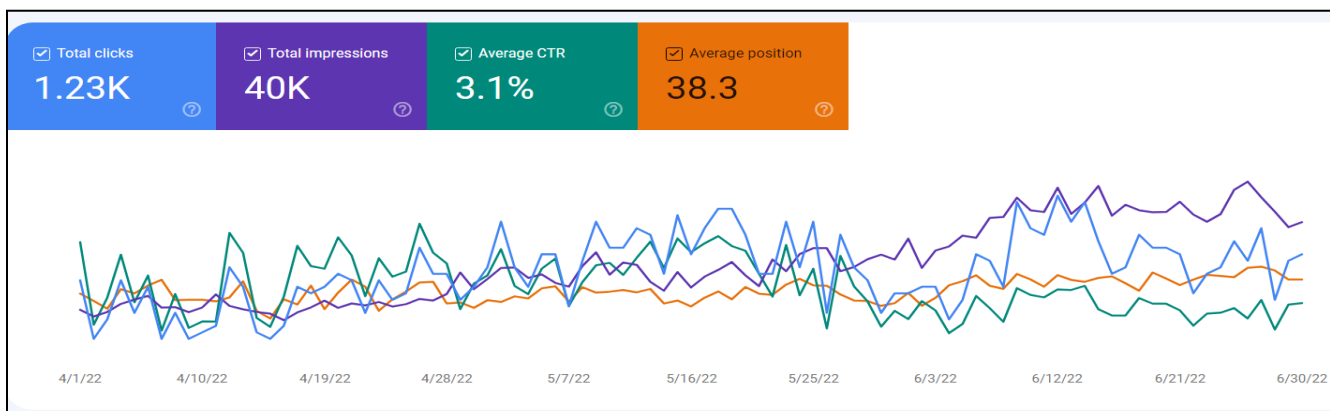
- By optimizing meta tags and descriptions helps to increase the CTR, which helps in increasing website traffic. Before starting SEO, out of 20 keywords, 16 keywords are ranking between 19 to 101. And after SEO out of total 20 keywords, All 20 were ranked in google between 2 to 40. We also added our targeted keywords to the blog and published some of the blogs.

| Search Console Stats

Date Range - Jan 2022 to March 2022



Date Range - April 2022 to June 2022



There is an increase in website performance. Along with this, there is an increase in the Clicks, Impressions, Average CTR & Avg. Position after doing SEO.