

# SEO Case Study

## Flower Creations by Reydon Laparan

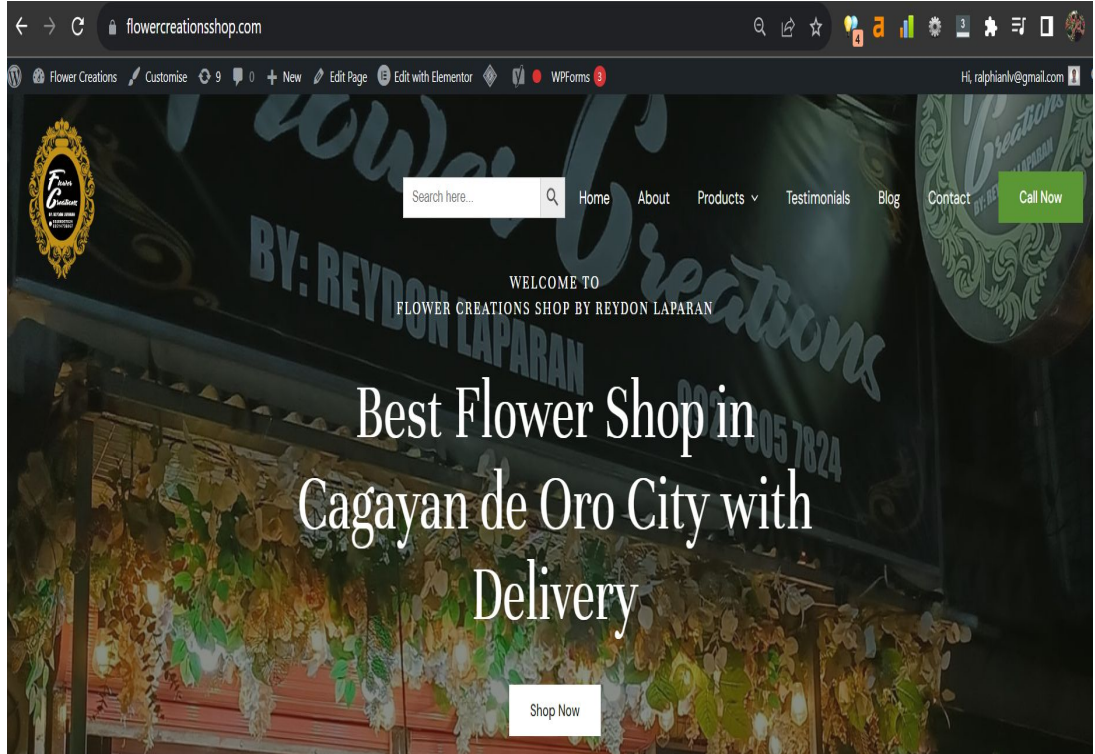


**How We Helped Flower Creations by Reydon Laparan  
Achieve Remarkable Results in their Online Visibility and  
Search Engine Rankings**

# The problem

## Problem statement

Flower Creations, a prominent local flower shop in Cagayan de Oro, is currently facing challenges in their digital marketing efforts. Despite having a newly built website, it is not generating the expected amount of traffic or leads. Moreover, the shop is encountering tough competition from other local flower shops in the region. Flower Creations seeks our expertise as an SEO specialist to enhance their search engine rankings and attract a more targeted audience of qualified leads.



# Solution

We conducted a comprehensive SEO audit of the flower shop website to identify areas for improvement. Based on the audit findings, we developed a tailored SEO strategy to meet the flower shop goals including:

**On-page optimization:** Based on the website audit and keyword research, on-page optimization strategies were devised and implemented. This involved optimizing meta tags, improving content, enhancing internal linking, and making the website more user-friendly.

**Technical optimization:** Technical issues uncovered during the audit were addressed to improve the website's crawlability and indexability. This included fixing broken links, resolving duplicate content, implementing structured data, and improving the website's site speed and mobile responsiveness.

**Link building:** We conducted quality link building on a regular basis to improve the website's domain authority and increase the likelihood of ranking in search results.

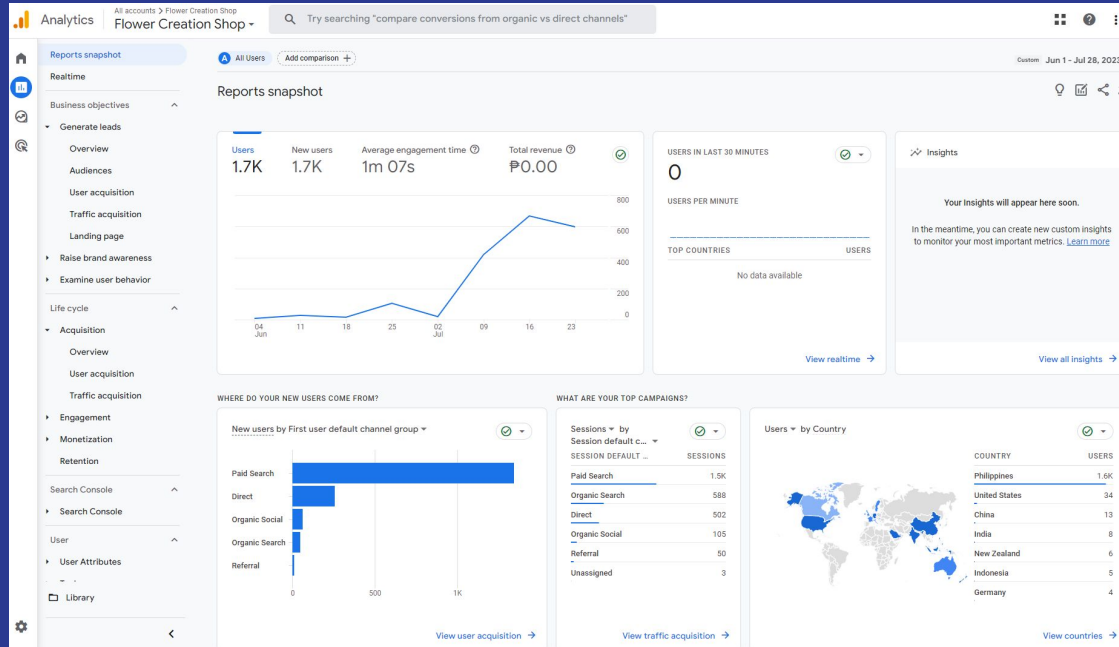
# Flower Creations Keyword Research and Mapping

Theme / Category / Seed	Keyword	Search Volume	SEO Difficulty	Intent	Target URL
Flower Shop	flower shop cdo	70	24	Informational	<a href="https://flowercreationsshop.com/">https://flowercreationsshop.com/</a>
Flower Shop	flower shop in cagayan de oro city	30	20	Informational	<a href="https://flowercreationsshop.com/">https://flowercreationsshop.com/</a>
Flower Delivery	flower delivery	20	25	Informational	<a href="https://flowercreationsshop.com/">https://flowercreationsshop.com/</a>
Flower Delivery	flower delivery cagayan de oro	10	30	Informational	<a href="https://flowercreationsshop.com/">https://flowercreationsshop.com/</a>
Flower Delivery	flower delivery cdo	10	30	Informational	<a href="https://flowercreationsshop.com/">https://flowercreationsshop.com/</a>
Car Trunk Surprise	car trunk surprise	30	35	Informational	<a href="https://flowercreationsshop.com/product-category/car-trunk-surprise-delivery/">https://flowercreationsshop.com/product-category/car-trunk-surprise-delivery/</a>
Car Trunk Surprise	car trunk surprise anniversary	10	38	Informational	<a href="https://flowercreationsshop.com/product-category/car-trunk-surprise-delivery/">https://flowercreationsshop.com/product-category/car-trunk-surprise-delivery/</a>
Car Trunk Surprise	car trunk birthday surprise for husband	10	5	Informational	<a href="https://flowercreationsshop.com/product-category/car-trunk-surprise-delivery/">https://flowercreationsshop.com/product-category/car-trunk-surprise-delivery/</a>
Car Trunk Surprise	car trunk birthday surprise	10	37	Informational	<a href="https://flowercreationsshop.com/product-category/car-trunk-surprise-delivery/">https://flowercreationsshop.com/product-category/car-trunk-surprise-delivery/</a>
Birthday Flowers	birthday flowers	40	41	Informational	<a href="https://flowercreationsshop.com/product-category/birthday-flowers/">https://flowercreationsshop.com/product-category/birthday-flowers/</a>
Birthday Flowers	birthday flowers bouquet	50	41	Informational	<a href="https://flowercreationsshop.com/product-category/birthday-flowers/">https://flowercreationsshop.com/product-category/birthday-flowers/</a>
Fresh Flowers Bouquet	fresh flowers bouquet	10	44	Informational	<a href="https://flowercreationsshop.com/product-category/fresh-flower-bouquets/">https://flowercreationsshop.com/product-category/fresh-flower-bouquets/</a>
Fresh Flowers Bouquet	fresh bouquet with chocolate	30	33	Informational	<a href="https://flowercreationsshop.com/product-category/fresh-flower-bouquets/">https://flowercreationsshop.com/product-category/fresh-flower-bouquets/</a>
Money Bouquet	money bouquet	260	46	Informational	<a href="https://flowercreationsshop.com/product-category/money-bouquet/">https://flowercreationsshop.com/product-category/money-bouquet/</a>
Money Bouquet	money bouquet of cash	20	37	Informational	<a href="https://flowercreationsshop.com/product-category/money-bouquet/">https://flowercreationsshop.com/product-category/money-bouquet/</a>
Dried Flowers Bouquet	dried flowers bouquet	50	33	Informational	<a href="https://flowercreationsshop.com/product-category/dried-flower-bouquet/">https://flowercreationsshop.com/product-category/dried-flower-bouquet/</a>
Dried Flowers Bouquet	dried flower bouquet arrangement	10	29	Informational	<a href="https://flowercreationsshop.com/product-category/dried-flower-bouquet/">https://flowercreationsshop.com/product-category/dried-flower-bouquet/</a>
Large Bouquet	large bouquet	10	18	Informational	<a href="https://flowercreationsshop.com/product-category/large-bouquet/">https://flowercreationsshop.com/product-category/large-bouquet/</a>
Congratulatory Flowers	congratulatory flowers	10	40	Informational	<a href="https://flowercreationsshop.com/product-category/congratulatory-flowers/">https://flowercreationsshop.com/product-category/congratulatory-flowers/</a>
Congratulatory Flowers	congratulations flowers bouquet	10	40	Informational	<a href="https://flowercreationsshop.com/product-category/congratulatory-flowers/">https://flowercreationsshop.com/product-category/congratulatory-flowers/</a>
Anniversary Flowers	anniversary flowers	10	32	Informational	<a href="https://flowercreationsshop.com/product-category/anniversary-flowers/">https://flowercreationsshop.com/product-category/anniversary-flowers/</a>
Anniversary Flowers	happy anniversary flowers	10	50	Informational	<a href="https://flowercreationsshop.com/product-category/anniversary-flowers/">https://flowercreationsshop.com/product-category/anniversary-flowers/</a>
Anniversary Flowers	happy anniversary flowers and cake	10	5	Informational	<a href="https://flowercreationsshop.com/product-category/anniversary-flowers/">https://flowercreationsshop.com/product-category/anniversary-flowers/</a>

# Flower Creations Website Audit

	Findings	Recommendations / Action Plans
<b>Website Control</b>		
Submit XML Sitemap	xml sitemap not yet submitted	Needs to be submitted
<b>On-page Element Issues</b>		
<b>Title Tags</b>	not optimized with seo target keywords	need to be optimized
Too Short/Too Long	has issues	
Duplicates	8 urls with duplicate issues	
Pixel Issues	23 urls with pixel issues	
<b>Meta Descriptions</b>	all pages have no meta descriptions	need to create descriptions
<b>H1 Headings</b>	not yet optimized with keywords	need to be optimized
Missing H1 / Too Many H1 Tags	has 4 missing h1s	
Duplicates	11 pages with duplicate h1s	
<b>On-page Copy</b>		
Number of Words	All pages need more content	write more content
<b>Images</b>		
Image File Names	most images have no optimized file names	reupload images with optimized filenames
Alt Tags	missing alt tags in product pages	need to be added
File Size	has images with more than 300 KB	need to be resized and reuploaded
WebP Version	all images are in jpg format	needs to be converted to webp
<b>Page Load Speed Issues</b>		
Desktop	has issues	needs improvement - issues need to be resolved
Mobile	has issues	needs improvement - issues need to be resolved
<b>Website Usability</b>		
Custom 404 page	needs improvement	install a custom 404 plugin
HTML Sitemap	has no html sitemap	create one
<b>Local Business</b>		
Google Business Profile	has profile but not yet optimized	needs optimization
<b>Conversion Rate Optimization</b>		
<b>Conversion Elements</b>		
Email Agent form	has no opt in	
Landing Pages	better if homepage has videos of flowers	
Homepage Improvements	better if homepage has videos of flowers	
<b>Navigation Menu Entries</b>		
Newsletter Subscription	has no opt in	
<b>SSL Certificate</b>	has issues - does not resolve	needs to be checked by karl
<b>User Experience</b>		
Search Box	no search box present	install one
Chat box	no chat box present	need to install one
<b>Trust Rate</b>		
Testimonials	needs to have a testimonial page	create one
Privacy Policy	no privacy policy	needs to have one

# The Results



## Organic Traffic Growth:

Over the course of the SEO campaign, the client experienced a significant increase in traffic to their website.

# The Results

## Keyword Rankings:

A considerable improvement in keyword rankings was observed for targeted search terms, resulting in better visibility in search engine results.

The screenshot shows the Ubersuggest interface for tracking keywords. At the top, there are navigation links for 'US', 'Ubersuggest', 'CONSULTING', and 'PLANS & PRICING'. Below this is a 'TRACKED KEYWORDS (31/125)' section with buttons for 'ADD KEYWORDS', 'EXPORT TO CSV', 'UPDATE METRICS [167/200]', and 'DELETE'. A 'FILTER' button is also present. The main content is a table with columns for Position, Keyword, Change, Vol, SD, URL, and Updated. The table lists 12 keywords, all showing positive changes in ranking.

	POSITION	KEYWORD	CHANGE	VOL	SD	URL	UPDATED
<input type="checkbox"/>	11	flower shop in cagayan de oro city English / Cagayan de Oro,Northern Mindanao,Philippines	100 → 11 ▲ +89	30	20	https://flowercreationsshop.com/	3 months ↻
<input type="checkbox"/>	13	flower shop in cdo English / Cagayan de Oro,Northern Mindanao,Philippines	24 → 13 ▲ +11	70	11	https://flowercreationsshop.com/	3 months ↻
<input type="checkbox"/>	14	flower shop cdo English / Cagayan de Oro,Northern Mindanao,Philippines	22 → 14 ▲ +8	70	24	https://flowercreationsshop.com/	3 months ↻
<input type="checkbox"/>	15	flower shop cagayan de oro English / Cagayan de Oro,Northern Mindanao,Philippines	49 → 15 ▲ +34	40	30	https://flowercreationsshop.com/	3 months ↻
<input type="checkbox"/>	17	flower delivery cdo English / Cagayan de Oro,Northern Mindanao,Philippines	27 → 17 ▲ +10	10	30	https://flowercreationsshop.com/	3 months ↻
<input type="checkbox"/>	17	flower delivery cagayan de oro English / Cagayan de Oro,Northern Mindanao,Philippines	49 → 17 ▲ +32	10	30	https://flowercreationsshop.com/	3 months ↻
<input type="checkbox"/>	23	flower shop English / Cagayan de Oro,Northern Mindanao,Philippines	100 → 23 ▲ +77	210	22	https://flowercreationsshop.com/	3 months ↻
<input type="checkbox"/>	36	car trunk surprise anniversary English / Cagayan de Oro,Northern Mindanao,Philippines	100 → 36 ▲ +64	10	38	https://flowercreationsshop.com/product...	2 weeks ↻
<input type="checkbox"/>	36	flower delivery English / Cagayan de Oro,Northern Mindanao,Philippines	100 → 36 ▲ +64	20	25	https://flowercreationsshop.com/	3 months ↻
<input type="checkbox"/>	38	car trunk birthday surprise for husband English / Cagayan de Oro,Northern Mindanao,Philippines	100 → 38 ▲ +62	10	5	https://flowercreationsshop.com/product...	3 months ↻