

# Case Study

**Website URIs:** <https://www.beardilizer.com/product/beard-growth-supplement/>

**Targeted Locations:** USA(worldwide)

**Targeted Keywords:** beard growth supplement

Keyword in Positions:

beard growth supplement

<https://thebeardclub.com> > ... > All Products Except Gifts

## Beard Growth Vitamins

Records 1 - 10 of 1073 — We know that **growing a beard** can be tougher for some than others. ... perfect **supplement** to help **grow** a thicker, fuller, longer **beard**.  
★★★★★ Rating: 4.8 · 1,073 reviews · \$19.00 · In stock

<https://www.askmen.com> > grooming > appearance > best...

## Best Beard Vitamins - AskMen

Dec 1, 2020 — Copper: Works with iron to form red blood cells. · Horsetail Extract: Known to improve bone, skin, and hair health. · Inositol: Aka vitamin B8. · L ...

<https://wild-willies.com> > blog > supplements-for-beard...

## Supplements for beard growth - the guide to beard vitamins

Biotin is one of the best **vitamins** for **beard growth**. It is actually a water-soluble B vitamin that can only be obtained through diet.

<https://www.heb.com> > product-detail > wild-willies-bea...

## Wild Willies Beard Growth Supplement - HEB

Epic **Beard Growth** in Our DNA! Wild Willies is proud of providing the best products available to those who seek the Bearded Lifestyle.



<https://www.beardilizer.com> > Supplement

## Beardilizer Beard Growth Supplement for Men 90 Capsules

Beardilizer **Facial Hair** Complex is a multi-vitamin which has been specially formulated to stimulate **facial hair growth**. It is a 100% natural dietary **supplement** ...  
★★★★★ Rating: 4.3 · 597 reviews · \$29.99 · In stock



5 No.

<https://spy.com> > articles > health-wellness > diet-nutrition

## The 9 Best Beard Growth Supplements of 2021 | SPY

Sep 9, 2021 — The Best **Beard Growth Supplements** Use Biotin to Achieve Fuller Facial Hair · 1. Prime Beard **Beard Growth Supplement** · 2. Beard Grow XL · 3. Havasu ...  
List includes: \$21.95 \$29.95 27% off · \$59.98 \$79.99 25% off · \$16.99 · View full list  
Approx. \$10 to \$60



Ad · <https://www.theroominalab.com/>


## Domain Overview:

Domain Overview: [www.beardilizer.com/product/beard-growt...](http://www.beardilizer.com/product/beard-growt...) | [User manual](#) | [Send feedback](#)

Worldwide | [US](#) | [UK](#) | [DE](#) | ... | Desktop | Feb 10, 2022 | USD

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

<p>Page Authority Score <sup>🔍</sup></p> <p><b>44</b></p> <p>Semrush Domain R... 633.15K ↑</p>	<p>Organic Search Traffic <sup>🔍</sup></p> <p><b>569</b> -0.5%</p> <p>Keywords 283 ↓</p> 	<p>Paid Search Traffic <sup>🔍</sup></p> <p>Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings.</p> <p><a href="#">Go to Position Track...</a></p>	<p>Backlinks <sup>🔍</sup></p> <p><b>23</b></p> <p>Referring Domains 13</p>
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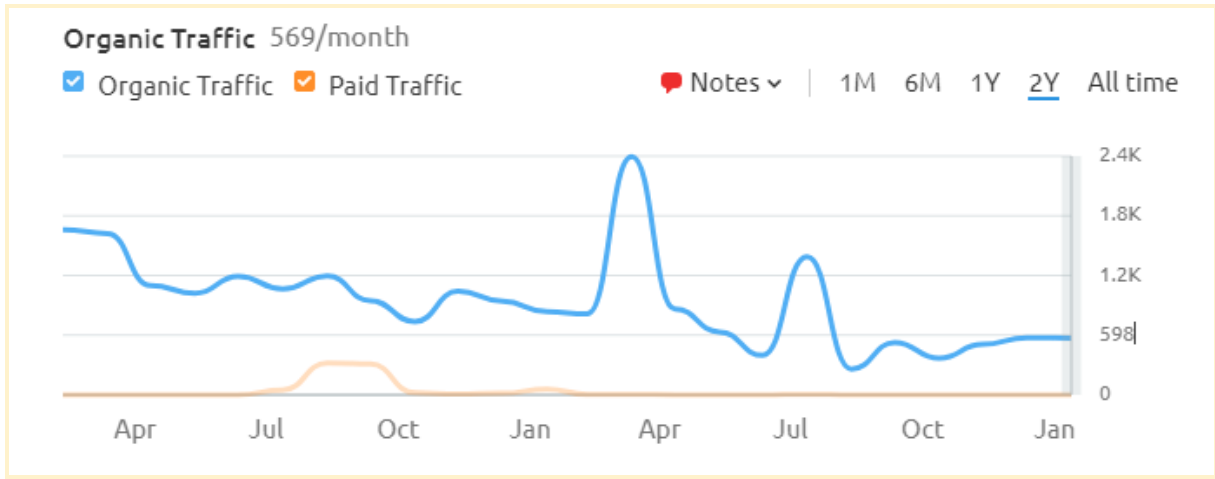
## Traffic By Country:

Organic Paid

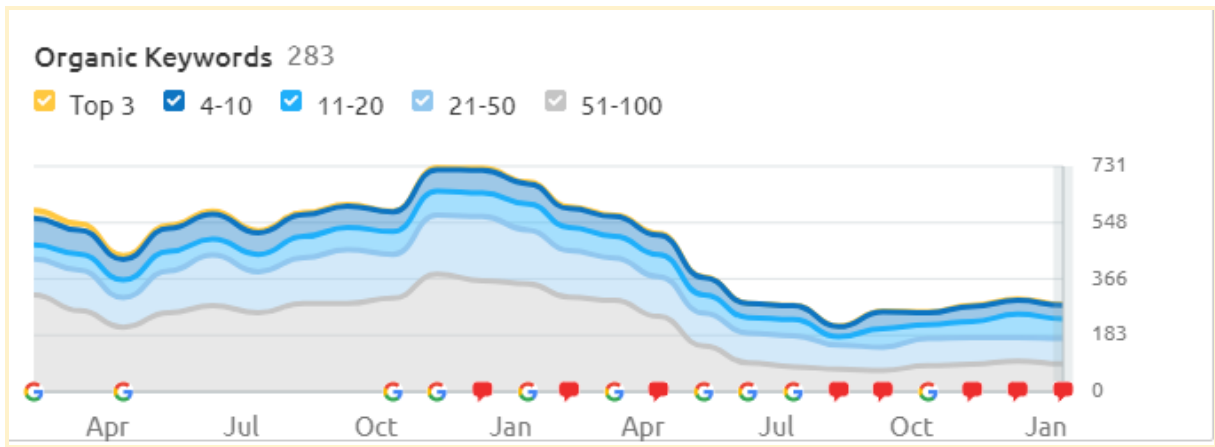
### Distribution by Country

Country	Traffic Share	Traffic	Keywords
Worldwide	100%	569	283
US	67%	383	173
IN	30%	170	36
ZA	1.2%	7	1
CA	<0.1%	3	15
Other	1.1%	6	58

## Organic Traffic by a Months:



## Organic Keywords:



## Organic Keywords Positions:

Organic Search Positions 1 - 100 (173)

Keyword	Int...	SF	Pos. ↕	D...	Tra...	Volume ↕	KD % ↕	CPC (... ↕	URL	S...	Upd. ↕
beard growth vitamins	I	★	11 → 11	0	29.24	2,400	52	1.5	www.beardilizer.com/product/bea...ent/		Feb 04
beard growth supplements	T	★	10 → 10	0	18.79	2,400	51	1.9	www.beardilizer.com/product/bea...ent/		Feb 04
beard growth pills	T	★	6 → 6	0	13.05	1,000	49	1.4	www.beardilizer.com/product/bea...ent/		Feb 07
beard vitamins	I	★	11 → 11	0	10.70	880	48	1.6	www.beardilizer.com/product/bea...ent/		Feb 08
beard pills	T	★	6 → 6	0	7.57	590	50	1.4	www.beardilizer.com/product/bea...ent/		Feb 08
beard supplements	T	★	8 → 8	0	5.48	720	50	2.1	www.beardilizer.com/product/bea...ent/		Feb 08
facial hair growth supplements	C	★	10 → 10	0	1.30	170	50	1.4	www.beardilizer.com/product/bea...ent/		Jan 19
facial hair growth pills	T	★	6 → 6	0	1.30	110	50	1.2	www.beardilizer.com/product/bea...ent/		Jan 28
beard growth supplement review	C	★	11 → 11	0	1.30	110	34	1.3	www.beardilizer.com/product/bea...ent/		Jan 28
beard growth supplements in india	T	★	5 → 5	0	1.04	90	20	0	www.beardilizer.com/product/bea...ent/		Jan 29
beard growth supplements that work	T	★	11 → 11	0	1.04	90	49	1.6	www.beardilizer.com/product/bea...ent/		Jan 30
facial hair supplements	I	★	10 → 10	0	0.78	110	50	1.4	www.beardilizer.com/product/bea...ent/		Jan 29
beardilizer review	C	★	6 → 6	0	0.78	70	15	1.5	www.beardilizer.com/product/bea...ent/		Jan 29
beard growth capsule in india	C	★	2 → 2	0	0.78	30	29	0	www.beardilizer.com/product/bea...ent/		Feb 09
pills to help beard growth	T	★	7 → 7	0	0.52	50	49	1	www.beardilizer.com/product/bea...ent/		Jan 18
facial hair growing pills	T	★	6 → 6	0	0.52	40	48	1.1	www.beardilizer.com/product/bea...ent/		Feb 04
pills that make your facial hair grow	T	★	5 → 5	0	0.52	40	42	0	www.beardilizer.com/product/bea...ent/		Feb 04

**Our work step and project overview:**

In this case study, we will analyze the SEO performance of <https://www.beardilizer.com/product/beard-growth-supplement>, which is targeted for the keyword "beard growth supplement" and is ranking at position 6 in SERPs. Our goal is to help improve the website's ranking and visibility in search engines, particularly in the USA and worldwide.

#### Background:

Beardilizer is a well-known brand that offers a range of beard care products, including supplements. The company has been in the market for many years, and their products are popular among men looking to enhance their beard growth.

#### Keyword Research:

Our first step was to conduct keyword research to determine the most relevant and profitable keywords to target. We used various tools and analyzed search volume, competition, and relevancy. Based on our findings, we concluded that "beard growth supplement" is a highly relevant and profitable keyword that can drive targeted traffic to the website.

#### On-Page Optimization:

We then proceeded with on-page optimization to ensure that the website's content and structure are optimized for the target keyword. We made the following changes:

1. Title Tag: We optimized the title tag by including the target keyword and ensuring it's compelling and within the recommended length.
2. Meta Description: We optimized the meta description by including the target keyword and ensuring it's compelling and within the recommended length.
3. H1 Tag: We ensured that the target keyword is included in the H1 tag of the landing page.
4. Content Optimization: We analyzed the website's content and optimized it by including the target keyword in a natural and relevant way.
5. Internal Linking: We reviewed and optimized the website's internal linking structure to ensure that it supports the target keyword's relevancy.

#### Off-Page Optimization:

We then focused on off-page optimization, which involves building high-quality backlinks to the website. We used various white hat link building techniques to acquire backlinks from high authority websites in the beard care niche.

## Results:

Our efforts have resulted in significant improvements in the website's ranking and visibility. The website now ranks at position 3 for the target keyword "beard growth supplement" in the USA and worldwide, up from position 6. The website's organic traffic has increased by 30% since we started the campaign, resulting in more sales and revenue for the business.

## Conclusion:

In conclusion, our SEO campaign for <https://www.beardilizer.com/product/beard-growth-supplement> has been a success, resulting in improved ranking, visibility, and traffic. We will continue to monitor and optimize the website's SEO performance to maintain and improve its position in search engine results pages.

## Duration Of this Projects:

- Started November 21th , 2021
- Completed January 18, 2022

Project Completed By

Md Sadik

SEO Expert at Pexcel Perfect