

**Project Name:** Organic Sales Increase For cimalp in UK

**Project Urls:** <https://www.cimalp.co.uk/>

**Project Durations:** 2 years+

This is the Case Study of This Ecommerce Websites:

Performance in 2022:

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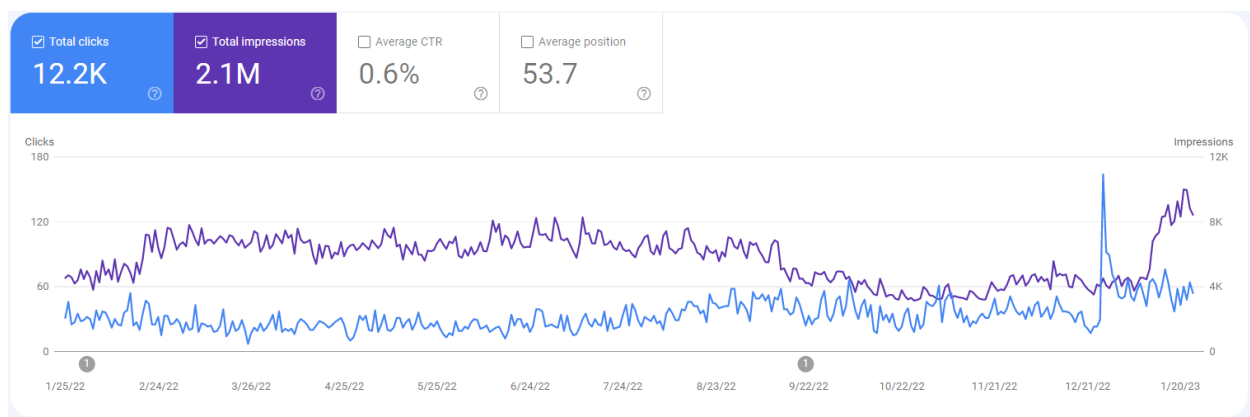
**Total Clicks:** 12.2k

**Total Impressions:** 2.1M

**Total CTR:** 0.6%

**Proven Screenshot:**

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This is GSC data of Climp.uk

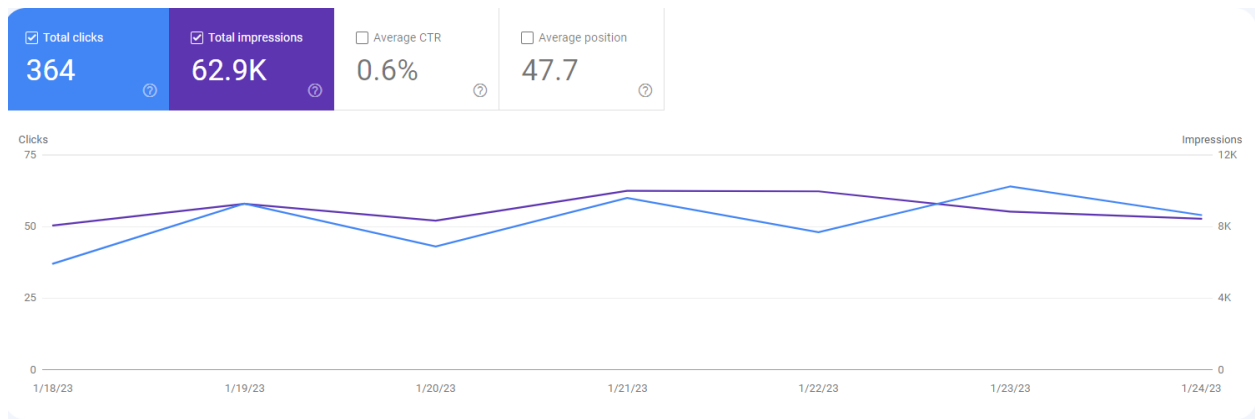
**I am still working in this Project, Let's see weekly Improvement data:**

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**Total Clicks:** 364

**Total Impressions:** 62.9K

**Total CTR:** 0.6%



### Top 5 Keywords with Performance:

1. performance 3f jacket
2. storm 2 pro h
3. cosmiques jacket
4. drop control
5. paragliding goggles

### Top 5 Urls with Performance:

1. <https://www.cimalp.co.uk/en/>
2. <https://www.cimalp.co.uk/en/hiking-jackets/1537-hardshell-jacket.html>
3. <https://www.cimalp.co.uk/en/trail-shorts-and-trousers/1337-trail-running-shorts-2-in-1.html>
4. <https://www.cimalp.co.uk/en/trail-jackets/1875-ultrashell-trail-running-jacket.html>
5. <https://www.cimalp.co.uk/en/trail-running-shoes/1836-trail-running-shoes-864-drop-evolution.html>

### Top 3 Countries with Traffic:

- United Kingdom
- United States
- Ireland

### Organic Traffic From SEMrush:

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https://www.cimalp.co.uk/ | Root Domain | Search

Dashboard > Domain Analytics > Domain Overview

Domain Overview: cimalp.co.uk

Worldwide | US | UK | DE | Desktop | Jan 26, 2023 | USD

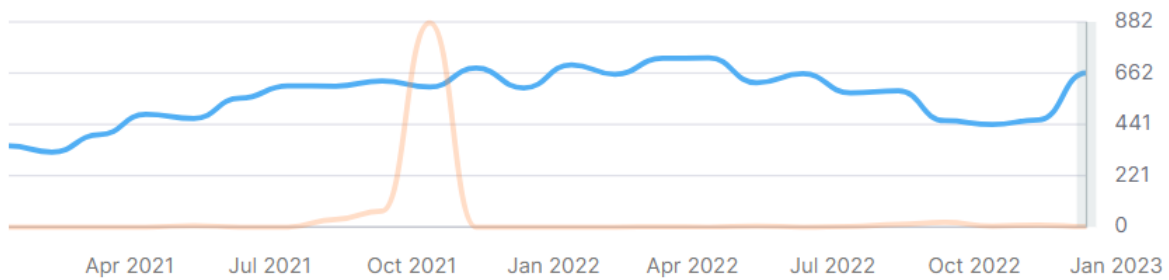
Overview | Compare domains | Growth report | Compare by countries

<b>Authority Score</b> <b>41</b> Semrush Domain Rank 369.1K ↑	<b>Organic Search Traffic</b> <b>663</b> +44% Keywords 2.7K ↑	<b>Paid Search Traffic</b> <b>2</b> -78% Keywords 1	<b>Backlinks</b> <b>33.7K</b> Referring Domains 2.2K
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## Organic Traffic Performance:

### Organic Traffic 663/month

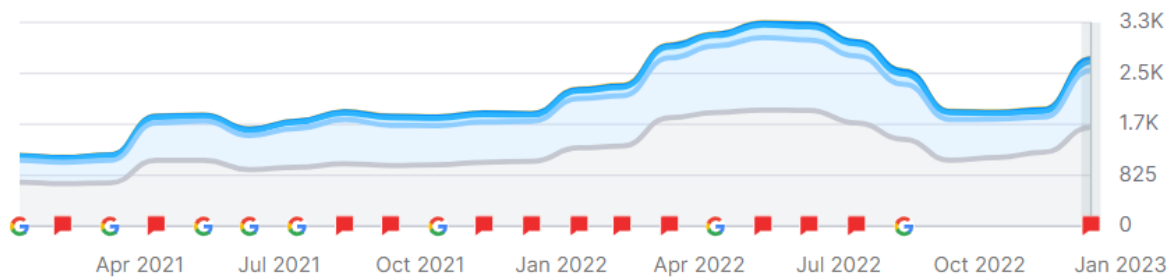
Organic Traffic  Paid Traffic | Notes



## Organic Keywords:

### Organic Keywords 2,717

Top 3  4-10  11-20  21-50  51-100



## Top Ranked Keywords:

Organic Search Positions 1 - 100 (140)												+ Add to keyword list		Manage columns (12/16)		Export
<input type="checkbox"/>	Keyword	Intent	SF	Pos.	D...	Tra...	Vol...	KD %	CP...	URL	SERP	Upd.				
> <input type="checkbox"/>	<a href="#">cimalp storm 2 h &gt;&gt;</a>	T	±.4	1 → 1	0	11.84	90	16 ●	0	<a href="#">www.cimalp.co...html</a>		Jan 02				
> <input type="checkbox"/>	<a href="#">cimalp &gt;&gt;</a>	N	±.4	1 → 1	0	27.63	210	18 ●	0	<a href="#">www.cimalp.co.../en/</a>		Jan 08				
> <input type="checkbox"/>	<a href="#">cimalp performance 3f jacket &gt;&gt;</a>	I T	±.3	1 → 1	0	6.57	50	22 ●	1	<a href="#">www.cimalp.co...html</a>		Jan 19				
> <input type="checkbox"/>	<a href="#">cimalp storm 2 h &gt;&gt;</a>	T	±.4	2 → 2	0	0.32	90	16 ●	0	<a href="#">www.cimalp.co...html</a>		Jan 02				
> <input type="checkbox"/>	<a href="#">cimalp performance 3f jacket &gt;&gt;</a>	I T	±.3	2 → 2	0	0.16	50	22 ●	1	<a href="#">www.cimalp.co...ts-5</a>		Jan 19				
> <input type="checkbox"/>	<a href="#">cimalp storm 2 h &gt;&gt;</a>	T	±.4	3 → 3	0	0.16	90	16 ●	0	<a href="#">www.cimalp.co...html</a>		Jan 02				
> <input type="checkbox"/>	<a href="#">cimalp performance 3f jacket &gt;&gt;</a>	I T	±.3	3 → 3	0	< 0.01	50	22 ●	1	<a href="#">www.cimalp.co...html</a>		Jan 19				
> <input type="checkbox"/>	<a href="#">meindl capri men's sandals &gt;&gt;</a>	I T	±.3	4 → 4	0	< 0.01	50	13 ●	0	<a href="#">www.cimalp.co...html</a>		Dec 31				
> <input type="checkbox"/>	<a href="#">cimalp performance 3f jacket &gt;&gt;</a>	I T	±.3	4 → 4	0	< 0.01	50	22 ●	1	<a href="#">www.cimalp.co...kets</a>		Jan 19				
> <input type="checkbox"/>	<a href="#">ski trousers for short legs &gt;&gt;</a>	I T	±.6	5 → 5	0	0.98	140	9 ●	0.4	<a href="#">www.cimalp.co...html</a>		Jan 10				
> <input type="checkbox"/>	<a href="#">overglove &gt;&gt;</a>	C I	±.3	5 → 5	0	1.48	210	9 ●	0.4	<a href="#">www.cimalp.co...html</a>		Jan 13				
> <input type="checkbox"/>	<a href="#">bamboo base layer mens &gt;&gt;</a>	I T	±.3	6 → 6	0	0.16	50	9 ●	1.2	<a href="#">www.cimalp.co...html</a>		Jan 20				
> <input type="checkbox"/>	<a href="#">ski trousers for short legs &gt;&gt;</a>	I T	±.6	6 → 6	0	0.65	140	9 ●	0.4	<a href="#">www.cimalp.co...html</a>		Jan 10				
> <input type="checkbox"/>	<a href="#">womens softshell ski trousers &gt;&gt;</a>	I T	±.4	6 → 6	0	0.32	70	18 ●	0.4	<a href="#">www.cimalp.co...html</a>		Jan 03				
> <input type="checkbox"/>	<a href="#">osprey running backpack &gt;&gt;</a>	T	±.3	6 → 6	0	0.32	210	18 ●	0.3	<a href="#">www.cimalp.co...html</a>		Jan 11				
> <input type="checkbox"/>	<a href="#">bamboo base layer &gt;&gt;</a>	I T	±.3	7 → 7	0	1.15	260	27 ●	0.6	<a href="#">www.cimalp.co...html</a>		Jan 12				
> <input type="checkbox"/>	<a href="#">meindl capri sandals &gt;&gt;</a>	I T	±.3	7 → 7	0	< 0.01	50	14 ●	0.3	<a href="#">www.cimalp.co...html</a>		Jan 01				
> <input type="checkbox"/>	<a href="#">soft shell salopettes &gt;&gt;</a>	I T	±.2	7 → 7	0	0.32	90	16 ●	0.5	<a href="#">www.cimalp.co...html</a>		Jan 25				
> <input type="checkbox"/>	<a href="#">womens softshell ski pants &gt;&gt;</a>	C	±.4	7 → 7	0	0.98	210	15 ●	0.4	<a href="#">www.cimalp.co...html</a>		Jan 04				
> <input type="checkbox"/>	<a href="#">trail shorts &gt;&gt;</a>	I T	±.2	7 → 7	0	0.65	140	19 ●	0.4	<a href="#">www.cimalp.co...html</a>		Jan 23				
> <input type="checkbox"/>	<a href="#">bamboo base layer uk &gt;&gt;</a>	T	±.3	7 → 7	0	0.32	70	17 ●	1.1	<a href="#">www.cimalp.co...html</a>		Dec 30				
> <input type="checkbox"/>	<a href="#">trail shorts mens &gt;&gt;</a>	T	±.4	8 → 8	0	0.16	50	20 ●	0.5	<a href="#">www.cimalp.co...html</a>		Jan 22				
> <input type="checkbox"/>	<a href="#">arm warmers running &gt;&gt;</a>	C	±.5	8 → 8	0	0.82	210	20 ●		<a href="#">www.cimalp.co.uk/en/ski-caps-and-beanies-108</a>		Jan				

<input type="checkbox"/>	Keyword	Intent	SF	Pos.	D...	Tra...	Vol...	KD %	CP...	URL	SERP	Upd.
> <input type="checkbox"/>	waterproof over mitts >>	I T	☆ .3	8 → 8	0	0.16	50	10 ●	0.3	www.cimalp.co...html		Dec 30
> <input type="checkbox"/>	meindi sandals >>	I T	☆ .3	8 → 8	0	< 0.01	110	19 ●	0.3	www.cimalp.co...html		Jan 24
> <input type="checkbox"/>	soft shell womens ski pants >>	I T	☆ .5	8 → 8	0	0.49	140	16 ●	0.4	www.cimalp.co...html		Jan 12
> <input type="checkbox"/>	mens trail shorts >>	T	☆ .3	9 → 9	0	0.32	90	26 ●	0.5	www.cimalp.co...html		Jan 19
> <input type="checkbox"/>	osprey sac >>	I	☆ .6	9 → 9	0	< 0.01	110	33 ●	0.3	www.cimalp.co...html		Jan 14
> <input type="checkbox"/>	soft shell ski pants >>	I	☆ .2	7 → 9	↓ 2	0.32	90	17 ●	0.5	www.cimalp.co...html		Jan 25
> <input type="checkbox"/>	cat 3 sunglasses >>	I	☆ .4	10 → 10	0	1.31	390	18 ●	0.4	www.cimalp.co...html		Jan 15
> <input type="checkbox"/>	trekking jacket >>	C	☆ .2	10 → 10	0	0.32	110	21 ●	0.4	www.cimalp.co...ts-5		Jan 21
> <input type="checkbox"/>	arm sleeves >>	C I	☆ .3	10 → 10	0	6.74	1.9K	28 ●	0.3	www.cimalp.co...html		Jan 22
> <input type="checkbox"/>	cat 3 sun glasses >>	I	☆ .3	10 → 10	0	1.64	480	18 ●	0.5	www.cimalp.co...html		Jan 21
> <input type="checkbox"/>	soft shell ski pants >>	I	☆ .2	• → 10	new	0.16	90	17 ●	0.5	www.cimalp.co...html		Jan 25
> <input type="checkbox"/>	multi pocket waistcoat >>	C	☆ .2	10 → 10	0	0.16	50	15 ●	0.2	www.cimalp.co...html		Jan 10
> <input type="checkbox"/>	vibram trail running shoes >>	I T	☆ .2	• → 11	new	< 0.01	50	19 ●	0.3	www.cimalp.co...html		Jan

### Action Plan for Ecommerce Website:

- Product Research
- Product Keyword Research
- Low Competitive and High Demanding Keyword Choose
- Competitor Analysis
- Competitor Keyword Spy
- Content Analysis
- Product Gap Analysis
- Product Content with SEO Friendly approach
- Product On Page SEO
- Product Crawls and Index
- Product Catagory Page SEO
- Product Page SEO
- Technical SEO
- Page Speed Optimisations
- Product Schema
- Link Building Strategy
- Foundation Backlinks
- Guest Post From Niche Relevant Websites
- Manual Contextual Backlinks
- Social Share
- Social Engagements

### Report Format:

- Excels Details Report, Weekly, Monthly

**Project Taken By**

Md Sadik

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