

Business Case Study and Report

Vintage Watch Online



Presented by:
Agreed Technologies

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BIGGEST COLLECTION OF

Vintage Watches

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Company Overview

VINTAGE WATCH ONLINE is an e-commerce website base dout of Beverly Hills, CA, selling immaculate luxury vintage watches. Featured brands Omega, Rolex, Cartier and more. They launched a new Shopify Website and needed to improve their online presence, the website did not ranked for any relevant keywords.

Timeline for Project Success: **30 Months**

Geography: California

Services Offered to Client: **eCommerce Search Engine Optimization, Content Marketing,**

Problem Statement

01

Get More Traffic through Organic Search

Achieved by improving the existing content profile.

02

Increase the Keywords Ranking on Google in USA

increase the number of ranked keywords for other services

03

Increase the Backlinks of the Website

Create more backlinks and gain competitive edge over competitors.

Problem #1

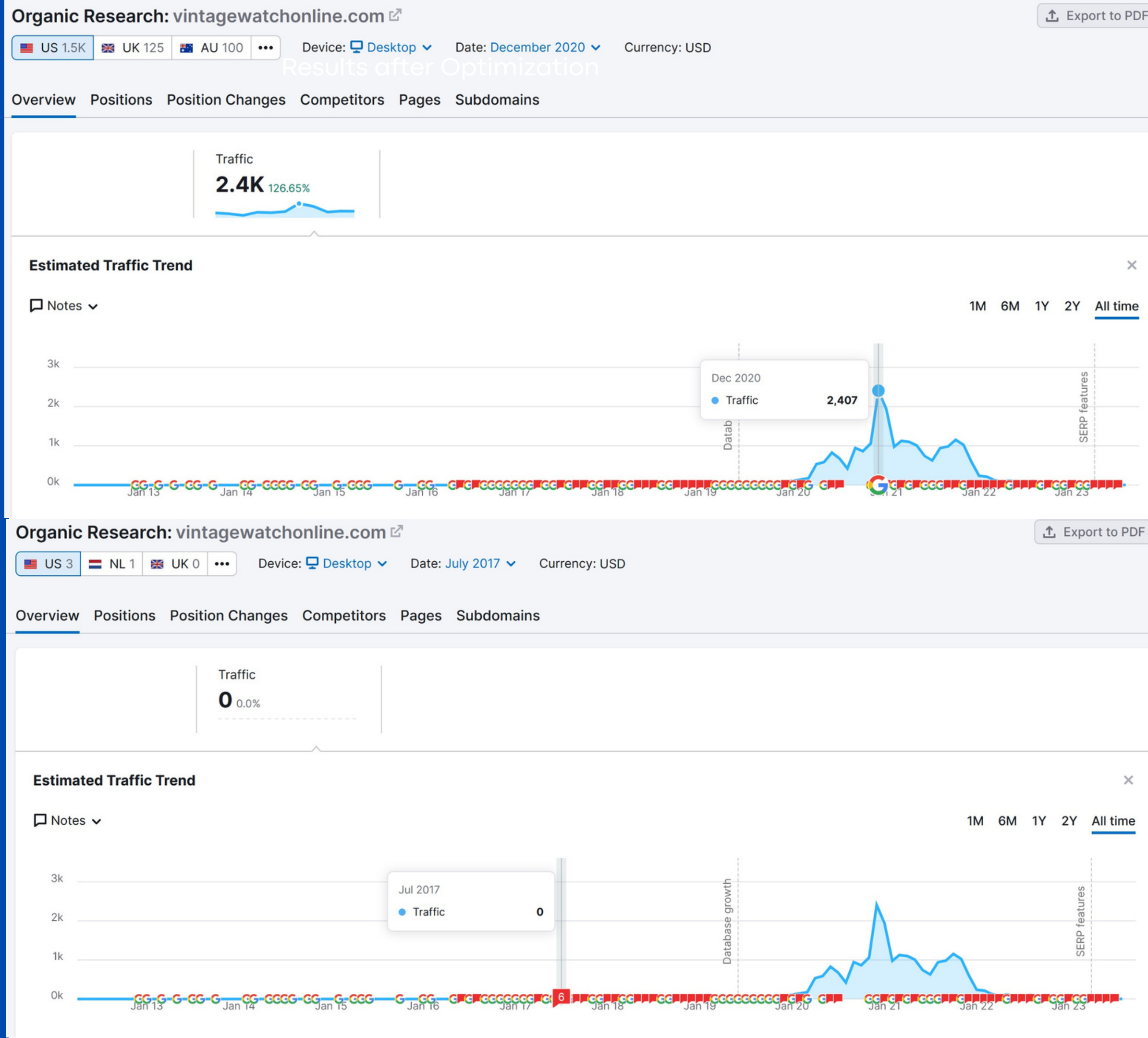
Get More Traffic through Organic Search

Organic Traffic
2,407
(Dec'2020)

2,40,600% Increase

In a span of 30 Months, the organic traffic on the website had grown by 2,40,600%

Organic Traffic
0
(July'2017)



Problem #2

Increase the Keywords Ranking on Google in USA

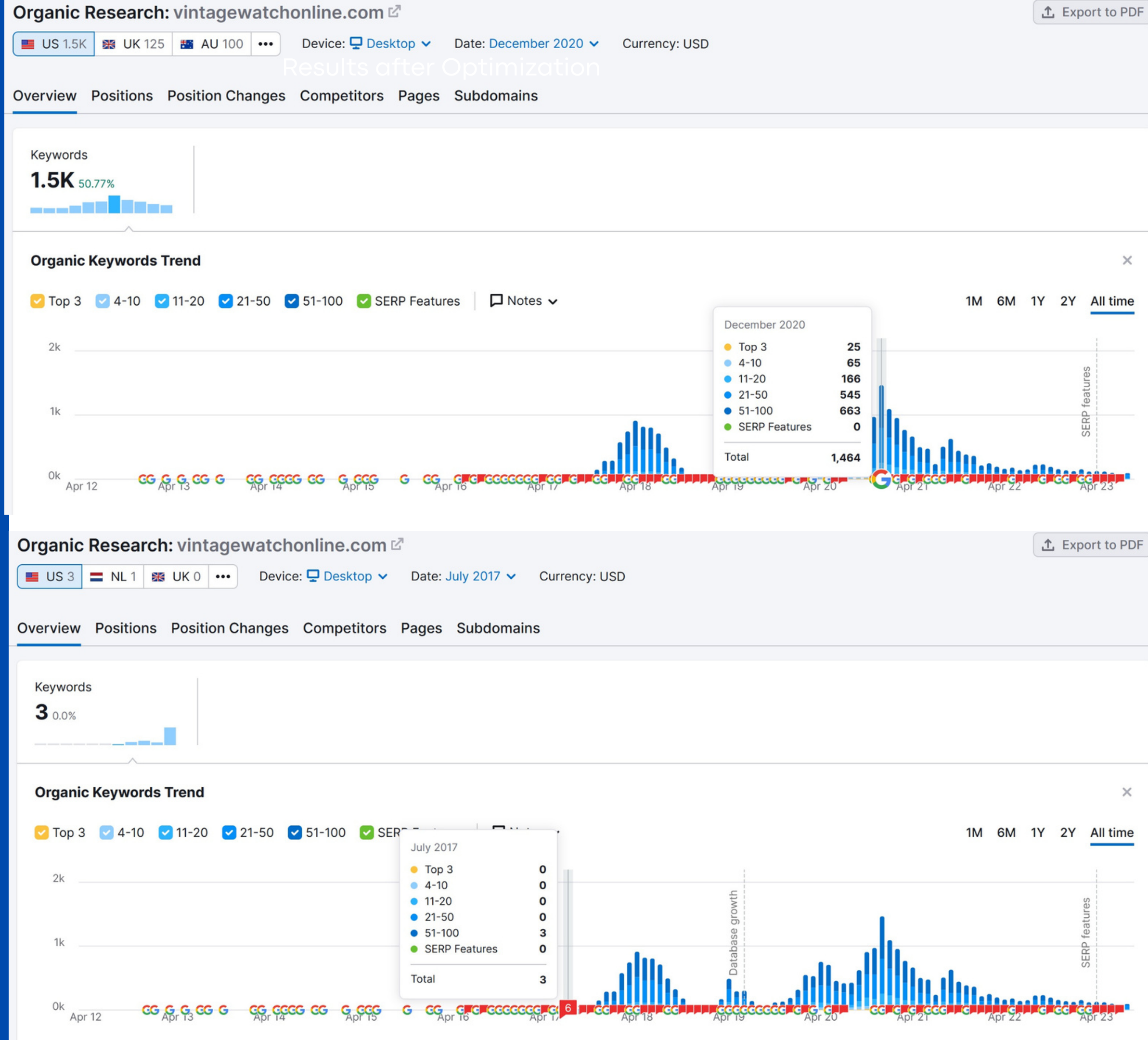
Ranked keywords
1,484
(Dec'2020)

49,367% Increase

In a span of 30 Months, the website started ranking for more than 1,484 keywords an increase of 49,366.7%.

Out of this, 90 keywords appeared in top 10 positions of Google

Ranked Keywords
3
(July'2017)



Problem #3

Increase the Backlinks for the website

Total Backlinks

420

(Dec'2020)

41,900% Increase

In a span of 30 Months, the website's total number of backlinks improved by 41,900%.

Total Backlinks

1

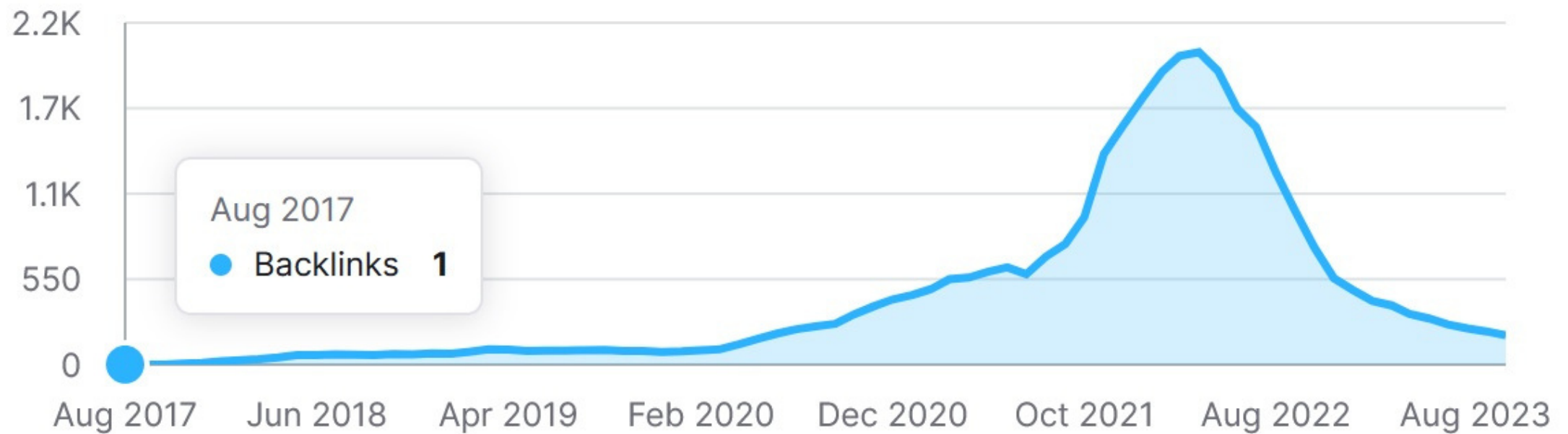
(Aug'2017)

Backlinks *i*

1Y All Time



1Y All Time





Organic Search Traffic improved by **2,40,600%** in 30 Months.

Total Ranked keywords improved by **49,367%** in 30 Months.

Total Backlinks for the website increased by **41,900%** in 30 Months.

Get In Touch

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Email

contact@agreedtechnologies.com

Website

agreedtechnologies.com

Call us

+1 (408) 520 9754

