



CASE  
STUDY

Digital Supremacy helped increase non-brand  
clicks for Silvermerc Designs by  
357%  
In 5 months



## The Client

Specializing in silver jewellery, fashion jewellery, and apparel, Silvermerc Designs offers a versatile range of products that cater to its customers' diverse tastes and preferences.

Silvermerc Designs has established itself as a prominent player in the fashion industry with a commitment to blending traditional craftsmanship with contemporary designs. Their mission revolves around providing customers with jewellery and apparel that not only exudes style but also reflects their individuality.





# The Objective

The objective of this campaign was to gain insights into the impact of optimizing these important on-page elements.

- The role of AI content strategies in driving the increase in non-brand clicks.
- Optimize the title tags and meta descriptions for web pages using best practices for keyword targeting and character length.
- Monitor the impact of the optimizations on the search engine rankings over a while
- Analyze the results to determine the effectiveness of optimizing these on-page elements for improving SEO performance.

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# THE CHALLENGE

**Low visibility in the target niche on SERPs** Despite offering high-quality products, the website struggled to gain visibility in its target niche on search engine results pages (SERPs). This lack of visibility hindered the site’s ability to rank for non- brand keywords, which are crucial for driving organic traffic and attracting new customers. **Lack of content** The website suffered from an insufficiency of content. With limited content available, search engine crawlers were unable to effectively crawl and index the site’s pages. This resulted in diminished engagement and reduced organic visibility. **Lack of Optimal Internal Linking** Silvermerc faced challenges with its website’s internal linking structure. Ineffective internal linking made it difficult for search engines to discover and index important pages. Overall, the website’s poor ranking performance could be attributed to the absence of two critical on- page SEO elements. These elements not only provide vital information to search engines but also enhance user experience.



## THE SOLUTION

**New Page Creation** We conducted a competitor analysis to understand which collection pages are performing well in search engine rankings. Also Identified gaps and opportunities for our collections pages. Plan the content for the collection pages based on the keywords and search intent. Ensuring that each collection page has a clear focus and targets specific products or categories. Determine the URL structure for our collection pages. Opt for descriptive and SEO-friendly URLs that include relevant keywords and accurately reflect the content of the page.





## ON-PAGE OPTIMIZATION

**Meta Titles and Descriptions :** To improve the website's visibility, we decided to optimize the title tags and meta descriptions across category pages. Our goal was to create effective, keyword-rich titles and descriptions that would potentially help increase the website's visibility on the search engine results pages (SERPs). Our first step in the on-page strategy was to conduct a deeper website audit to identify pages with missing or incomplete tags and then update them with relevant and optimized tags.

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By ensuring that all pages have accurate and complete title tags and meta descriptions, the website can improve its chances of ranking higher on Google and attracting more traffic. To achieve this, we conducted extensive keyword research to identify high-volume, relevant keywords that the website could target. Once we had identified the target keywords and their relevant combinations, we began optimizing the website's title tags and meta descriptions. We ensured that each page had a relevant title and meta description that accurately described the content of the page and included the target keywords.

## **AI Content Creation**

**Keyword Research:** The process starts with proper keyword research to identify target keywords and relevant combinations that the web page can target.

**Content Optimization:** Once the target keywords are identified, the content is optimized to ensure each page has a proper structure that includes these targeted keywords.

**AI Content Creation:** Utilizing ChatGPT, AI content is generated while incorporating the target keywords and relevant combinations identified during keyword research.

**Conversion to Human:** Written Appearance: After AI content creation, efforts are made to ensure the content looks like it was written by a human while retaining its meaning and relevance.

**Content Examination:** The final step involves examining the content using extensions to determine if it appears to have been authored by a human. This ensures the content meets quality standards and contributes to improving the website's position in search engine results, enhancing user experience, and ultimately leading to increased visibility and better rankings.



## UPDATING CONTEXTUAL LINKS

**Boosting Keyword Ranking:** The team implemented contextual and footer linking strategies to improve the ranking of high-search-volume keywords.

**Strategic Placement of Anchor Text:** Relevant anchor text was strategically placed within content and footer sections to enhance keyword visibility.

**Enhanced Organic Search Performance:** These linking strategies aim to improve organic search performance by increasing the visibility of relevant keywords.

## THE RESULT

The results of implementing these on page elements Within just 5 months of implementing these on-page elements,

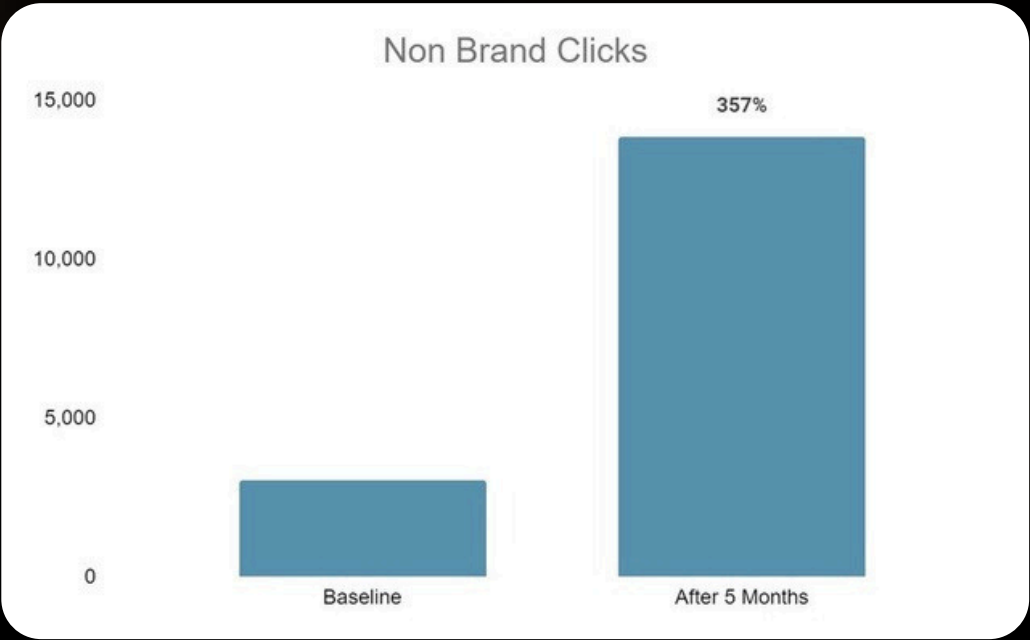
- The website's non-brand clicks increased by 357%
- The non-branded keyword coverage of the website increased by 124%
- Number of keywords ranking in the top 10 increased by 385%
- The number of sessions improved by 275%
- Number of new users improved by 281%
- Number of users improved by 276%

This resulted in the website appearing in SERPs for a wider range of keywords, leading to an increase in organic visibility

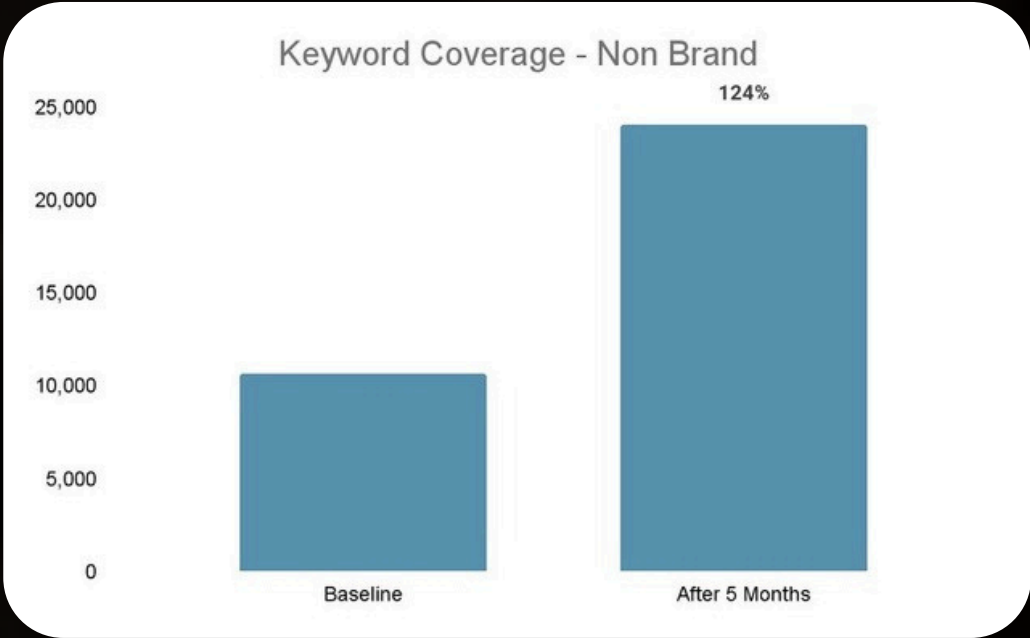
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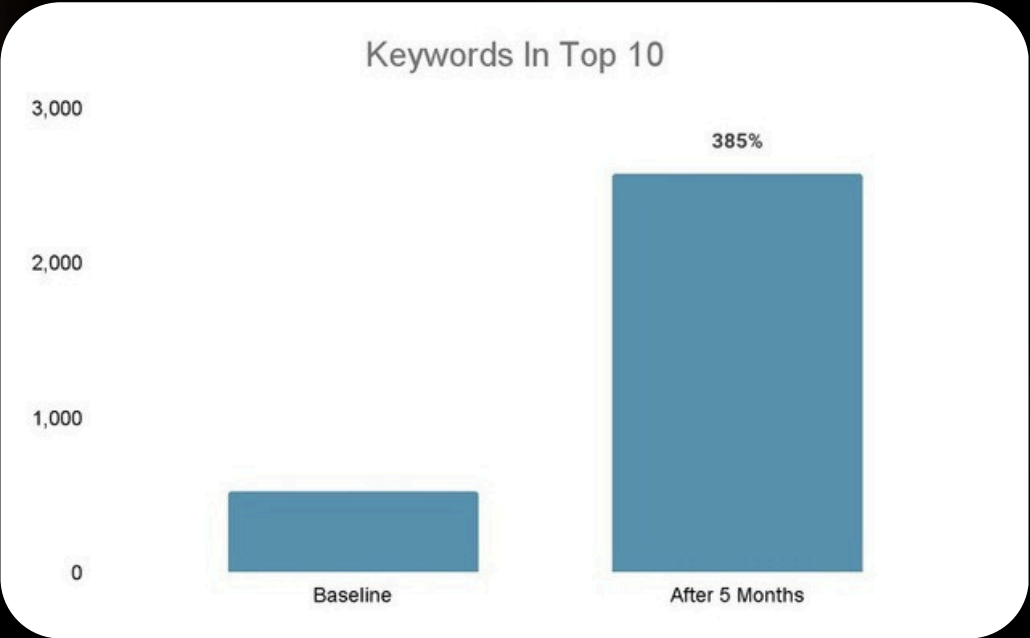
357%  
Website's Non-Brand Clicks Increased



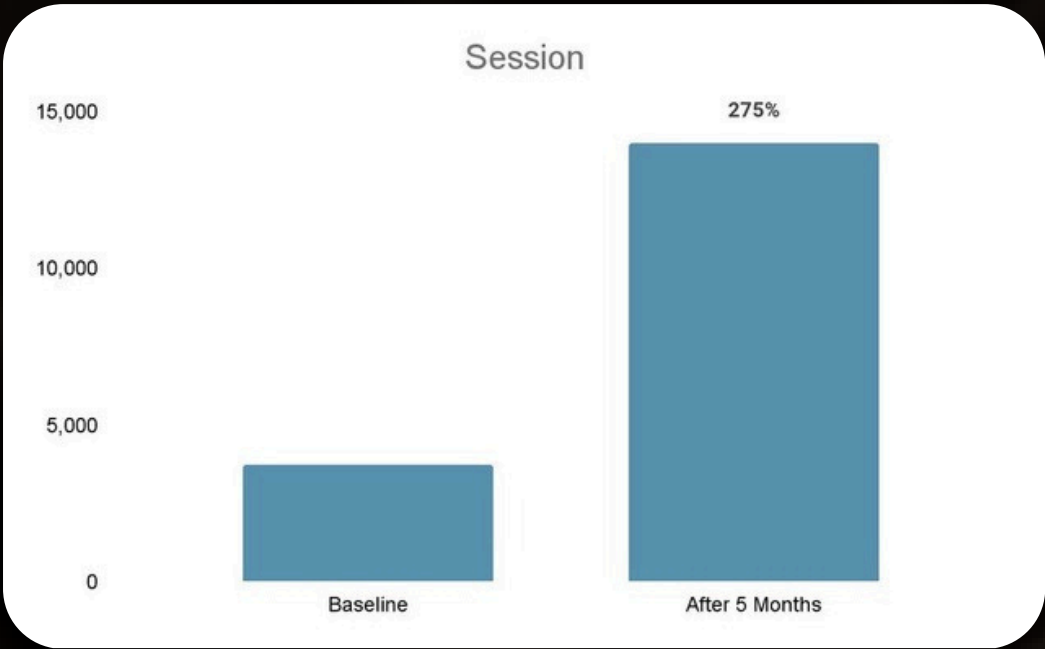
124%  
Non-Branded Keyword Increased





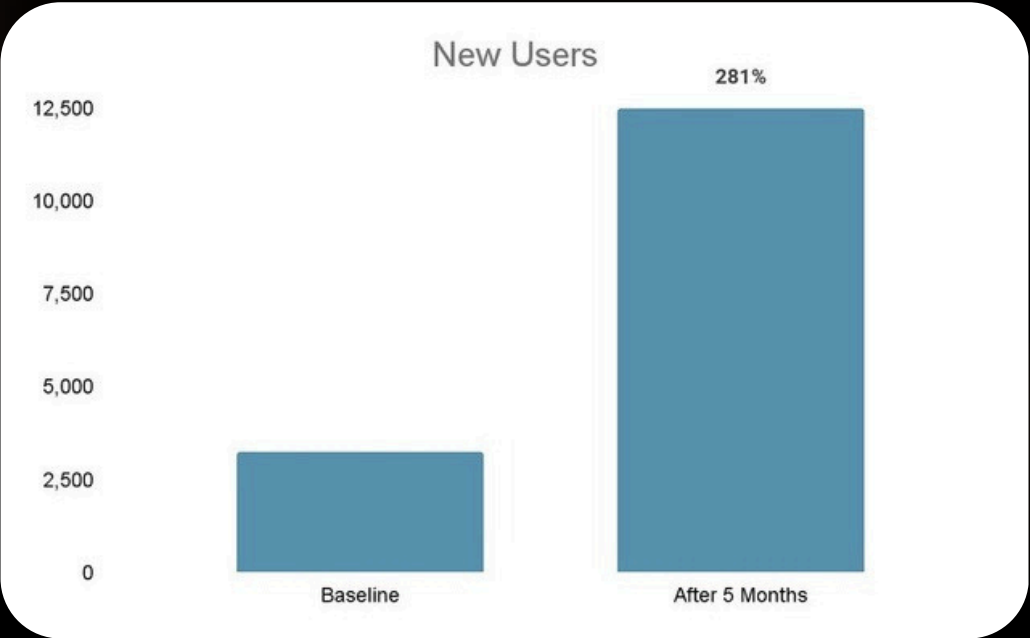


385%  
Keywords Ranking in The Top 10  
Increased

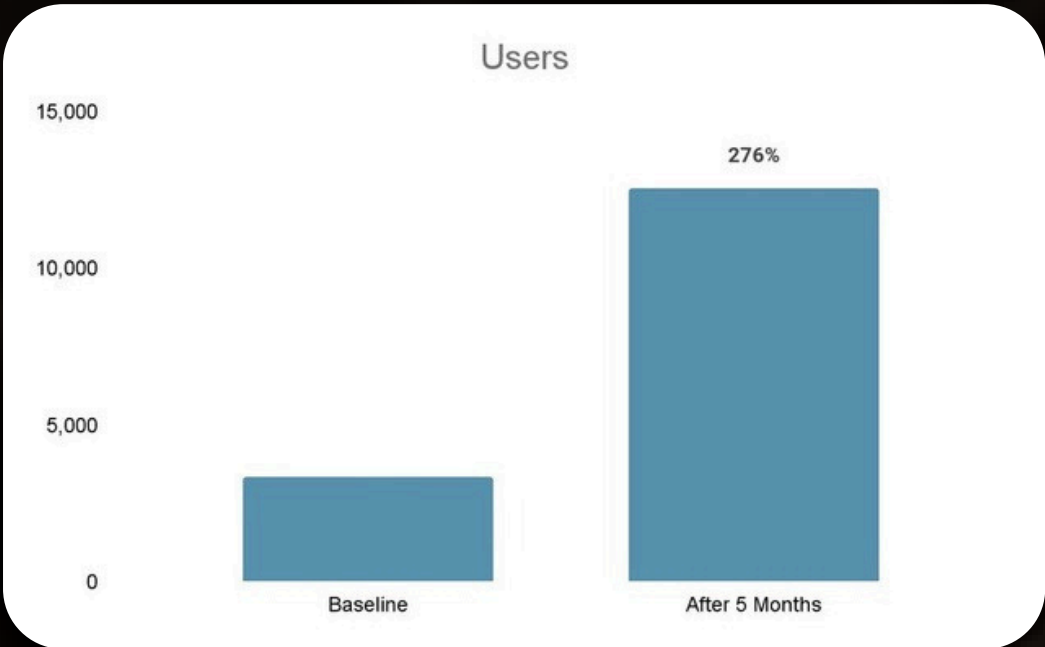


275%  
Session Improved





281%  
New Users Improved



275%  
Users Improved





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