

# How Did We "Search Engine Optimize" Tpgreen.shop

Casestudy


# Overview

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TP Green is a small business looking to increase website ranking and search engine domination. The case study will provide an overview of the SEO process, including the steps that were taken to improve TP Green's website ranking. It will also discuss the results that were achieved and how they compare to the goals that were set.




## ECO-FRIENDLY PACKAGING




**Bags & Labels**  
Choose from windowed, paper or clear options. 100% plant based and compostable.




**Sugarcane Gourmet**  
Eco spill-proof solution for hot or cold food to go. Variety of lids, shapes & sizes.





**Kraft Boxes**  
Versatile kraft board cartons with a compostable grease-resistant lining.




**Hot Cups & Extras**  
Sustainably-sourced board, lined with plant-based PLA, with your choice of lids.







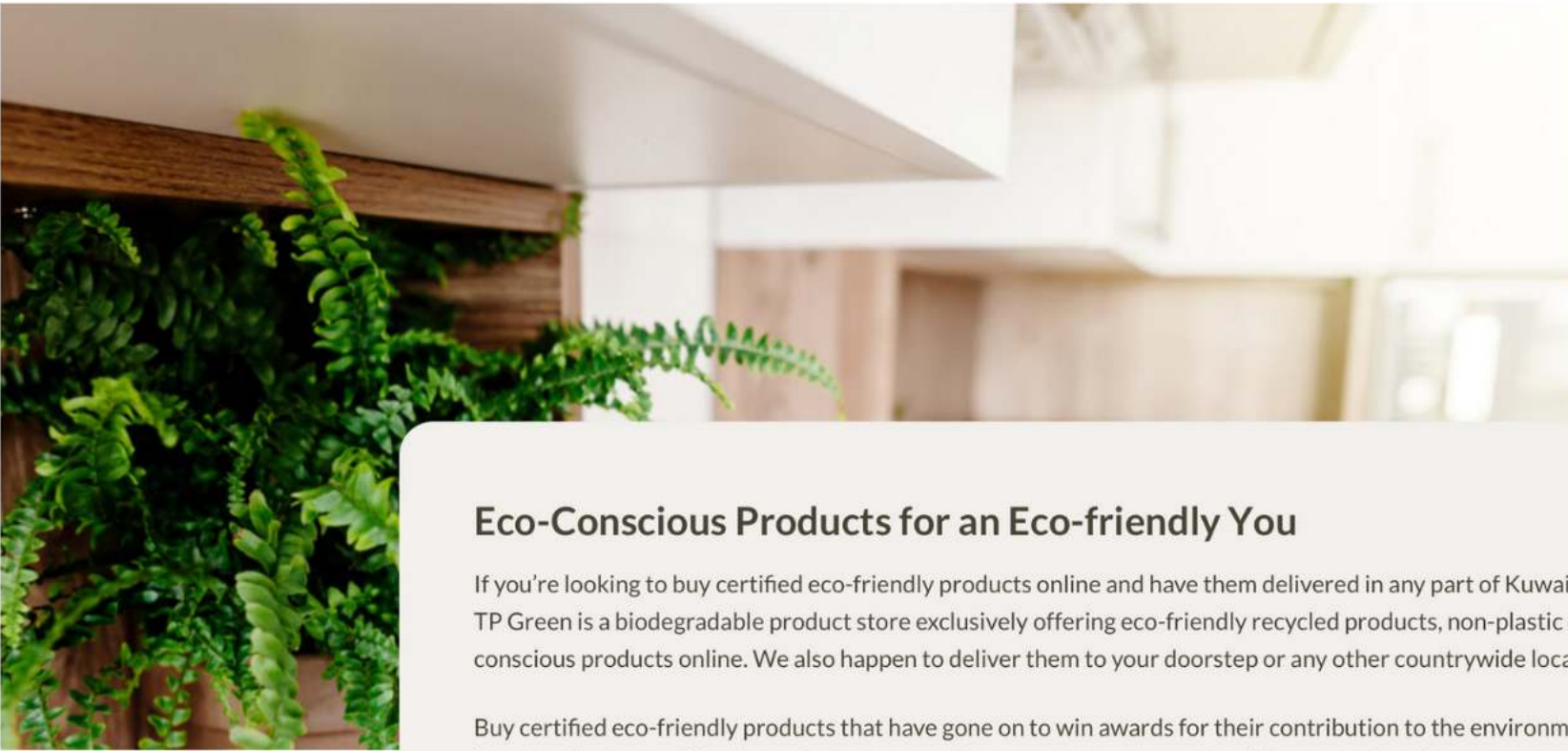


# The Client

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When we first came across TpGreen, besides the amazing and beautiful branding they had! We had to point out the elephant in the room! The Domain name was .shop. However, that's exactly what we're known for - facing challenges head-on.





### Eco-Conscious Products for an Eco-friendly You

If you're looking to buy certified eco-friendly products online and have them delivered in any part of Kuwait, you're at just the right place. TP Green is a biodegradable product store exclusively offering eco-friendly recycled products, non-plastic disposables, and other eco-conscious products online. We also happen to deliver them to your doorstep or any other countrywide location of your choice.

Buy certified eco-friendly products that have gone on to win awards for their contribution to the environment, oceans, wild animals, and humans. Find everything from the best non-toxic room spray to non-toxic tableware to harmless coasters under one virtual roof.

Support the green movement by purchasing eco-conscious products whose makers followed the recommended standard operating procedures during the production process. They paid their workers and gave them the right working conditions to get the job done. Their transparent working policies and unerring commitment are the only reason their certified eco-friendly products have a place at our store.

At TP Green, you get to swap eco-friendly and recycled products without swapping quality.



# Our Approach



- 1. Understand TP Green's business and goals for their website ranking.
- 2. Research the keywords that are most relevant to TP Green's business and products/services.
- 3. Optimize the website content for those keywords.
- 4. Build links to the website from high-quality websites.
- 5. Monitor the website's progress in the search engines and adjust SEO campaign as needed.
- 6. Evaluate the results of the SEO campaign and make recommendations for future campaigns.

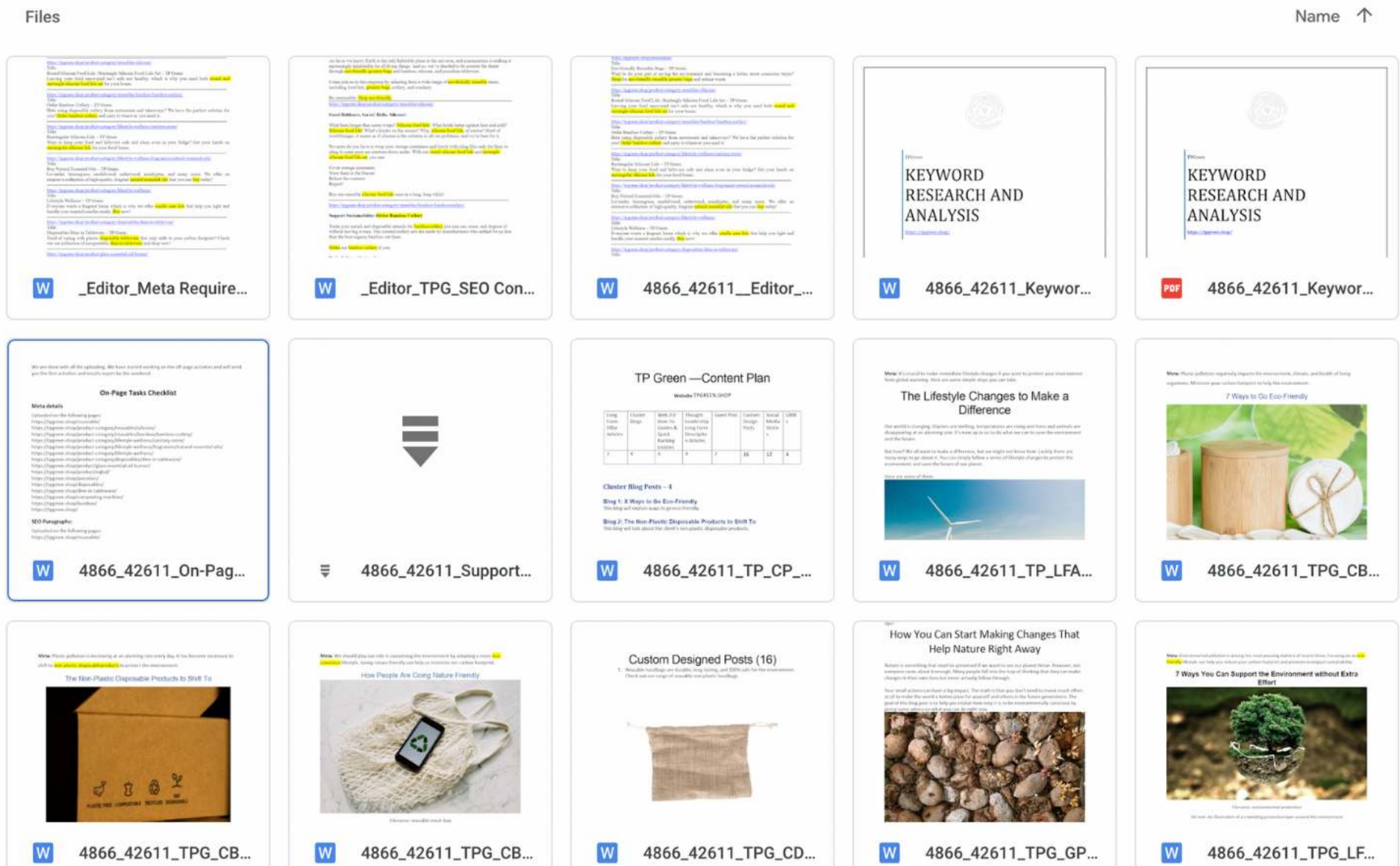


# Creating Content That Ranks



The hard part isn't the research or the promotion, it's the writing. Most people are not as good of writers as they think they are, and are much less reliable about publishing than they think they are.

Create good content on a reliable schedule, you'll be ahead of 95 percent of the competition who are too lazy to write something in-depth on a consistent basis.





Identify What People Are Looking For



It's A Process



So we did a full keyword analysis and competitor analysis to identify what people are searching for, what others have already written about, and of course to assess the quality of the content that is already published out there.

We also analyzed the traffic of certain local keywords and started planning our content strategy accordingly.

SEO is a process that requires patience and time to actually see results.

We began practicing on-page, off-page optimization and backlink building on the website's pages and optimizing the URL's, meta tags, and all that juicy stuff.

Organic Traffic

25Nov2021 - 11 Jan 2022

In this cycle, organic search for your website has *increased* by **22.79%**.

Referral traffic for your website has *increased* by **85.71%**.

Social traffic for your website has *increased* by **50.00%**.

Mobile Traffic

In this cycle, **mobile** traffic of your site has increased by **56.97%**.

TP Green – Content Plan

Website: <https://tpgreen.shop/>

LF Articles	TC Blogs	Web 2.0	TLA	GP	Quora Posts	C. SMPs	Stories
2	4	4	4	2	12	16	12

\*All the content pieces will direct the readers toward your services

Long-Form Articles – (2)

Article 1: All You Need to Know About Minimalism  
This article will discuss the ways to reduce your material consumption.

Article 2: X Ways We Can Save the Environment  
This article will discuss some eco-friendly habits to adopt.

Topic Cluster Blogs – (4)

Blog 1: X Ways to Reduce Your Carbon Footprint  
This blog will discuss tips to live sustainably.

Blog 2: X Subtle Ways to Urge Your Friends To Live Sustainably  
This blog will discuss some tricks to make your friends more environmentally conscious.

SEO Impact & Status				
S.No	Keyword	Starting Point	Middle East (Kuwait)	
		25-Oct	18-Feb	4-Mar
1	order bamboo cutlery online	Not Ranked	1	1
2	non plastic disposable products	Not Ranked	2	1
3	Disposables Dine in Tableware	Not Ranked	3	1
4	order disposables cutlery	Not Ranked	2	2
5	buy certified eco-friendly products	Not Ranked	2	2
6	Disposables bin liners	Not Ranked	4	2
7	Shop Porcelain tableware	Not Ranked	2	3
8	Reusable Bamboo Trays	Not Ranked	3	3
9	rectangle silicone food lids set	Not Ranked	3	3
10	round silicone food lids	Not Ranked	5	4
11	Glass Essential Oil Burner	Not Ranked	5	5
12	order Bamboo Cutlery	Not Ranked	5	5
13	eco conscious products online	Not Ranked	5	5
14	reusable bamboo cutlery store	Not Ranked	9	5
15	buy Palm leaf plates online	Not Ranked	6	6
16	home food composting machine	Not Ranked	8	6
17	home Food Waste Composter	Not Ranked	7	6
18	sustainable Porcelain dinnerware	Not Ranked	11	9
19	food waste composting machine for home	Not Ranked	12	9
20	rectangular silicone lids	Not Ranked	24	18
21	eco-friendly reusable bags	Not Ranked	31	27
22	Best essential oil burner	Not Ranked	Not in 200	Not in 200
23	Aromatic Harpoot	Not Ranked	18	14
24	buy non toxic tableware	Not Ranked	42	19
25	Best non toxic room spray	Not Ranked	Not in 200	Not in 200
26	biodegradable products store	Not Ranked	Not in 200	Not in 200
27	buy Candle Care Kit	Not Ranked	Not in 200	Not in 200
28	buy Natural Essential Oils	Not Ranked	Not in 200	Not in 200
29	Dark Walnut Coasters	Not Ranked	Not in 200	Not in 200
30	disposable food prep gloves	Not Ranked	Not in 200	Not in 200
31	eco friendly reed products	Not Ranked	Not in 200	Not in 200
32	Natural Birch Wood Coasters	Not Ranked	Not in 200	Not in 200
33	Shop eco-friendly Grocery Bag	Not Ranked	Not in 200	Not in 200
Middle East (Qatar)				
1	Disposables Dine in Tableware	Not Ranked	Not in 200	1
2	order bamboo cutlery online	Not Ranked	8	2
3	Reusable Bamboo Trays	Not Ranked	12	11
4	rectangle silicone lids	Not Ranked	41	38
5	order disposables cutlery	Not Ranked	32	20
6	Glass Essential Oil Burner	Not Ranked	19	19
7	sustainable Porcelain dinnerware	Not Ranked	16	17
8	buy Palm leaf plates online	Not Ranked	22	20
9	buy certified eco-friendly products	Not Ranked	25	28
10	Disposables bin liners	Not Ranked	41	34
11	home food composting machine	Not Ranked	35	31
12	non plastic disposable products	Not Ranked	62	35
13	Shop Porcelain tableware	Not Ranked	49	38
14	rectangle silicone food lids set	Not Ranked	24	26



Traffic Details

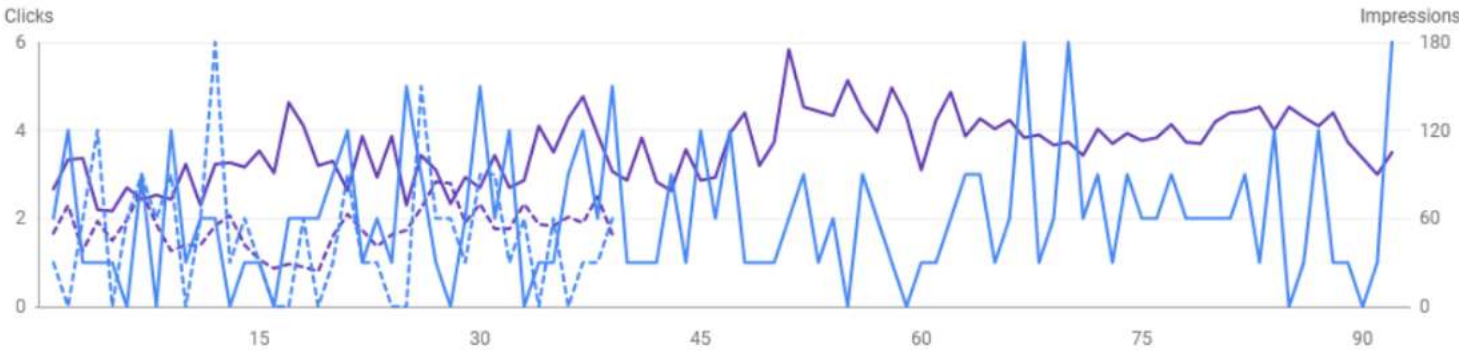


Geo Specific Traffic Details

In this cycle, traffic from the Kuwait has increased by 41.46% and from Saudi Arabia the traffic is increased by 42.11%.

It took some time, but eventually our efforts paid off and we saw an increase in traffic to the website. And not just any traffic - **high-quality traffic** that converted into customers!

Country ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	27.92% ↑ 669 vs 523	29.50% ↑ 654 vs 505	16.10% ↑ 930 vs 801
🇰🇼 Kuwait			
25-Nov-2021 - 11-Jan-2022	447 (66.32%)	436 (66.67%)	646 (69.46%)
08-Oct-2021 - 24-Nov-2021	316 (59.96%)	300 (59.41%)	529 (66.04%)
% Change	41.46%	45.33%	22.12%
🇸🇦 Saudi Arabia			
25-Nov-2021 - 11-Jan-2022	27 (4.01%)	27 (4.13%)	29 (3.12%)
08-Oct-2021 - 24-Nov-2021	19 (3.61%)	19 (3.76%)	20 (2.50%)
% Change	42.11%	42.11%	45.00%



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