



Project Overview

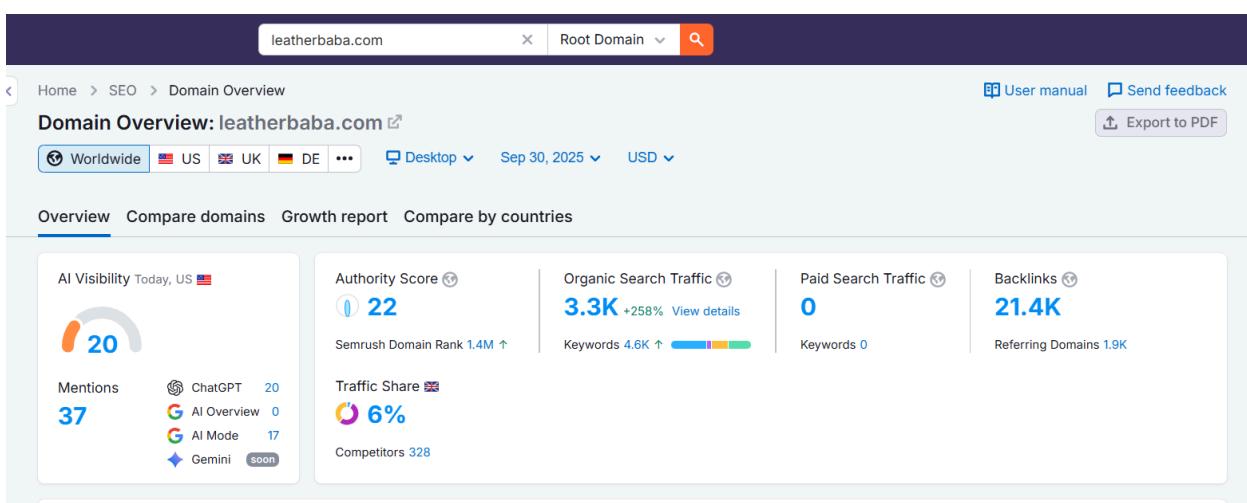
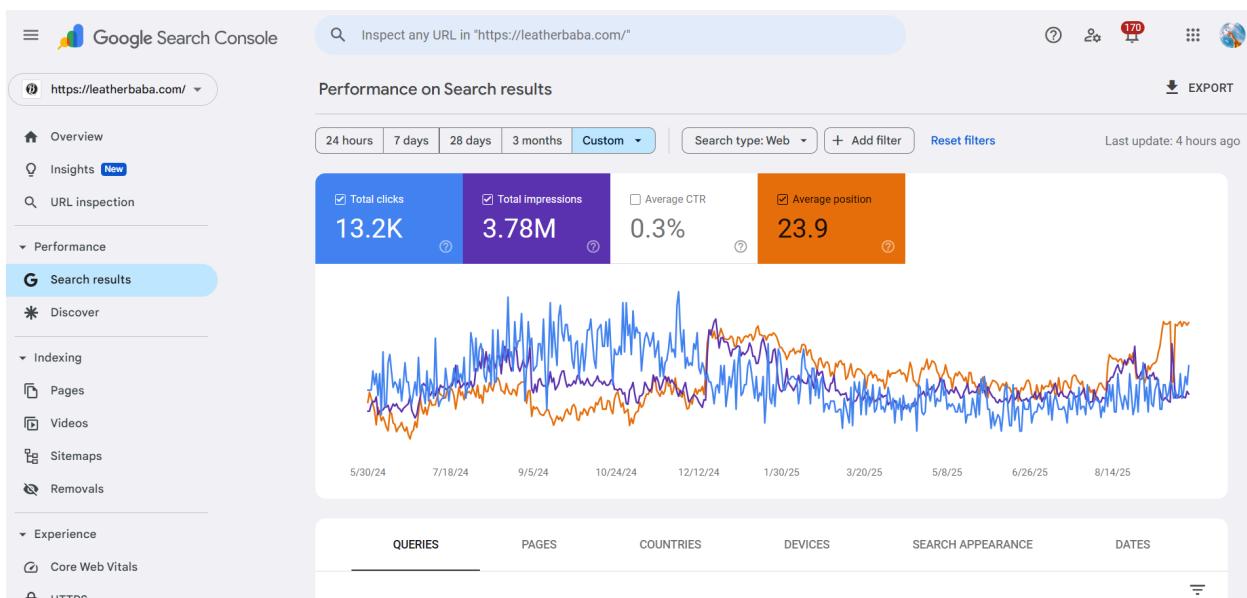
URL: <https://leatherbaba.com/>

Business: Leather Baba (Online Store)

Location: United States

Duration: 2 years

Goal: Increase organic traffic, drive more sales and boost overall revenue



Key Strategies

- **Keyword Research:** Targeted high-potential product and category-specific keywords, leveraging intent trends and the influence of most engaging celebrities to capture high-intent traffic.
- **On-Page SEO:** Optimised meta titles, descriptions, headers, and images, while implementing advanced structured data for products, local business and FAQs to enhance search visibility and rich snippets.
- **Local SEO:** Built USA-wide citations and optimised Google Business Profile for geo-modified queries.
- **Content Creation:** Published product-focused blogs, guides and seasonal content with AI-driven topic and keyword recommendations, using semantic strategies to capture traffic from all relevant angles.
- **Technical SEO:** Optimised navigation and faceted search, improved site speed, mobile responsiveness, structured data, fixed crawl errors, resolved duplicate content from product variants and streamlined checkout pages for better crawlability.
- **Backlink Building:** Secured authority links from niche sites, influencers and social media signals.
- **Results:** Boosted online orders by 80% and lifted overall revenue by 65% in one year.
- **Ranking Keywords:** women's chaps with fringe, everlane belt bag, leather vest white, mens fringe chaps, fringe chaps women, wool chaps, black leather overalls, female version of lederhosen, mens spanex chaps
