

CASE STUDY

vegů garden

Vego Garden

**Increased Website Traffic & Improved
Ranking Position**

Project Overview

Vego Garden was founded with the goal of launching a modular metal Vego garden bed system with a 20+ year life expectancy, utilizing eco-friendly metal materials instead of cutting down trees. It emphasizes innovative design and high quality with its products. The name Vego carries the spirit of DIY modular raised beds suitable for growing vegetables.

Vego Garden gained great popularity right after its launch and is now the leading brand in raised garden beds. Raised garden beds have become popular amongst both novice and experienced gardeners alike due to their functionality and form.

Challenges

The Internet has become overcrowded, and a new website launches every second. So, for a brand, it is not enough to launch its website; they need to seek Optimum SEO solutions to attract clients' attention. We understand that running a business takes hard work and planning; therefore, to support Vego Garden in this quest, we make a flawless SEO strategy that yields an increased number of qualified leads/sales, relevant traffic, and developing a loyal customer base to the company.

Strategy

We follow a brand-specific approach, which includes planning and implementing steps designed to improve the organic search engine ranking & traffic.

Here are some important parts of our result-oriented SEO approach

- ✚ Find Relevant, Optimized, & Product-Focused Keywords
- ✚ Set Up an Easy to Navigate Site Architecture
- ✚ Product Page Optimization
- ✚ On-Page SEO Optimization
- ✚ Technical SEO Optimization
- ✚ Improve Site Loading Speed
- ✚ Create High-Quality Backlinks
- ✚ Strong Content Marketing Strategy

We are aware that it is the right approach to sort and understand the information, which is essential for the marketer to determine what efforts are bringing customers and what areas need improvement to increase ROI to the business.

The Results

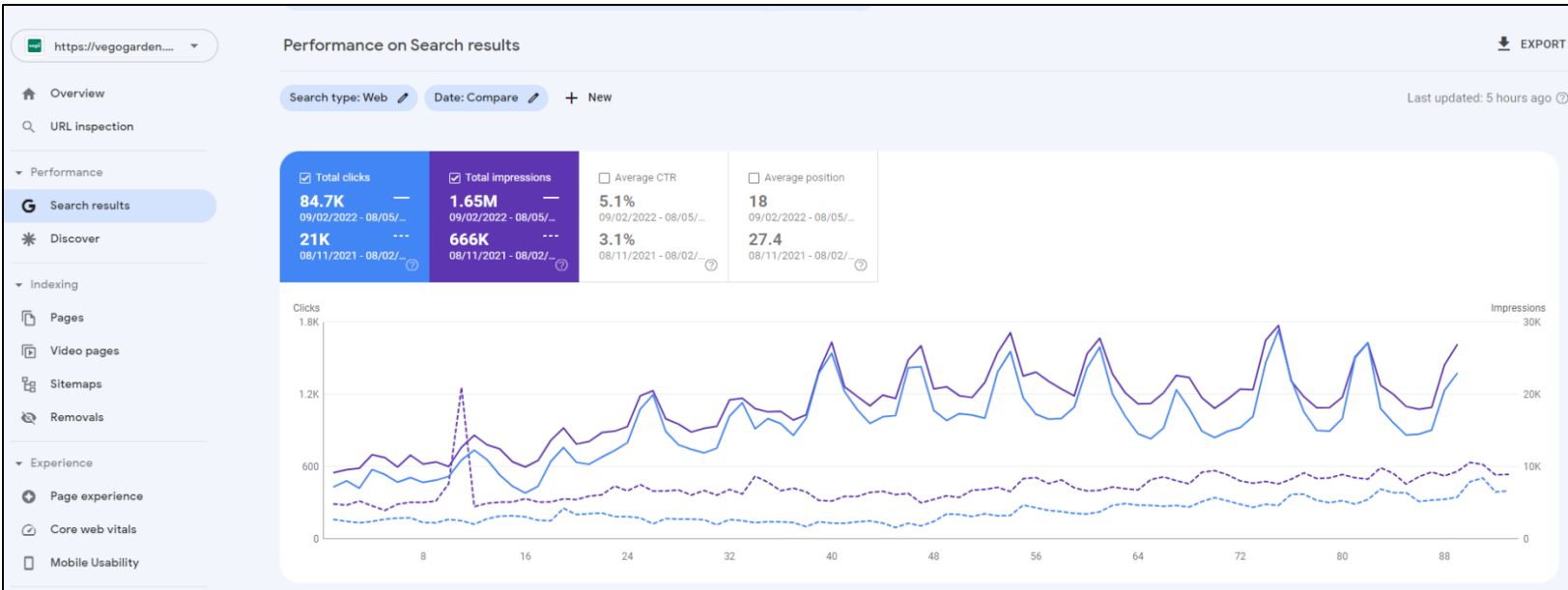
Let's Have a Look at The Ranking Position

Tech

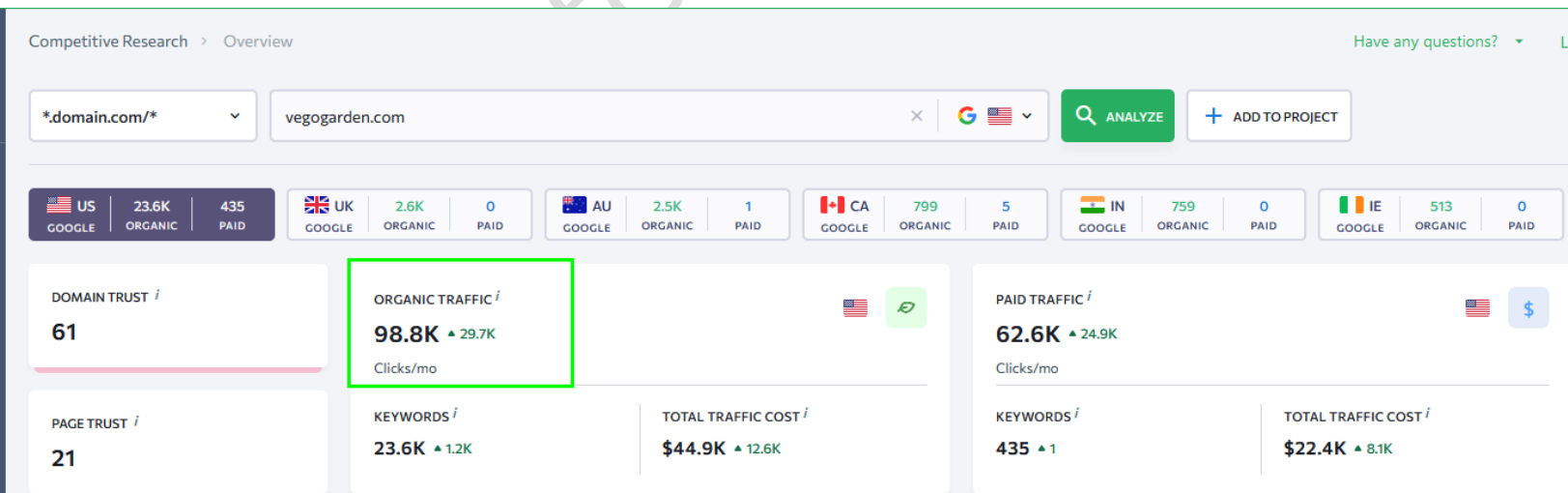
Keywords	Ranking Position	Keywords	Ranking Position	Keywords	Ranking Position	Keywords	Ranking Position	Keywords	Ranking Position
metal raised garden bed	1	galvanized raised garden beds	6	raised garden bed for sale	9	raised garden box	13	garden planter boxes	21
raised garden bed soil layers	1	portable garden boxes	6	raised garden planter box	9	raised garden kit	13	metal garden planters	21
best soil for elevated garden beds	2	soil for raised bed	6	vegetable planter box	9	build vegetable planter box	14	raised garden	21
best soil for raised garden bed	2	vego garden vs birdies	6	buy raised flower beds	10	elevated garden box	14	raised plant bed	21
corrugated metal garden bed	2	above ground garden planters	7	galvanized planter box	10	large garden planter boxes	14	waist high raised garden bed plan	21
corrugated metal garden beds	2	above ground gardening boxes	7	plant bed	10	Metal raised garden bed plans	14	best garden soil	22
how to fill a raised garden bed	2	galvanized metal raised beds	7	raised bed soil calculator	10	raised garden planter	14	building a garden box	23
metal raised beds	2	galvanized steel raised garden be	7	raised beds soil	10	standing garden planter boxes	14	diy garden box ideas	23
modular raised garden beds	2	garden boxes for vegetables	7	raised flower bed kit	10	vegetable garden box designs	14	raised garden bed materials	23
raised metal garden beds	2	home garden planter boxes	7	raised flower beds for sale	10	elevated garden boxes	15	garden planter box	24
tall garden boxes	2	hugelkultur raised beds	7	raised flower beds kits	10	how much soil do i need	15	youtube gardening	24
tall raised garden beds	2	raised bed planters for sale	7	raised garden bed kits	10	raised garden bed	15	cheap raised garden beds	25
best soil for raised beds	3	raised bed soil	7	raised garden beds for sale	10	raised planter	15	diy raised garden bed	25
corrugated metal raised beds	3	raised beds for sale	7	raised planter beds on legs	10	raised planter box	15	corrugated metal planter box pla	26
corrugated metal raised garden beds	3	raised garden planters for sale	7	vegetable garden planter boxes	10	raised planter boxes	15	modern raised garden beds	26
kids garden bed	3	above ground garden	8	vegetable planter boxes	10	raised planters box	15	tall galvanized planters	26
metal garden beds	3	above ground garden beds	8	gardening planter boxes	11	best raised garden kit	16	best gardening store	27
metal raised garden bed kit	3	above ground garden boxes	8	metal garden container	11	raised garden boxes	16	inspirational garden quotes	28
raised corrugated metal garden beds	3	diy raised garden bed kit	8	raised bed vegetable garden kits	11	raised planter beds	16	metal planter box	28
round raised bed planter	3	garden boxes for sale	8	raised garden beds kits	11	raised vegetable beds	16	raised beds	28
steel raised garden beds	3	garden raised bed kits	8	raised garden boxes for sale	11	elevated garden beds	17	gardening planter	31
corrugated raised garden beds	4	premade raised garden beds	8	vegetable garden planter box	11	herb garden planter box	17	raised beds garden	31
garden raised beds for sale	4	raised bed kit	8	cheap raised garden beds for sale	12	raised plant beds garden	17	how to plant potatoes	32
high raised garden beds	4	raised garden bed kit	8	corrugated metal planter box	12	diy garden box	18	raised bed vegetable garden	32
metal raised garden beds	4	raised garden bed soil	8	elevated garden beds on wheels	12	garden planter boxes for sale	18	diy garden ideas on a budget	33
portable garden bed	4	raised planter boxes for vegetab	8	metal planter boxes	12	raised flower beds	18	garden bed ideas	33
raised vegetable beds for sale	4	soil for a raised garden bed	8	raised bed planter	12	how to plant a raised garden box	19	inexpensive raised garden bed id	33
best raised bed soil	5	above ground garden box	9	raised bed planters	12	elevated garden bed	20	lowes raised garden bed	33
galvanized garden beds	5	corrugated metal planter boxes	9	raised garden beds	12	how to make raised bed soil	20	raised flower bed ideas	33
galvanized raised beds	5	elevated raised garden bed kits	9	raised planters for vegetables	12	raised flower bed	20	raised garden bed designs	33
vego garden beds vs birdies	5	galvanized metal planter boxes	9	soil for raised beds	12	building raised garden beds	21	raised garden bed ideas	33
best soil for raised flower beds	6	raised bed garden kit	9	garden box	13	diy raised planter box	21	garden box ideas	34
galvanized metal raised garden beds	6	raised bed garden kits	9	planter boxes for vegetables	13	diy vegetable garden ideas	21	how to build a garden box	36
galvanized planter boxes	6	raised bed planter boxes	9	planter raised beds	13	easy diy garden ideas	21	build a garden box	40

Elite

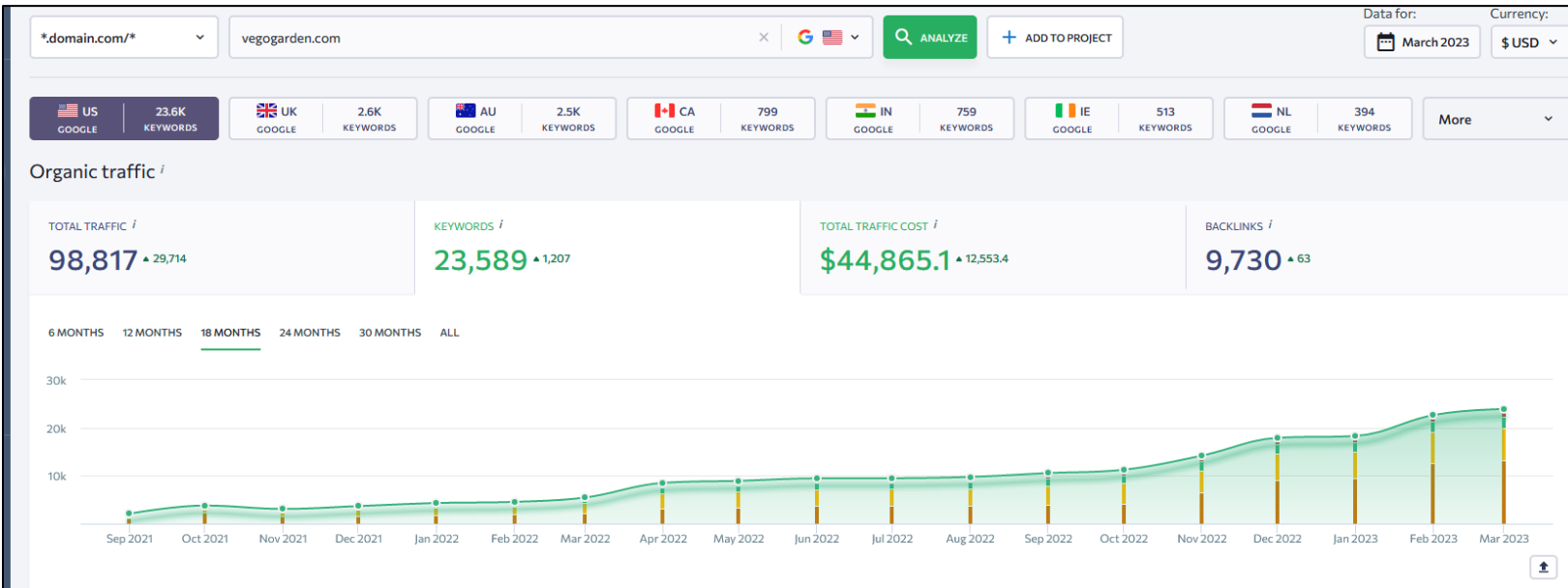
Website Traffic in Google Search Console



Website Traffic in SERanking Tool



Organic Keywords in SERanking Tool



Search IMPROVED (8,022) FILTER COLUMNS EXPORT

KEYWORD (7,880)	DIFFICULTY	POSITION	SEARCH VOL.	SERP FEATURES	CPC	URL
<input type="checkbox"/> raised beds for garden	61	20 ▲ 11	246K	📍 📺 📄 🏠 ...	\$0.35	vegogarden.com/
<input type="checkbox"/> garden bed raised	61	23 ▲ 5	246K	📺 📄 🏠 ★ ...	\$0.35	vegogarden.com/
<input type="checkbox"/> gardening with raised beds	61	24 ▲ 5	246K	📄 🔍 📺 🏠 ...	\$0.35	vegogarden.com/
<input type="checkbox"/> raised beds gardens	62	26 ▲ 6	246K	-	\$0.35	vegogarden.com/
<input type="checkbox"/> raised gardens beds	61	13 ▲ 9	246K	📺 📄 🏠 ★ ...	\$0.29	vegogarden.com/
<input type="checkbox"/> raised garden beds	61	17 ▲ 4	246K	-	\$0.29	vegogarden.com/
<input type="checkbox"/> raised beds garden	61	26 ▲ 12	246K	📄 📺 📄 🏠 ...	\$0.29	vegogarden.com/
<input type="checkbox"/> raised bed gardens	65	24 ▲ 2	246K	📺 📄 🏠 ★ ...	\$0.35	vegogarden.com/
<input type="checkbox"/> garden raised beds	62	23 ▲ 7	246K	📄 📄 📺 ★ ...	\$0.35	vegogarden.com/
<input type="checkbox"/> garden raised bed	63	20 ▲ 3	246K	-	\$0.35	vegogarden.com/
<input type="checkbox"/> wandering jew	54	10 ▲ 16	74K	📄 🔍 📺 ★ ...	\$0.06	vegogarden.com/blogs/articles/wandering-jew-plant-ca...
<input type="checkbox"/> garden beds raised	61	16 ▲ 2	165K	📄 📺 📄 🏠 ...	\$0.57	vegogarden.com/
<input type="checkbox"/> wandering jew plant	56	9 ▲ 10	40.5K	📄 🔍 📺 ★ ...	\$0.17	vegogarden.com/blogs/articles/wandering-jew-plant-ca...
<input type="checkbox"/> wandering jew/plant	56	9 ▲ 15	40.5K	📄 📺 🏠 ★ ...	\$0.09	vegogarden.com/blogs/articles/wandering-jew-plant-ca...
<input type="checkbox"/> best raised bed soil	39	1 ▲ 7	2.9K	📄 🔍 📺 🏠 ...	\$0.7	vegogarden.com/blogs/academy/difference-between-ga...
<input type="checkbox"/> raised metal garden beds	42	3 ▲ 1	8.1K	📄 📺 🏠 ★ ...	\$0.39	vegogarden.com/
<input type="checkbox"/> planting box	64	26 ▲ 37	90.5K	📺 📄 🏠 ★	\$0.41	vegogarden.com/

Organic Data in SEMrush Tool

Domain Overview: vegogarden.com

Export to PDF

Worldwide US UK DE Desktop Mar 8, 2023 USD

Overview Compare domains Growth report Compare by countries

Authority Score 36	Organic Search Traffic 45.8K +8% Keywords 14.2K ↓	Paid Search Traffic 9.2K -1.4% Keywords 151 ↓	Backlinks 25.9K Referring Domains 2K
Semrush Domain Rank 49.9K ↑			

Engagement metrics February 2023 Pages/Visits 2.54 ↓ Avg. Visit Duration 07:02 ↓ Bounce rate 57.19% ↓ Show all

Organic Paid

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	47.6K	19.3K
US	96%	45.8K	14.2K
CA	1.3%	603	1.2K
MX	<0.1%	145	48
NZ	<0.1%	144	208
Other	1.8%	870	3.7K

Compare

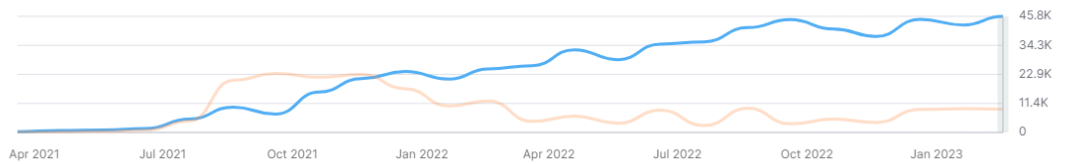
SERP Features



1M 6M 1Y 2Y All time

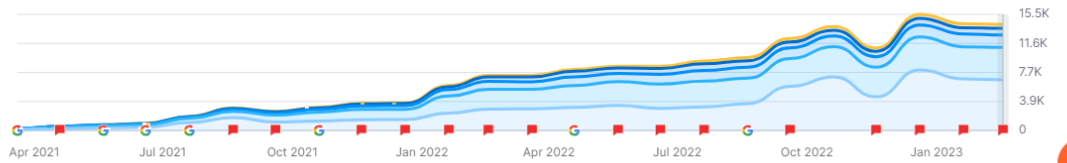
Organic Traffic 45,791/month

Organic Traffic Paid Traffic Notes



Organic Keywords 14,152

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



Organic Research: vegogarden.com

Export to PDF

US 12.3K CA 925 AU 814 Device: Desktop Date: October 2022 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

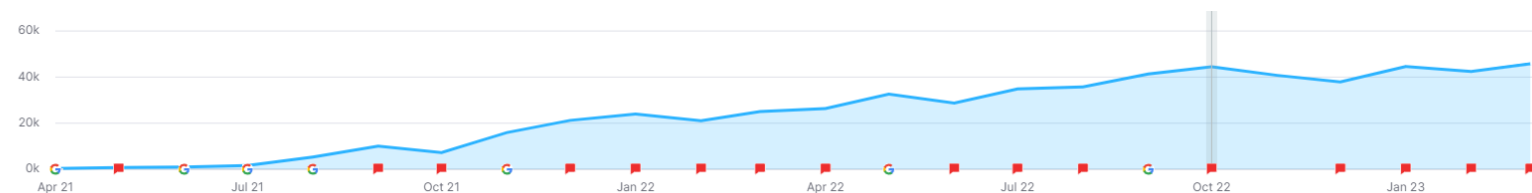
Filter by keyword Positions Volume KD Intent SERP features Advanced filters

Keywords 12.3K 25.94%	Traffic 44.5K 7.61%	Traffic Cost \$220.2K 15.47%
---------------------------------	-------------------------------	--

Estimated Traffic Trend

Notes

1M 6M 1Y 2Y All time



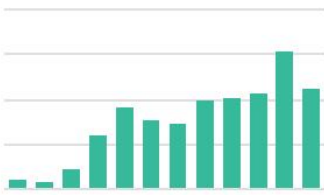
Website Traffic in Google Analytics

REPORT FOR OCT 1, 2021 - OCT 31, 2021

VEGOGARDEN.COM

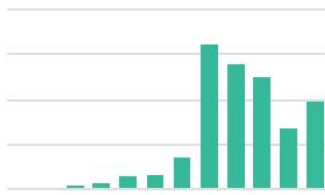
SESSIONS FROM ORGANIC

11,125



NUMBER OF ORGANIC LANDING ...

2,452



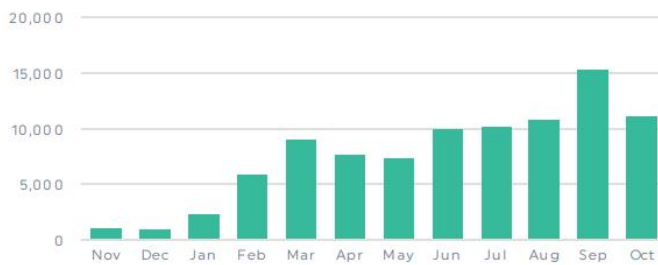
TOP LANDING PAGE FROM ORGANIC (SESSIONS)

Landing Page Path

Sessions ▾

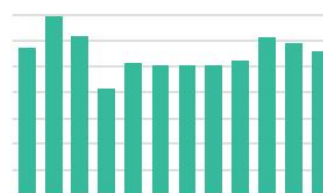
/	4,326
/blogs/academy/how-to-fill-raised-garden-beds-and-sa...	476
(not set)	429
/products/9-in-1-modular-raised-garden-bed	421
/apps/blogs/how-to-fill-raised-garden-bed-with-soil-an...	264
/products/10-in-1-modular-metal-raised-garden-bed-kit	212
/products/32-extra-tall-9-in-1-modular-raised-garden-...	189
/products/vego-garden-6-in-1-modular-raised-garden-...	178
/collections/all	151
/cart	134

SESSIONS FROM ORGANIC (TREND)



AVERAGE SESSION DURATION

00:01:52



NEW SESSION RATE



Takeaway

We ensure that our customers get to benefit from the approach. Vego Garden hired us for SEO; we strive to provide them with the best results. During the process, we determined that product-specific keywords show promising results for the brand in terms of increasing traffic, better conversion rates, and improved click-through rates.

On-Page SEO services contribute to the better visibility of the website. But when it is about visibility and increasing awareness about the website, link-building services are second to none. If you ask us simply about the work, we would say that it was a nice experience working with Vego Garden, and we have learned so much on different grounds based on their results.