

# SEO Case Study

Himalayan Candles

## Introduction

Digital DNA Pros collaborated with Himalayan Candles, a renowned candle provider in the US, to enhance their SEO performance. Our efforts focused on optimizing content, creating supportive articles, developing new landing pages, and implementing off-site SEO strategies.

The primary goal was to boost organic sales and improve keyword rankings.

By refining content structure, enhancing keyword targeting, and strengthening technical SEO elements, we successfully increased the site's organic visibility and user engagement, driving measurable growth in search rankings and overall online presence.

## The Goals



**To improve search engine rankings**



**To Increase website clicks and impressions**



**To boost overall organic traffic and organic revenue**

## The Solutions



**On-Page SEO Optimizations:** Optimized meta titles, descriptions, headers, and content for all the product category pages to enhance search visibility and relevance.



**Technical SEO:** Numerous technical issues, from site speed to mobile responsiveness, needed to be tackled to ensure optimal performance.



**New Landing Pages:** New landing pages to target missing product categories, expanding the site's reach and optimizing for relevant search queries.

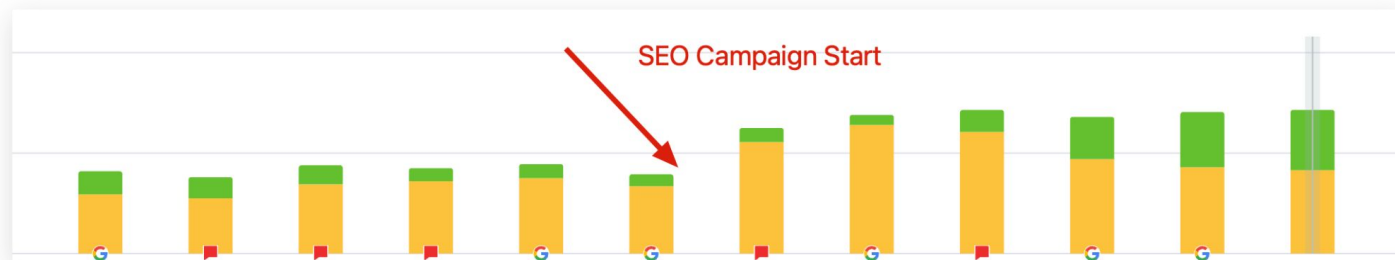
## The Results

Following targeted on-page SEO optimizations, including the implementation of fresh content and various technical fixes, we observed consistent month-over-month growth in organic performance. The **organic clicks** steadily increased, accompanied by a rise in impressions. This ongoing surge in organic engagement reflects the effectiveness of a focused SEO strategy centered on content quality, technical precision, and improved user experience.



## The Results

Since the start of our SEO campaign for Himalayan Candles, we've seen **impressive growth in keyword rankings**, particularly in the top 3 positions. The graph clearly illustrates this upward trend, with a significant increase in the number of keywords now ranking at the top. This surge in rankings highlights the effectiveness of our SEO strategy, which focuses on optimizing content, improving technical elements, and building quality backlinks. As a result, Himalayan Candles is enjoying greater visibility and attracting more organic traffic, solidifying its online presence in the competitive market.





# The Results

## Enhanced Keyword

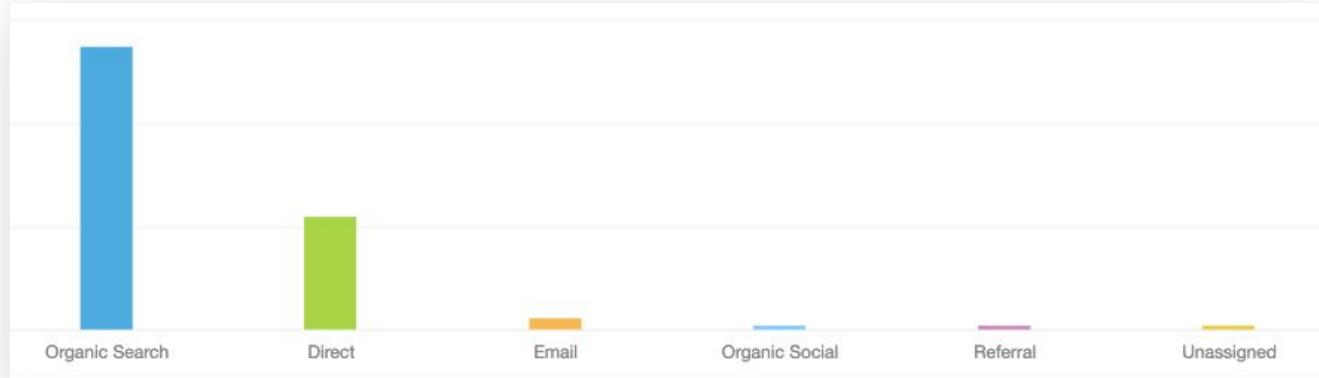
### Rankings:

Significant improvements in keyword rankings.

Keyword	Rank	Change
jar soy blend candles	1	5
handmade candles	1	3
handcrafted candles	1	0
handcrafted candles	3	78
soy blend candles	3	-1
soy blend candles	3	-1
metal candles	4	-1
artisan candles	5	70
metal candles	5	8
wood candles	9	39
wood candles	12	9

## The Results

Digital DNA Pros's SEO efforts led to a significant **boost in organic revenue**, making it the top-performing channel by far compared to all other sources. Organic search now drives the highest-quality traffic and conversions, reinforcing its role as the primary source of revenue for Himalayan Candles.



## Conclusion

Digital DNA Pros partnered with Himalayan Candles to enhance their SEO performance through content optimizations, keyword targeting, and technical improvements.

Over time, these efforts led to a **increases in organic clicks** and **impressions**, along with a notable rise in the website's keyword rankings. Most importantly, organic revenue saw substantial growth, becoming the primary revenue-driving channel.

This comprehensive approach not only boosted the site's visibility and user engagement but also drove significant growth in organic traffic, solidifying Himalayan Candles' presence as a strong contender in the online market.



## Get In Touch



### Join Digital DNA Pros:

Contact us at [info@digitaldnapro.com](mailto:info@digitaldnapro.com) or visit our website [Digital DNA Pros](https://www.digitaldnapro.com) to learn more about our solutions and services.

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