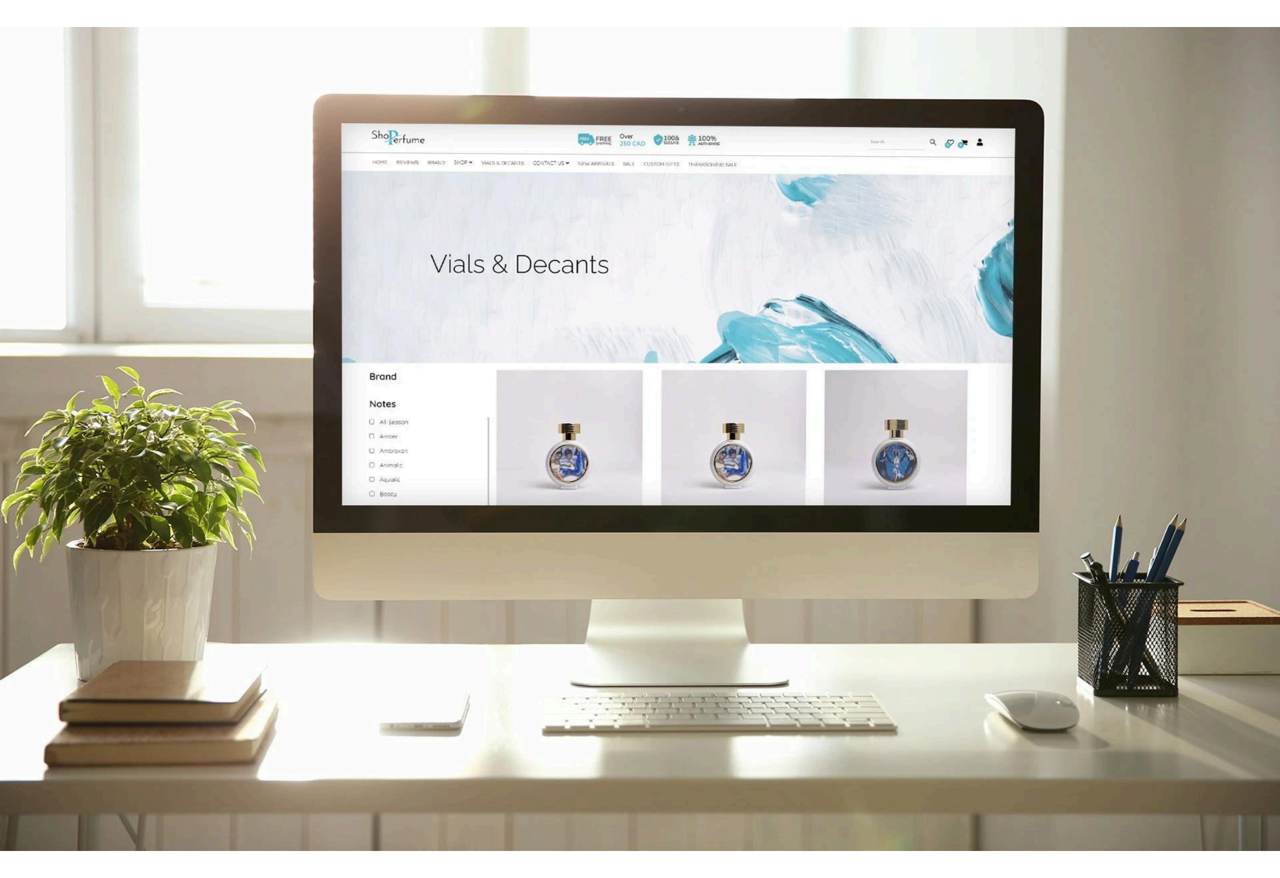
CS solutions

Shoperfumes – E-Commerce Website Case Study

E-Commerce Growth & UX Improvements for Shoperfumes

The Ultimate Destination for Exquisite Fragrances in Canada: ShoPerfumes

Step into the world of enchanting aromas with ShoPerfumes, where fragrance meets sophistication. As a leading online destination for exquisite perfumes in Canada& USA, ShoPerfumes curates a diverse collection that captivates the senses. Discover timeless elegance and unique scents that elevate every moment, turning routine events into unforgettable scent explorations.



About ShoPerfumes

Industries
Fragrance E-commerce store

Client Name
ShoPerfumes

Services In:
Canada & USA

In the ever-evolving landscape of e-commerce, the fragrance industry stands as a unique frontier, where scent and style converge to create unforgettable experiences. Among many online perfume stores, ShoPerfumes appears as a beacon of innovation and excellence in Canada. This case study explores into the transformative journey of ShoPerfumes, a digital marketing in fragrance market binding the power of SEO, SMM, and Google Ads.

Through strategic initiatives and a commitment to customer-centricity, ShoPerfumes not only expanded its reach but also elevated the shopping experience for fragrance fans.

Executed a comprehensive digital marketing strategy, combining SEO, Google Ads, and social media to enhance online visibility and drive targeted traffic to the e-commerce site.

Achieved substantial growth with a 1,072.76% increase in monthly organic traffic, a 192% boost in clicks, and a 145% rise in impressions, significantly improving search rankings and brand awareness.

Performed continuous optimization and introduced innovative marketing techniques, ensuring sustained growth and establishing a strong foothold in the competitive market.

Business Goals

ShoPerfumes had clear objectives to make successful digital journey: to increase online visibility through SEO, boost brand awareness via social media marketing, and drive website traffic with optimized Google Ads campaigns. These efforts are all aimed at one principal goal: to boost sales and revenue by converting website visitors into satisfied customers.

Throughout this transformation, ShoPerfumes remains dedicated to enhancing the customer experience, prioritizing comprehensive product information and exceptional service to foster lasting loyalty. CS Web solutions help throughout the journey to make sure client achieve all his goals.

Pain Areas

The fragrance e-commerce sector is a vibrant yet challenging arena, where brands must continuously innovate to stand out. For a client operating in this competitive space, the journey has been fraught with difficulties, including a struggle to capture audience attention and convert interest into sales. By pinpointing the specific pain areas faced, it becomes possible to design strategic digital marketing initiatives that not only enhance brand visibility but also engage customers on a deeper level, driving meaningful interactions and boosting overall business performance.

Low Online Visibility:
The client struggled with low search engine rankings, making it difficult to reach potential customers actively seeking fragrance products, which limited market penetration.

Limited Brand Awareness:
There was a lack of brand recognition across key digital channels, impacting customer engagement and loyalty in a highly competitive market.

Insufficient Website Traffic:
The absence of effective digital marketing strategies resulted in low visitor numbers to the e-commerce platform, hindering sales growth and revenue generation.

High Competition:
Operating in a saturated fragrance market presented challenges in differentiating the brand and ranking against established competitors, making customer acquisition more difficult.

Technical SEO Issues:
Challenges related to broken links, slow page load times, and poor mobile responsiveness negatively impacted user experience and search engine rankings.

Content Development Challenges:
The need for engaging and informative content around perfume products proved challenging, limiting the ability to attract organic traffic and establish authority in the niche.

Link Building Difficulties:
Securing high-quality backlinks from authoritative websites was a complex and resource-intensive process, which adversely affected website authority and overall rankings.

Ongoing Optimization Needs:
Continuous monitoring of website performance, user behavior, and adapting to algorithm updates was essential for maintaining and improving search rankings, yet often neglected.

Inadequate Conversion Rates:
Despite increased website traffic, converting visitors into customers was a significant challenge, necessitating the implementation of effective sales funnels and marketing strategies.

Lack of Targeted Marketing:
The absence of structured audience segmentation and targeted marketing efforts limited the effectiveness of promotional campaigns, reducing overall engagement and conversion potential.

CS Web Solutions Approach

At CS Web Solutions, we took a strategic and comprehensive approach to elevate our client's online presence in the competitive industry.

SEO Optimization

Conduct a thorough audit of website to identify opportunities for improvement in search engine optimization (SEO). This includes optimizing on-page elements such as meta tags, headings, and content, as well as off-page factors like backlinks and domain authority. Implement targeted keyword research to enhance visibility for relevant search queries related to perfumes in Canada.

Social Media Strategy

Develop a strong social media marketing strategy aimed at increasing brand awareness and engagement. This involves creating compelling content tailored to the target audience and distributing it across key platforms such as Facebook, Instagram, and Twitter. Utilize paid advertising options and influencer partnerships to amplify reach and drive traffic to the website.

Google Ads Campaigns

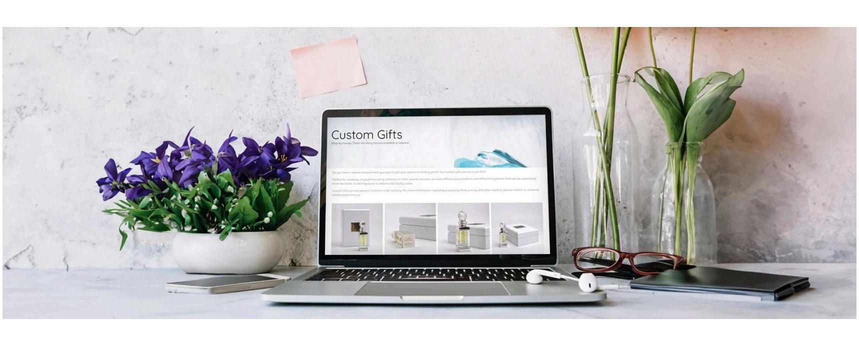
Design and implement Google Ads campaigns focused on driving targeted traffic to client's website. This includes keyword research, ad copy creation, and ongoing optimization to maximize ad performance and ROI. We utilize a combination of search, display, and marketing campaigns to capture potential customers at various stages of the purchasing journey.

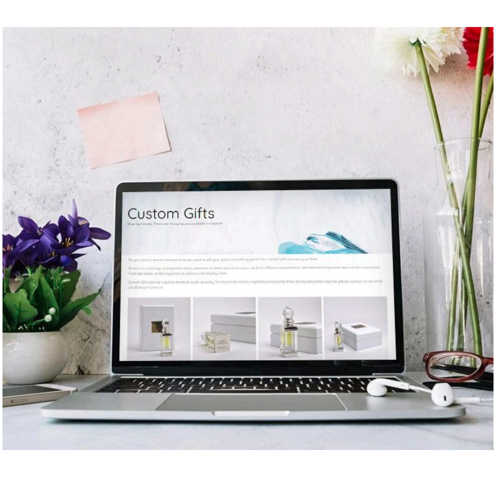
Content Marketing

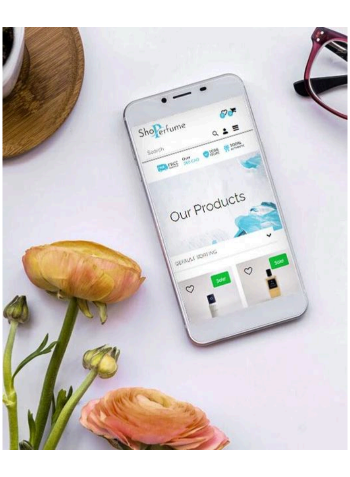
Develop a content marketing strategy centered around creating valuable, informative content related to perfumes and fragrance trends. That include blog posts, articles, guides, and videos designed to educate and engage client's audience while also improving SEO and attracting organic traffic.

With this holistic approach which combines SEO, social media marketing, paid advertising, and content marketing, we had effectively address client's pain points and drive measurable improvements in online visibility, brand awareness, website traffic, and sales & revenue. Furthermore, read which strategy CS Web Solutions follows to make this campaign successful.

Screens of ShoPerfumes







CS Web Solutions Strategy

CS Web Solution empower client's brand to overcome existing challenges, improved website traffic, improved brand awareness, and increased lead generation in the competitive industry, we develop their website with keep in mind SEO keywords and other important parameters.

SEO Campaign: The SEO campaign was executed in four distinct phases

Phase 1 — Research & Analysis

- Keyword Research: Identified relevant keywords with high search volume and low competition.
- Backlink Gap Analysis: Analyzed competitor backlinks to identify opportunities for link building.
- Content Gap Analysis: Determined missing content topics to improve user experience and target relevant keywords.

01

Phase 2 — Technical SEO & On-Page Optimization (Months 3–6)

- Technical SEO Audit: Identified and fixed technical errors like broken links, slow loading times, robots.txt, sitemap, canonical, product schema, internal linking, and mobile-friendliness issues.
- Product Page Optimization: Optimized product pages with relevant titles, meta descriptions, and high-quality images.

02

Phase 3 — Content Marketing & Link Building (Months 7–18)

- Content Marketing: Created informative and engaging content around perfumes and fragrances to attract organic traffic and establish ShoPerfumes.ca as an authority in the niche.
- Foundation Link Building: Built high-quality backlinks from relevant websites to improve website authority and rankings.

03

Phase 4 — Ongoing Optimization & Maintenance (Months 19–present)

- Regular Analysis & Monitoring: Continuously monitor website performance and user behavior to identify areas for improvement.
- Blog Creation: Maintain a consistent blog with informative content to capture long-tail keywords and user interest.
- Guest Posting: Secure guest posting opportunities on high-authority websites to build backlinks and brand awareness.

04

Google Ads Campaign: The Ad campaign was executed in two distinct part

Shopping Ads:

- Utilized Google Shopping Ads to showcase ShoPerfumes.ca's product offerings directly within Google's search results..
- Optimized product listings with compelling imagery, accurate product descriptions, and competitive pricing to attract potential customers.
- Implemented targeted keyword strategies to ensure the ads reached relevant audiences actively searching for fragrance products.

Video Ads:

- Designed video ads specifically for branding purposes, aiming to raise awareness of the ShoPerfumes.ca brand among potential customers.
- Created visually engaging and informative video content highlighting the unique selling points of ShoPerfumes.ca, such as product quality, variety, and customer satisfaction.
- Leveraged YouTube's extensive reach and targeting options to maximize exposure to the target audience.

Project Challenges

CS Web Solutions countered the challenges such as online visibility, content updates, and limited backlinks. Our SEO team's expertise has exceptionally worked very well in intense competition with innovative approaches. We strategically resolve the technical hurdles, enhancing site speed, and server performance while building a strong network of quality backlinks for smooth website functionality.

Initial Lack of Organic Traffic
Starting with zero organic traffic poses a significant challenge, requiring the agency to devise strategies to build visibility from scratch. This involves thorough keyword research, content optimization, and backlink building to establish a presence in search engine results pages (SERPs).

High Competition
We helped our client stand out in a saturated market by crafting a focused SEO strategy and amplifying their unique brand voice through targeted campaigns and enhanced user experience.

Technical SEO Issues
Identifying and rectifying technical SEO issues such as broken links, slow loading times, and mobile-friendliness issues can be challenging and time-consuming. Addressing these issues requires a deep understanding of website architecture and technical SEO best practices.

Content Development
Creating informative and engaging content around perfumes and fragrances to attract organic traffic and establish authority in the niche can be challenging. The agency must continually generate high-quality content that resonates with the target audience while optimizing it for relevant keywords and user intent.

Our Achievements

The success story of ShoPerfumes.ca showcases the transformative impact of a well-executed digital marketing strategy. By combining comprehensive SEO efforts with targeted Google Ads campaigns, ShoPerfumes.ca achieved remarkable results in increasing organic traffic and brand visibility. Through strategic SEO initiatives, the website witnessed a staggering 1,072.76% growth in monthly organic traffic, along with significant improvements in clicks and impressions from organic search.

Additionally, the implementation of shopping ads and video ads contributed to driving qualified leads and enhancing brand visibility, with impressive conversion rates and cost-effective engagement metrics leveraging both organic and paid channels to reach and resonate with the target audience effectively.

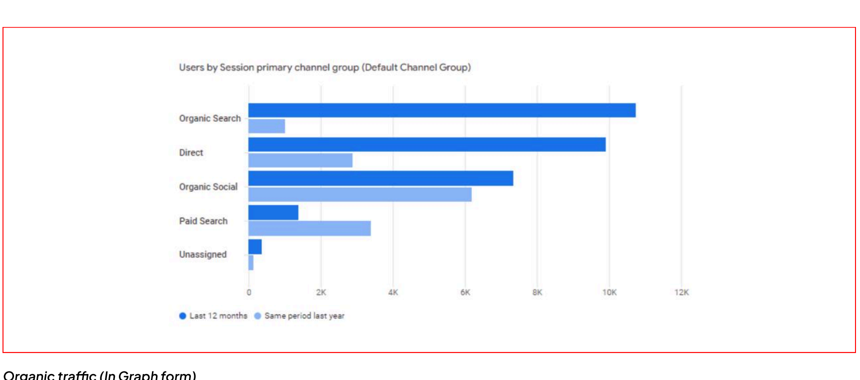
SEO Achievements

- Monthly Organic traffic Increased by 1,072.76%: Organic traffic grew from a starting point of zero to over 2700 monthly visits.
- Clicks Improved 192%: Clicks from organic search increased from 3,800 to 10,600 in the last six months.
- Impressions Increased 145%: Organic impressions improved from 195,000 to 477,000 in the last six months.
- A total of 1,288 organic keywords are ranked on Search Engine Results Pages (SERPs): indicating the breadth and depth of the website's visibility in organic search.

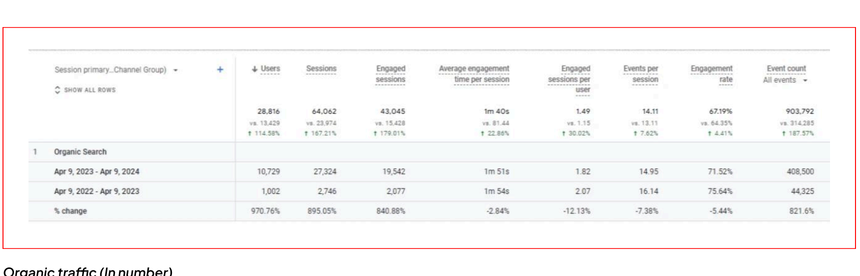
Click and impression (Comparison with last 6 months)

Click and impression (Comparison with last 6 months)

Click and impression (2 years)



Organic traffic (In Graph form)



Session primary...Channel Group)	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events
	28,816 vs. 13,429 ↑ 114.58%	64,062 vs. 23,974 ↑ 167.21%	43,045 vs. 15,428 ↑ 179.01%	1m 40s vs. 81.44 ↑ 22.86%	1.49 vs. 1.15 ↑ 30.02%	14.11 vs. 13.11 ↑ 7.62%	67.19% vs. 64.35% ↑ 4.41%	903,792 vs. 314,285 ↑ 187.57%
1 Organic Search								
Apr 9, 2023 - Apr 9, 2024	10,729	27,324	19,542	1m 51s	1.82	14.95	71.52%	408,500
Apr 9, 2022 - Apr 9, 2023	1,002	2,746	2,077	1m 54s	2.07	16.14	75.64%	44,325
% change	970.76%	895.05%	840.88%	-2.84%	-12.13%	-7.38%	-5.44%	821.6%

Organic traffic (In number)

Google Ads Achievements

Shopping Ads:

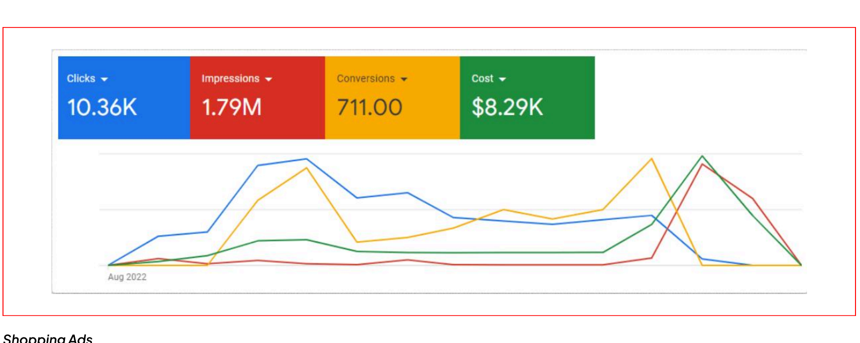
- Clicks: 10,360
- Impressions: 1,790,000
- Total Spend: $8,290
- Conversions: 711
- Conversion Rate: 6.85%

The shopping ads generated significant traffic to the ShoPerfumes.ca website, with over 10,000 clicks and nearly 1.8 million impressions. The campaign's conversion rate of 6.85% indicates the effectiveness of the ads in driving qualified leads and ultimately boosting sales.

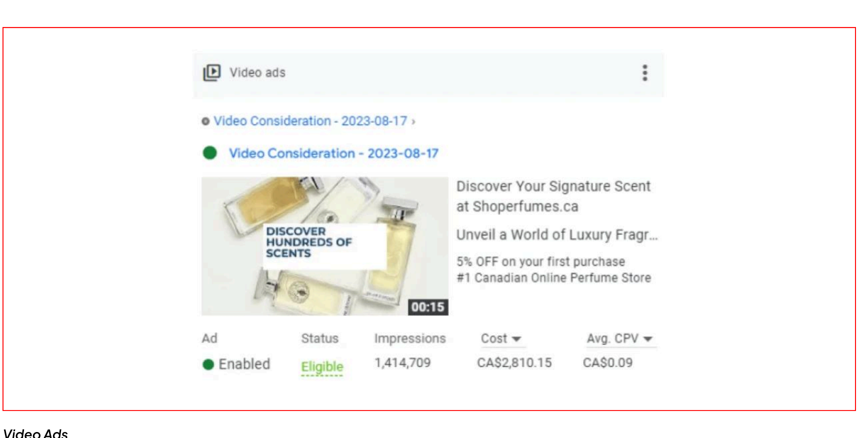
Video Ads:

- Impressions: 1,414,709
- Total Spend: $2,810.15
- Average Cost Per View (CPV): $0.09

The video ads contributed to enhancing ShoPerfumes.ca's brand visibility, generating over 1.4 million impressions at a remarkably low average CPV of $0.09. This indicates that the video content resonated well with the target audience, resulting in high engagement and extended brand exposure.



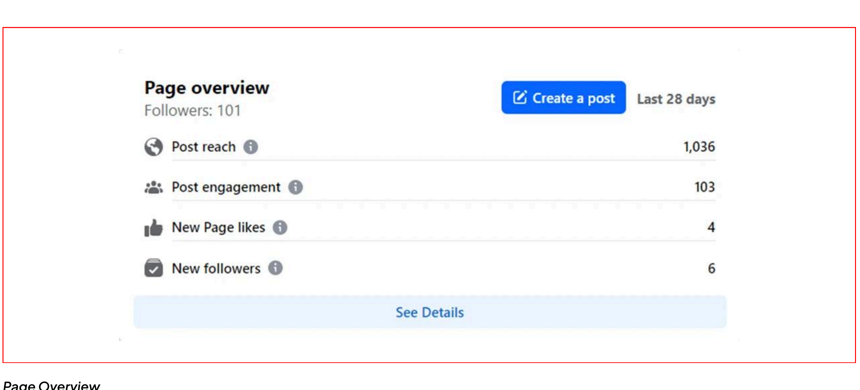
Shopping Ads



Video Ads

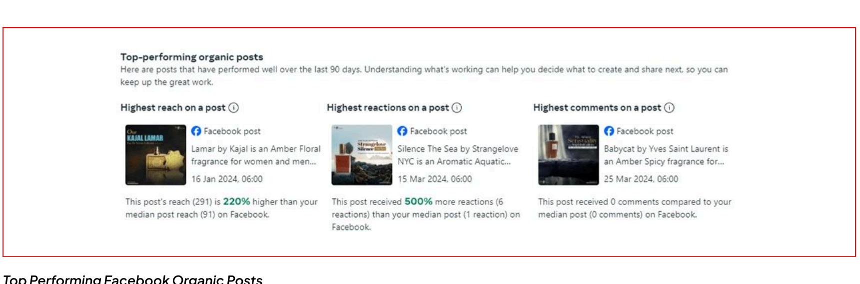
Social Media Services Achievements

- Total No. of Posts completed: 40
- Total No. of Posts Sharing: 45
- Total No. of Group Joined: 32

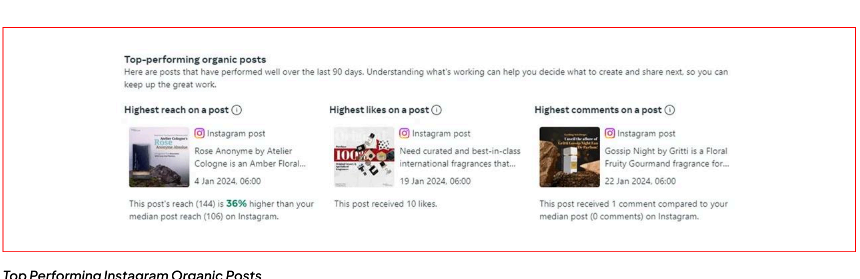


Page Overview

Instagram & Facebook Reach

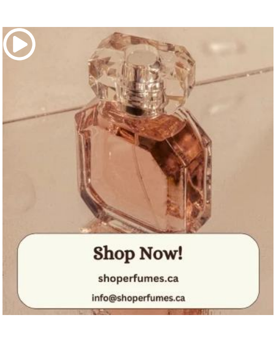


Top Performing Facebook Organic Posts



Top Performing Instagram Organic Posts

Reels :



Performance Highlights at Glance

We built this high-converting eCommerce website entirely from scratch, laying the foundation for a strong digital presence. Leveraging targeted Google Ads and strategic Social Media Marketing (SMM), we successfully drove qualified traffic to the site and converted visitors into loyal customers.

Total Revenue Achieved: $400,000+

Active Users: 50,000+

Today, the site operates as a busy, high-traffic platform with consistent engagement and strong sales momentum. This project showcases the impact of combining solid development, performance marketing, and user-centric design to generate measurable business growth.