



CASE STUDY

Feed Your Beard wanted to improve its Organic traffic,
Keywords Rankings & Sales which drills down to higher SERP.



▲ Increase in
Organic Conversions

+57%

▲ Increase in
traffic from SEO activity

+65.1 %

▲ Increase in
Conversion Rate

+22.9 %

Users
2,426 (+32.28%)

601 ▲



New Users
2,377 (+34.9%)

615 ▲



Sessions
3204 (+9.37%)

738 ▲



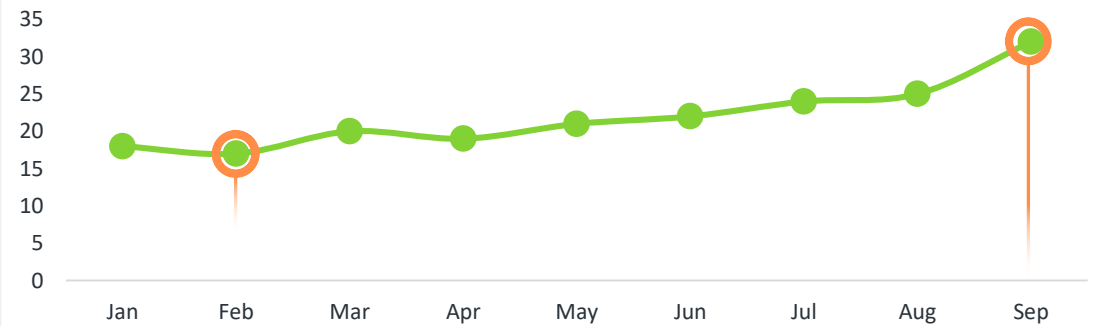
Traffic sources

■ Direct	36%
■ Organic	31%
■ Paid Social	13%
■ Referral	11%
■ Organic Social	9%



Avg. Position
+ 20.3 %

34 ▲

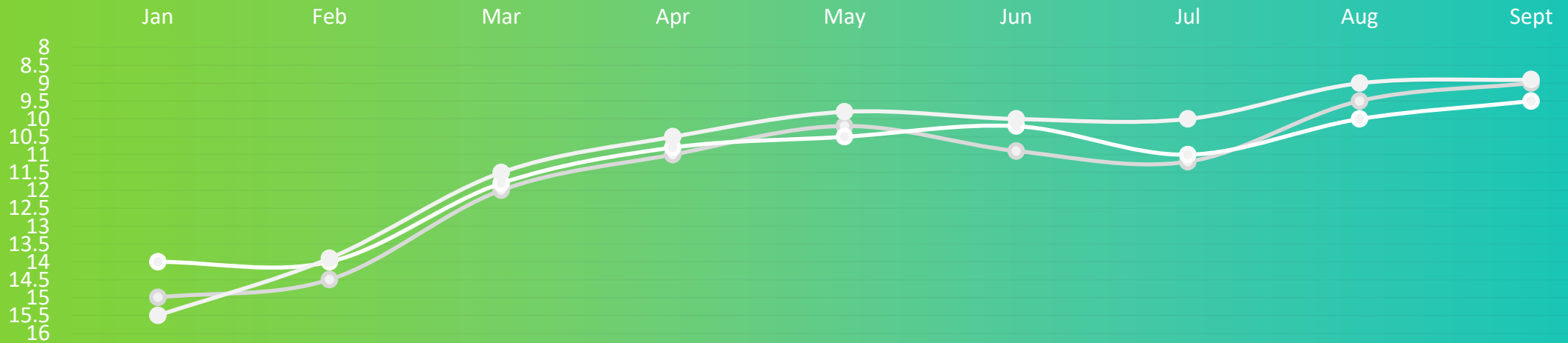


Targeted Keywords

#	Keywords	URL
1	Beard Care Products	https://feedyourbeard.com/
2	Beard Care Supplies	https://feedyourbeard.com/product/complete-beard-care-kit/
3	Beard Growth Serum	https://feedyourbeard.com/product/beard-growth-serum/

Average Position of Tracked Keywords

● Beard Care Products
● Beard Care Supplies
● Beard Growth Serum



Top Keyword Trends

#	Keyword	Position	Impression	Clicks	CTR
1	Beard Oil Canada	1.84	1677	789	47.05%
2	Beard Oil	1.13	616	412	66.88%
3	Natural Beard Oil	6.78	790	128	16.20%
4	Best Beard Balm	3.81	622	91	14.63%
5	Best Beard Conditioner	31.09	10643	40	0.38%
6	Beard Oil Canada	19.74	2409	21	0.87%
7	Best Beard Wash	5.37	733	19	2.59%
8	Beard Growth Serum	14.03	662	18	2.72%
9	Best Beard Products Canada	14.91	8388	17	0.20%
10	Beard Serum	44.12	5448	17	0.31%

Sessions

3.2K +32.93%

Unique Visitors

2.4K +29.93%

Page/Visits

3.4M +6.4%

Avg/Visit Duration

3m 23s +9.37%

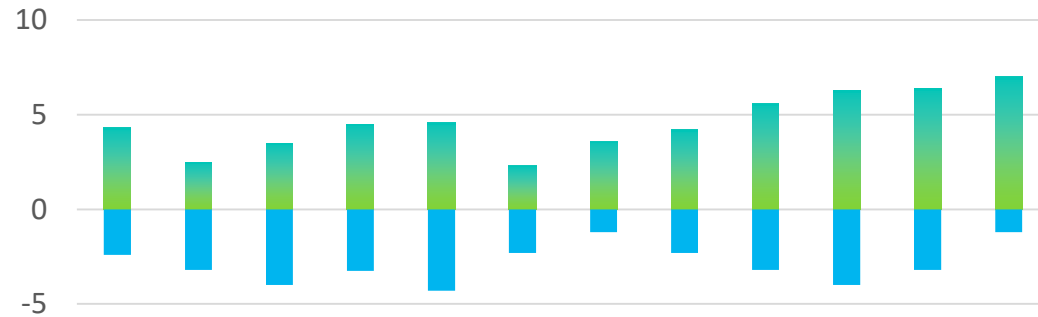
Avg/Bounce Rate

47.12% +6.97%

Keyword's

01st July, 2025 – 30th Sep, 2025

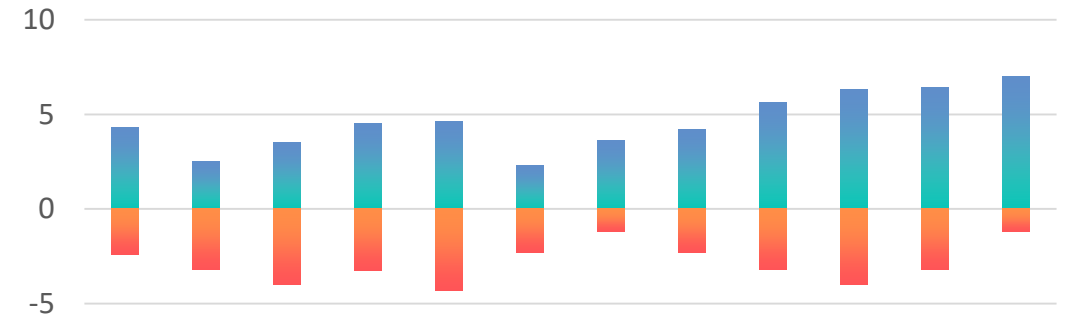
New Lost



Backlinks

01st July, 2025 – 30th Sep, 2025

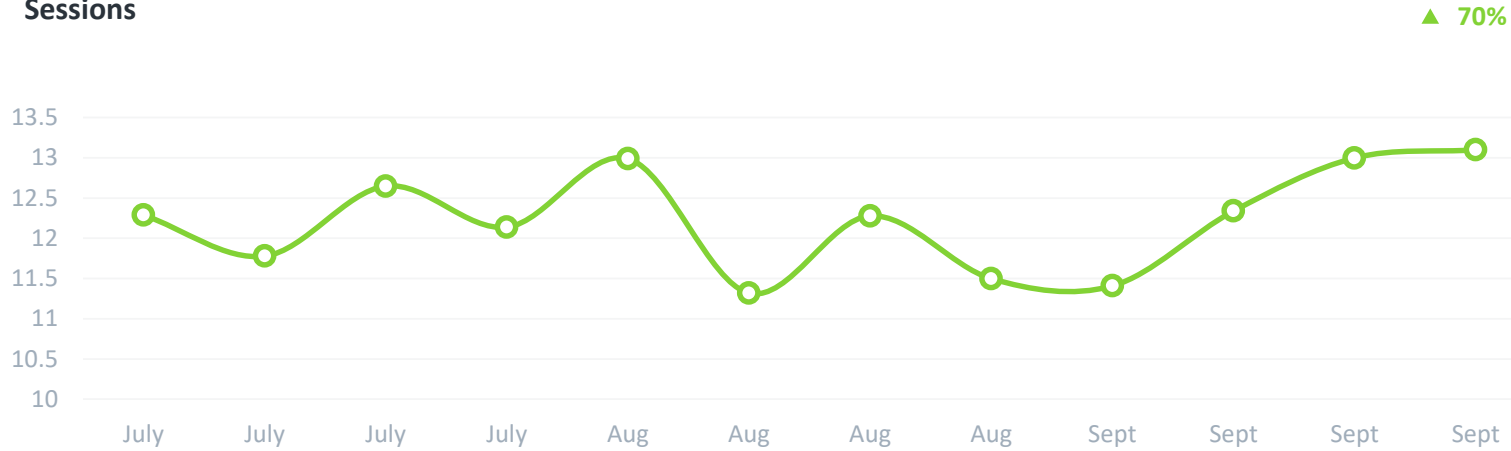
New Lost



Keyword's	Type	Volume	Traffic
Beard Care Kit	Product	1.9K	9.5%
Natural Beard Oil	Product	2.5K	10%
Beard Growth Serum	Product	2.5K	19%

Source Page	Score	First seen	Last seen
https://www.yelp.com/	71	03-08-2025	19-09 -2025
https://www.manta.com/	93	24-09-2025	05-09 -2025
https://www.crunchbase.com/	91	31-08-2025	30-09 -2025

Sessions



20,236

Sessions

▲ 80%

Goal Completions



Other

Social

Email

Direct

Organic Search

Referral

Paid Search



10,236

Goal Completions

▲ 63%

3236

New Links

▲ 100%

20,236

Total Backlinks

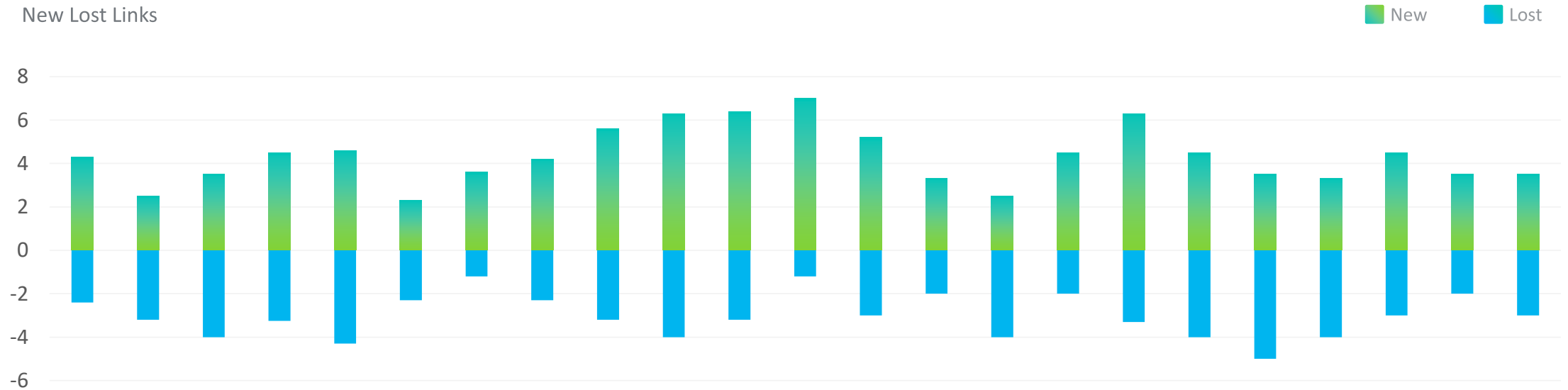
▲ 63%

20,236

Total Backlinks

▼ 63%

New Lost Links



Facebook Likes

3,687

Instagram Followers

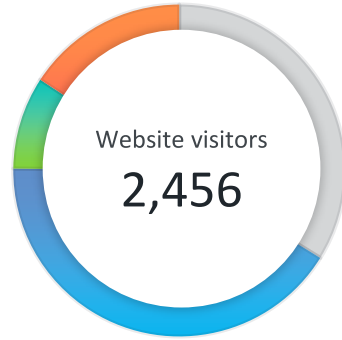
1,830

LinkedIn Followers

1,630

Pinterest Followers

950



■ Organic Search ■ Direct ■ Email ■ Referral



■ 1 to 25 k ■ 26 to 50 k
■ 51 to 75 k ■ 76 to 100 k

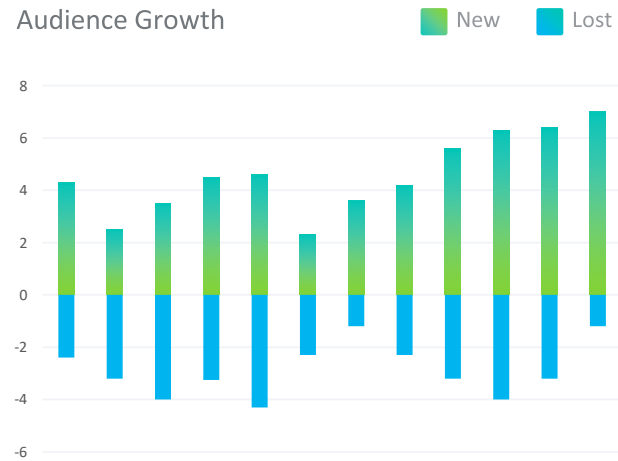
Google Rankings

▲ **56%**

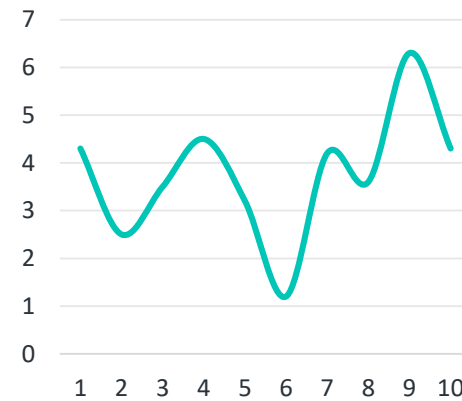
20,236

Trust
Flow

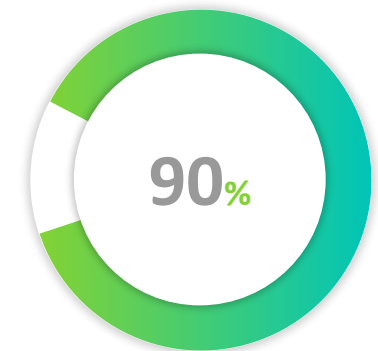
Audience Growth



AdWords Conversions



Site Audit Score



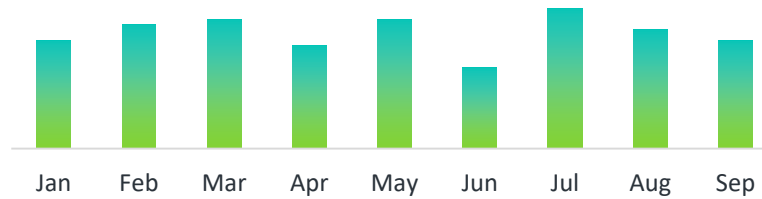
Goal Conversion
Last 14 day, daily

5.9%

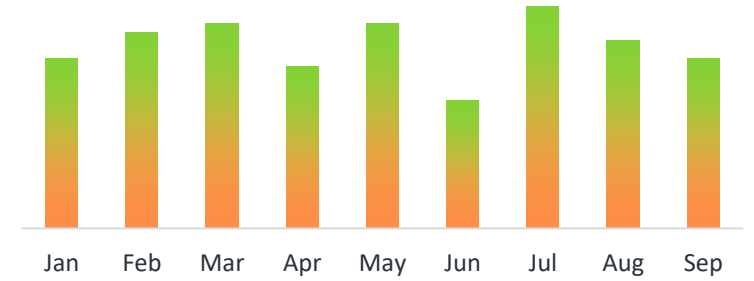
Conversion rate

Goal Conversion
Last 14 day, daily

5.9%
Conversion rate



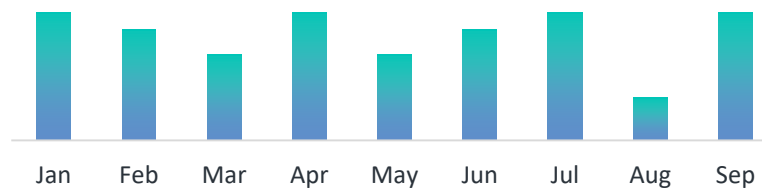
Goal Conversion
Last 14 day, daily



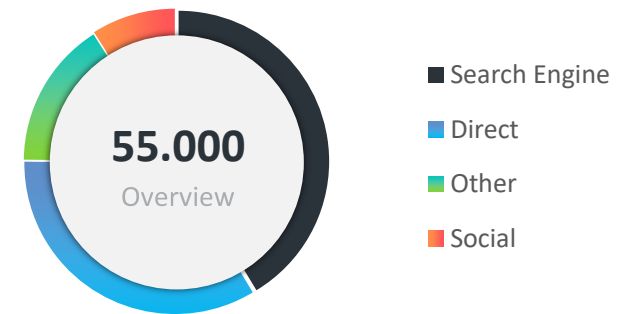
Goal Value
Last 14 day, daily

1,325
23.25 / day

Goal Conversion
Last 14 day, daily



Goal Conversion
Last 14 day, daily



Countries

Canada

65%

USA

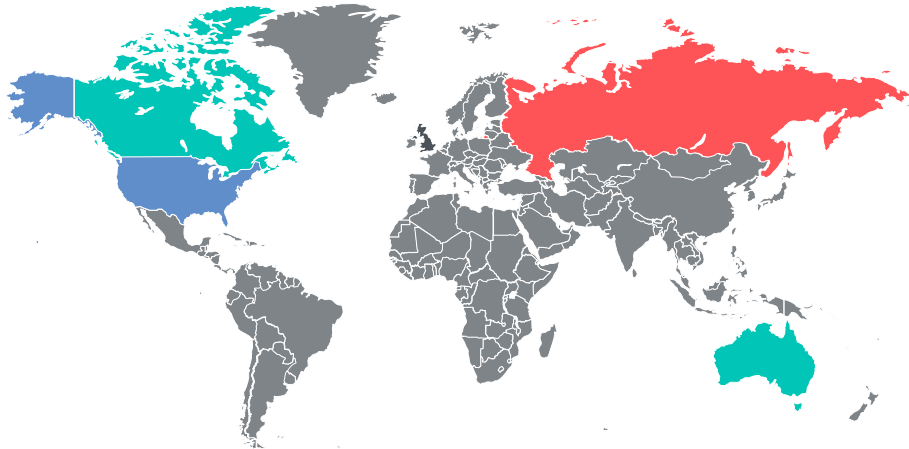
15%

Australia

10%

Russia

5%



Traffic Overview

2,426

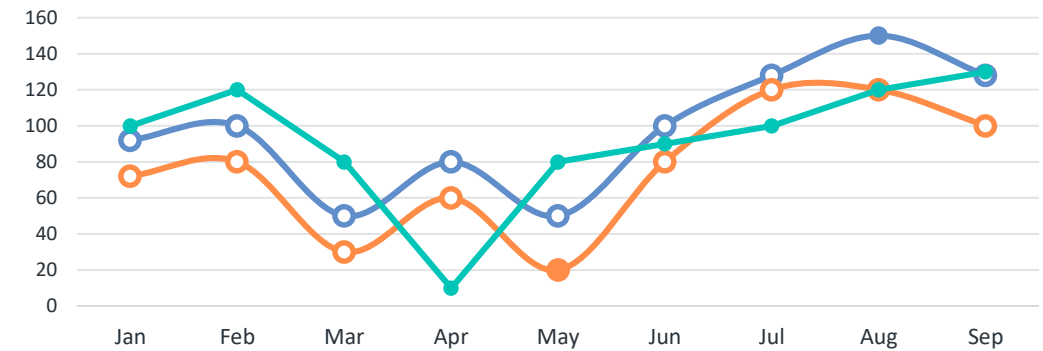
User

3,204

Sessions

36,456

6/day



Contestant Overview

3:23s

Avg. time on page

47.12%

Avg. Bounce rate %

31.14%

Avg. exit rate %

Contestant Overview

1,325

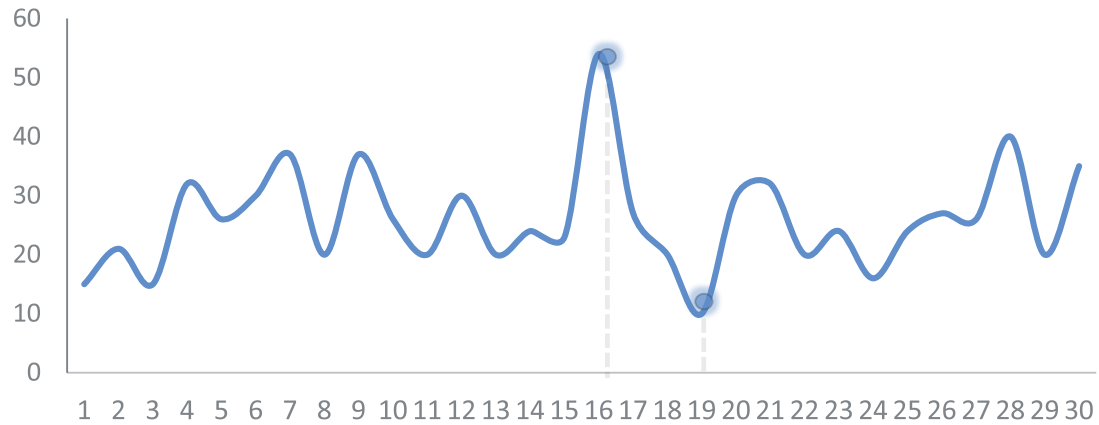
Goal Value

5.9 %

Conversion rate

Last 90 Day	Sessions	User	Conversion Rate	Revenue	Sales	Rev/ User
	3,204	2,426	2.3%	31,458\$	285	42\$

Sessions : Last 30 Days

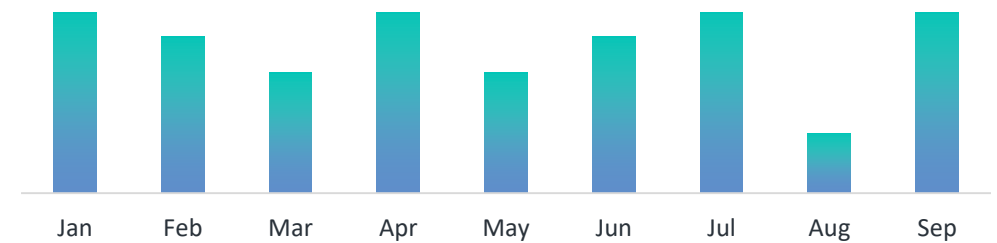


Goal Conversion

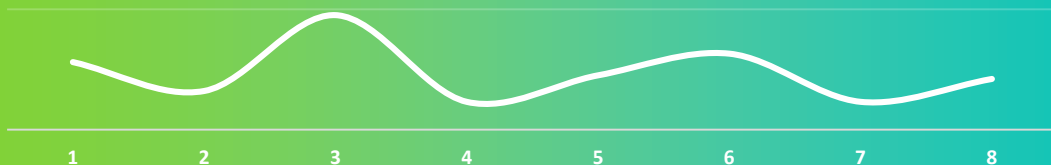
Last 14 day, daily

1,325

23.25 / day



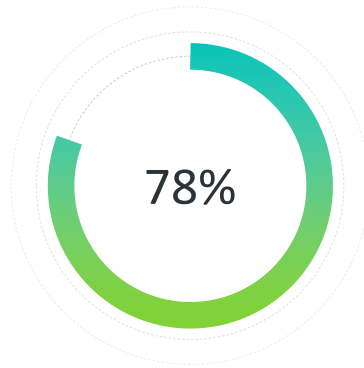
Sessions by Device Type



Top Landing Pages	Sessions	Users	Bounce
/	710	645	20%
/complete-beard-care-kit/	510	460	10%
/beard-growth-serum/	470	315	15%

Audit Score

250 Pages Crawled
Last Crawled 15 days ago



Errors

75

▼ 08%

Warnings

110

▼ 100%

Notices

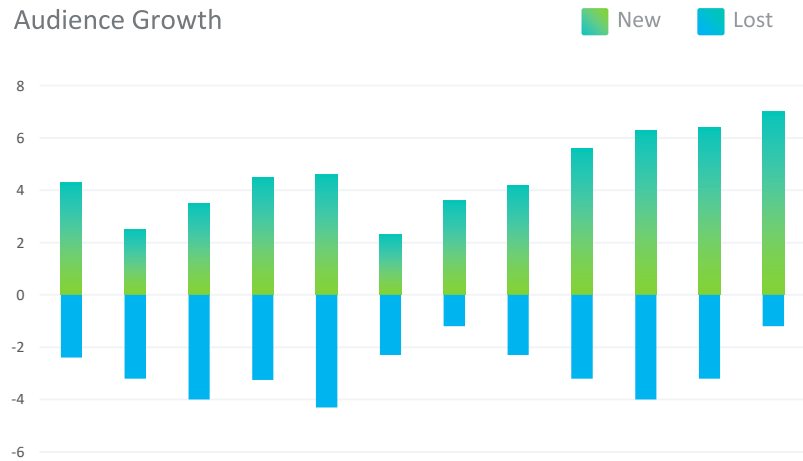
1,105

▲ 100%

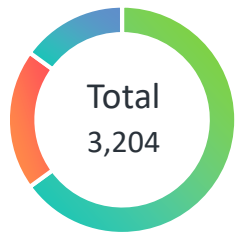
TOP RANKINGS

Keyword's	Position	Volume	Traffic
Best Beard Conditioner	4	1256	30%
Beard Care Supplies	2	1105	20%
Natural Beard Oil	3	1005	53.5%
Wooden Beard Comb	5	1000	93.6%
Beard Care Products	1	990	1.2%
Beard Oil Canada	2	950	0.235%
Beard Oil Near Me	3	900	0.235%
Beard Hair Growth Products	3	900	0.125%
Beard Wash And Conditioner	4	890	0.235%
Best Beard Growth Products	4	850	0.735%
Best Beard Conditioner	4	810	0.25%
Beard Care Supplies	3	800	0.2458%

Audience Growth



Active Visitor

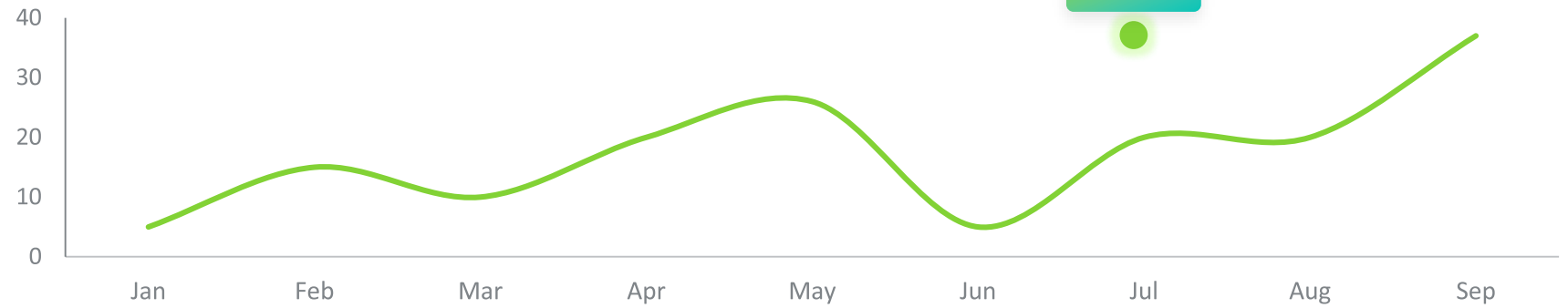


65%
Mobile

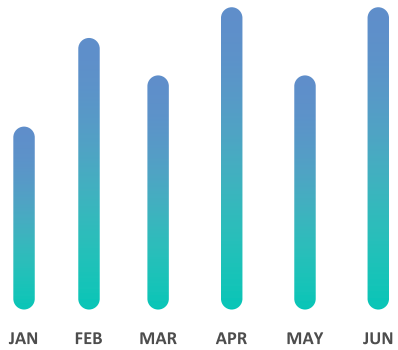
20%
Desktop

15%
Tablet

Sessions Via Organic Search



Visitor by Type



Regional Map



Session
3,204



Page views
13,537



Users
2,426



Bounce Rate
47.12%



Avg. Session
3m 23s



Conversion
56.33%

