



SEO CASE STUDY

Adora Toys



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SEO Case Study

Adora Toys



Home > Collections

Shop Adora by Collection

Baby Dolls



At Adora, we know you want to be a confident parent who nurtures your child with healthy and creative play. To do that, you need toys that will spark their imagination and support their development. The problem is, in our digital world, figuring out how to reduce screen time can be one of the most challenging parts of being a parent today.

This is where Adora can help out. For 30 years, we've helped parents unplug their child's playtime by providing screen-free toys encouraging children to develop empathy and creativity. Your child's Adora toy will quickly become the one reached for at bedtime, squeezed when knees are scraped, and found at the heart of every special moment...

<https://www.adora.com>

Client's Expectations & Campaign Brief

To expand the website's reach and extend the client base, Adora decided to get its website search engine optimized. They have also opted for Google and Facebook ads to get traffic/sales.

Challenges

When Adora.com approached me, they were completely low on traffic and impressions. They simply wanted great visibility through SERP rankings & more form submissions to increase the client base. As we know dental service is a very common niche and the major challenge was to rank the targeted Keywords on the 1st page of Google to gather more traffic to the website.

The challenges for us were: -

1. To target different locations
2. It's a very common niche so the competition was quite high
3. Content was not optimized

The Solution

First, I researched keywords according to their searches & competition I selected long-tail location-based keywords so that I could target that specific area.

During the first week of my SEO plan, I worked on the On-Page SEO issues. In which we modified the existing meta titles & meta descriptions to make the website appearance good and SEO friendly. I also modified the website content to make it keyword oriented.

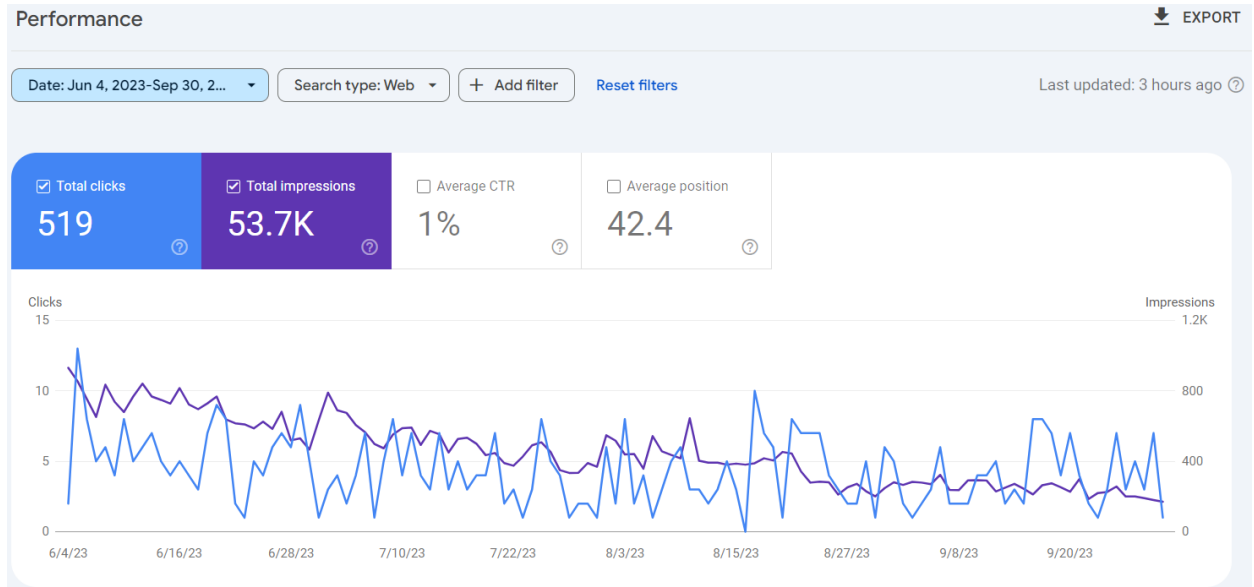
After finishing the On-page issues, I started working on the Off-Page SEO, in which I started working on getting quality backlinks from high-authority websites. We started getting the results in the first two weeks of submission, I saw the number of clicks has also started increasing in the Google Webmaster and there is improvement in the Google Analytics stats. **It's been a year and now most of the keywords are ranking in 1st position on the SERP.**

Using a combination of on-site SEO activities and constant on-site improvements, I saw a steady rise in the organic traffic coming to the website.

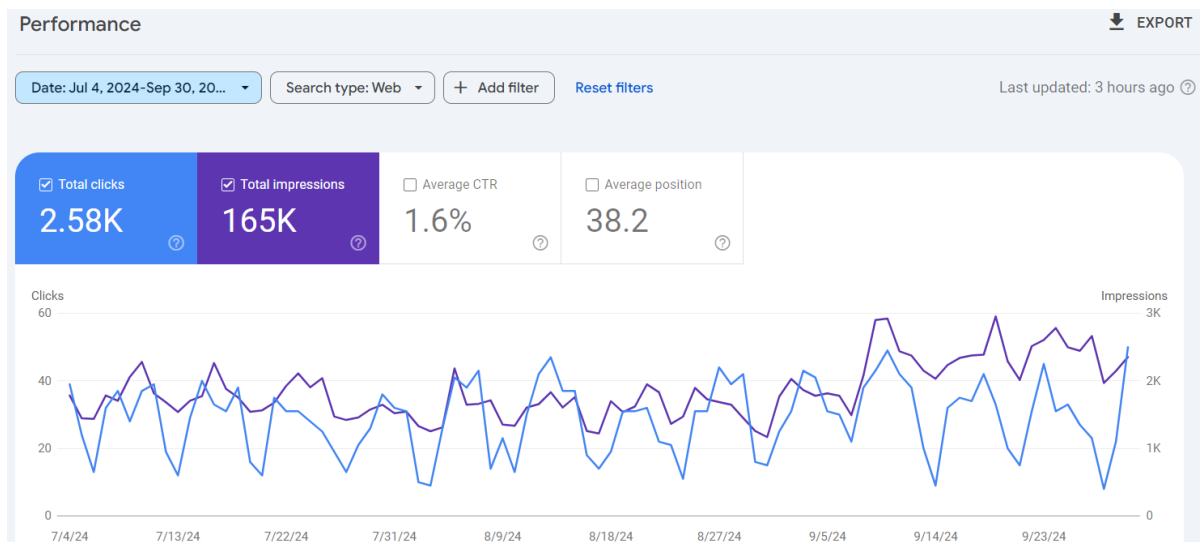
Over three months (Oct 2023 - Dec 2024).

We witnessed a **2.5x** increase in organic traffic.

Traffic Before SEO Campaign June 2023



Traffic After SEO Campaign till September 2024



- **5x** Increase in Clicks
- **3.5x** Increase in Impressions

Keyword's Latest Ranking Results

Keyword: doll toys and accessories

Position: #1 on Google.com

The screenshot shows a Google search for "doll toys and accessories". The search bar is at the top, and the results are displayed below. The first result is from Adora.com, titled "#1 Adora Baby Doll Accessories - Strollers, Cribs, Car Seats". The result includes a small image of a pink stroller. The Adora.com logo and URL are visible above the title. Below the title, there is a snippet of text: "SHOP TODAY and enjoy ✓Free Shipping for US orders \$59+ ✓High-Quality Baby Doll Accessories - baby doll strollers, doll beds, doll carriers, high chair, ... \$20 to \$75 · 6-7 day delivery · 30-day returns". The left sidebar contains various tools and filters, including SEOquake, Parameters, SERP report, Export CSV, Sort this page, and Locale. The bottom of the sidebar shows features like Realistic.

Keyword: machine washable toys dolls

Position: #1 on Google.com

The screenshot shows a Google search for "machine washable toys dolls". The search bar is at the top, and the results are displayed below. The first result is from Adora.com, titled "#1 40+ Machine Washable Dolls & Toys Parents Love! - Adora". The result includes a small image of three dolls. The Adora.com logo and URL are visible above the title. Below the title, there is a snippet of text: "Our machine washable toys are safety tested, designed in our California playroom and made with love. \$13 to \$40 · 6-7 day delivery · 30-day returns". The left sidebar contains various tools and filters, including SEOquake, Parameters, SERP report, Export CSV, Sort this page, and Locale. The bottom of the sidebar shows features like Realistic, On sale, Vintage, Blonde Hair, Fashion Doll, Nearby, Get it fast, Cloth, and Under \$25. The bottom of the sidebar also shows filters for Hair Color, including Blonde Hair and Dark Hair.

Keyword: amazing dolls & accessories

Position: #1 on Google.com

The screenshot shows a Google search for "amazing dolls & accessories". The search bar contains the text "amazing dolls & accessories". Below the search bar, there are filters for "On sale", "Reviews", "Fashion Doll", "Realistic", "Girl", "Doll Clothes & Accessories", "Vintage", "Under \$70", and "Blo". The search results show "About 50,800,000 results (0.62 seconds)". The top result is from adora.com, titled "#1 Amazing World 18 inch Doll Accessories Salon Accessory Set". The URL is "https://www.adora.com/products/amazing-world-18...". The product description says "This 17-piece set comes with salon backdrop, stool, storage cupboard, pink doll cape, purple doll apron, wooden mirror, wooden hair dryer, 3 wooden styling ...". The price is "\$39.99 · Free 6–7 day delivery over \$99 · 30-day returns · In stock". A sidebar on the left contains SEOquake and other tools.

Keyword: color changing doll toys

Position: #1 on Google.com

The screenshot shows a Google search for "color changing doll toys". The search bar contains the text "color changing doll toys". Below the search bar, there are filters for "Ages 3 years and up", "Vintage", "Mini", "Ages 4 years and up", "Fashion Doll", "Ages 2 years and up", and "Ages 12 months a...". The search results show "About 29,400,000 results (0.56 seconds)". The top result is from adora.com, titled "#1 Adora Color Changing Toys for Kids - Activated in the Sun ...". The URL is "https://www.adora.com/collections/color-changing-t...". The product description says "SHOP TODAY! ✓Free Shipping for US orders \$59+ Our color-changing toys are innovative, durable & made for play! Kids will be amazed as these change color in ...". The price is "\$20 to \$28 · 6–7 day delivery · 30-day returns". A sidebar on the left contains SEOquake and other tools.

Thank you

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