



SEO CASE STUDY

Paradise Galleries



BY RAJ GORAI
A Digital Marketing Expert

CELEBRATE
**Down
syndrome**
Awareness Month
with
Paradise Galleries



Since 1991, Paradise Galleries has been a leader in bringing the magic of award-winning dolls to collectors around the world. We are dedicated to offering you the most irresistible and innovative artistic treasures from the world's premiere artists and designers. Our passion at Paradise Galleries is to create dolls that stir your spirit, warm your heart, and nurture your soul. It gives us great joy to know that our dolls bring happiness to homes around the world. Our design team in southern California draws upon inspiration from family, friendships, love, daily life, childhood memories, and a sense of fun to capture the goodness and beauty in life's moments. We work together with sculptors & designers from all over the world to create the perfect doll.

<https://www.paradisegalleries.com>

Challenges

When Paradise Galleries approached us, the website was not optimized at all. He was running paid ads on Google. And was getting a sufficient amount of traffic on his website through paid ads but they were getting very less clicks and impressions organically. So, he wanted us to gather organic traffic on his website. Moreover, he simply wanted great visibility through SERP rankings.

The challenges for us were: -

1. To target different keywords
2. Content was not optimized; it was difficult to convince the client to stuff keywords on the website
3. The website was not SEO friendly

The Solution

Of Course, the first step is Keyword Research to start any of the SEO projects. I started with keywords finalizing and chose the best possible keywords for this brand. After the approval of keywords, we started fixing the On-page issues. In the case of the On-Page,

I modified the website page content to make it keyword-oriented and fixed all the issues that needed to be fixed.

Within 2 weeks of submissions, I started getting the results, there is improvement in the ranking and gain in the stats of Google Webmaster and Google Analytics.

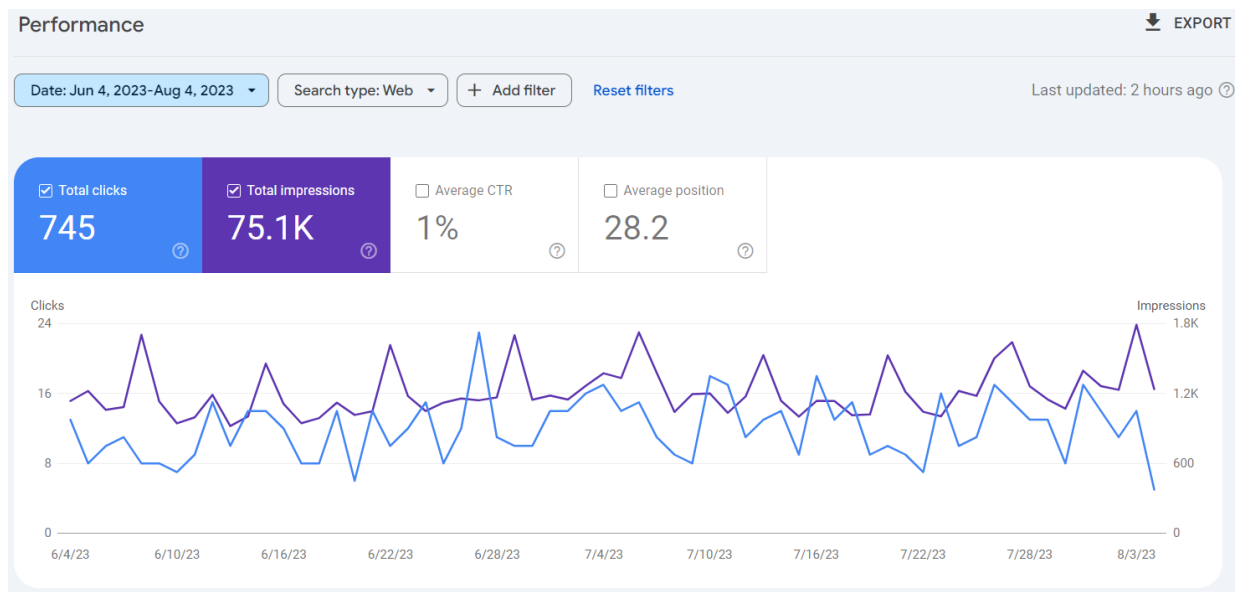
It's been 1.3 years and most of the keywords are ranking in the #1 position on the SERP.

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.

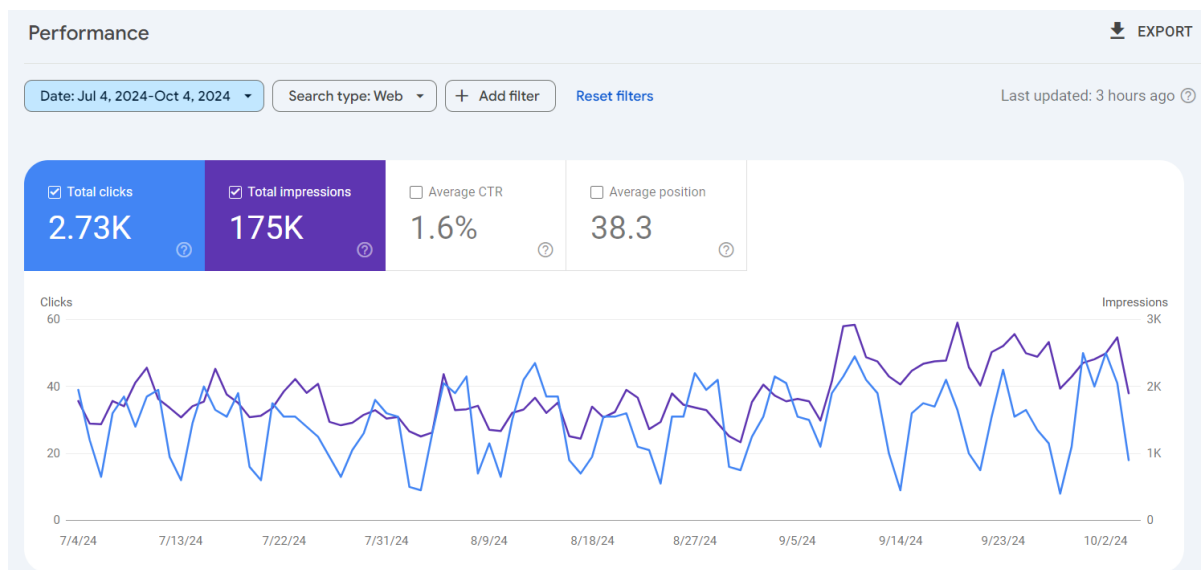
Over First three months (Sept 2023 - Nov 2023).

I have witnessed a **2X** increase in organic traffic.

Traffic Before SEO Campaign June-Aug 2023



Traffic After SEO Campaign till September 2024

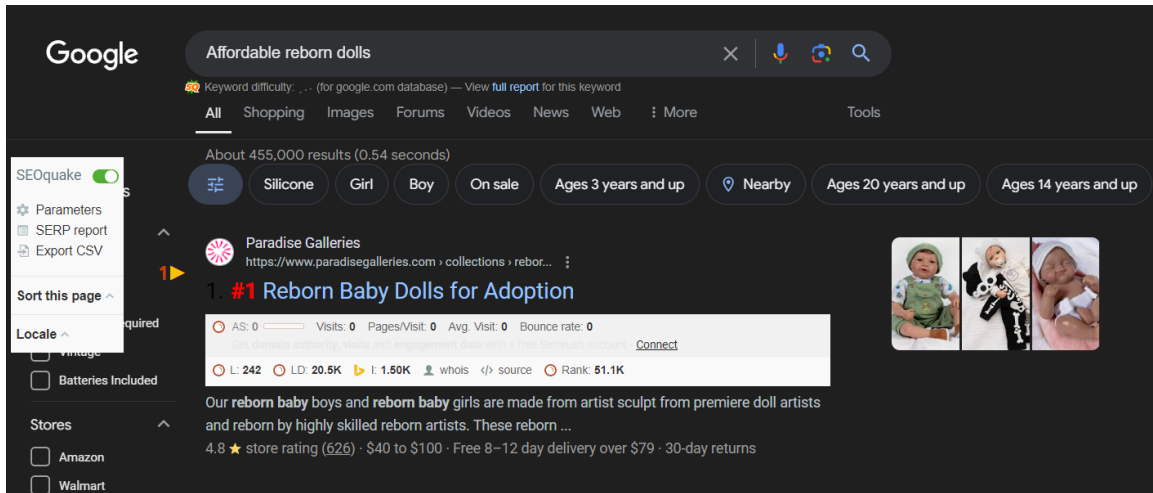


- **3.5x** Increase in Clicks
- **1.5x** Increase in Impressions

Keyword's Latest Ranking Results

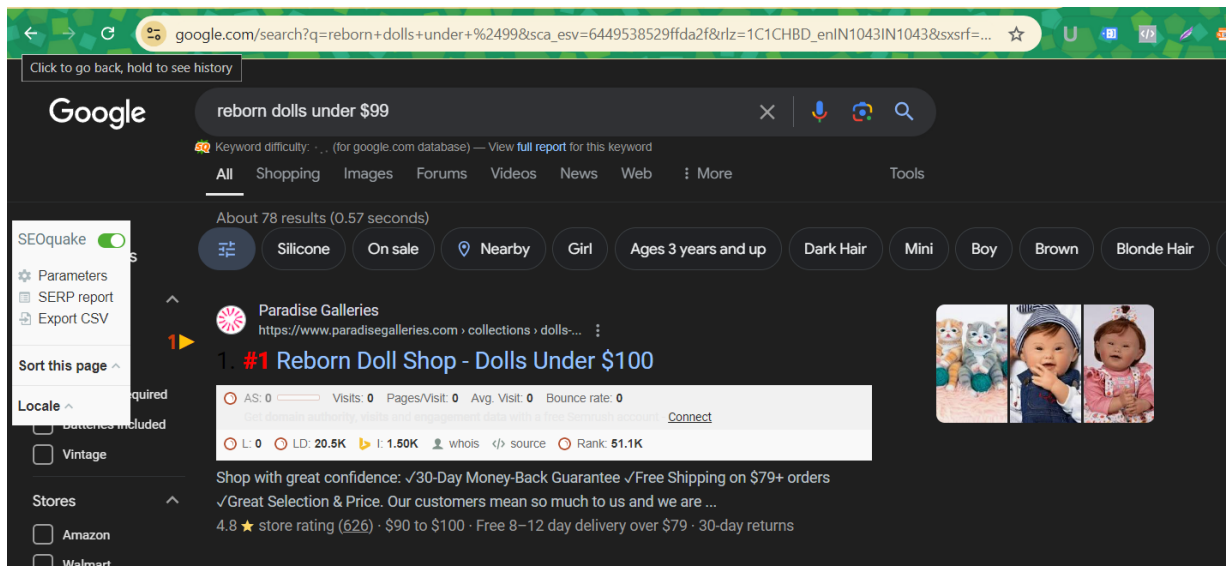
Keyword: Affordable reborn dolls

Position: #1 on Google.com



Keyword: reborn dolls under \$99

Position: #1 on Google.com



Keyword: Awareness doll

Position: #1 on Google.com

The screenshot shows a Google search for "Awareness doll". The search bar contains the text "Awareness doll". Below the search bar, there are filters for "Cloth", "Realistic", "Vintage", "For Sale", "On sale", "Talking", "Stuffed Animals", "Girl", "Boy", and "Ages 3 - 6 years". The search results show "About 48,000,000 results (0.53 seconds)". The first result is from "Paradise Galleries" with the title "#1 Dolls with a Purpose". The URL is "https://www.paradisegalleries.com/collections/dolls...". The description reads: "Emma for Down Syndrome Awareness - 21\" Realistic Girl Doll by Reborn Artist, Lauren. Quick Shop. Emma for Down Syndrome Awareness. \$99.99. 4.8 star store rating (626) · Free 8-12 day delivery over \$79 · 30-day returns". A small image of a doll is visible on the right side of the result.

Keyword: vintage paradise galleries dolls

Position: #1 on Google.com

The screenshot shows a Google search for "vintage paradise galleries dolls". The search bar contains the text "vintage paradise galleries dolls". Below the search bar, there are filters for "Blonde Hair", "Dark Hair", "Porcelain Doll", "Red Hair", "For Sale", "Blue", "Fashion Doll", "Realistic", and "On sale". The search results show "About 86 results (0.62 seconds)". The first result is from "Paradise Galleries" with the title "#1 Porcelain Dolls - Treasury Collection ...". The URL is "https://www.paradisegalleries.com/collections/porcel...". The description reads: "We have created a broad array of porcelain dolls for every collector, featuring different ethnicities, ages, genders, outfits, and motifs. 4.8 star store rating (626) · \$110 to \$175 · Free 8-12 day delivery over \$79 · 30-day returns". A small image of three porcelain dolls is visible on the right side of the result. The second result is also from "Paradise Galleries" with the title "#2 Collector's Vault". The description reads: "Sorry, you missed out on these dolls! These designs are now part of our Collector's Vault & are no longer available. Check out our latest arrivals to find ... \$80 to \$100 · Free 8-12 day delivery over \$79 · 30-day returns". A small image of several dolls is visible on the right side of the result.

Thank you

You can connect me through

Email: auditseoexperts@gmail.com

WhatsApp: [+91-9115144232](https://wa.me/919115144232)

Portfolio: <https://webuiexpert.github.io/raj-gorai/>