



# Case Study – Cata ECM Electronics

**Project Timeline:** April 2025 – July 2025

**Services Provided:** SEO (Technical, On-page), Website Development, Tracking & Analytics Setup

**Platform Used:** WordPress



## Project Overview

Cata ECM Electronics partnered with us to **launch their website** and improve **search engine visibility** to reach customers in the United States and globally.

The project focused on:

- Creating and optimizing the **website** from scratch
- Implementing **technical SEO best practices**
- Completing **on-page SEO** with keywords, titles, descriptions, and alt texts
- Setting up **Google Analytics, Google Tag Manager, Search Console** for tracking
- Laying the foundation for **organic growth and authority building**



## Month-by-Month Results

### ♦ Month 1 – April 2025

**Google Search Console Performance:**

- Clicks: 6
- Impressions: 384

**Moz Domain Metrics:**

- Before: DA **13**, Spam Score **1**
- After: DA **14**, Spam Score **1**

#### **Google Analytics Performance (May):**

- Clicks: **86**
- Page Views: **1.6K**
- Country Traffic: **470 users** from the United States

#### **Key Actions Taken:**

- Domain purchase & hosting setup
- Installed WordPress + theme customization
- Website structure, logo, and color theme design
- Home page slider setup with content writing
- Product image optimization & product data entry
- Setup checkout, cart, and account pages
- Installed SSL certificate for website security
- Integrated payment merchant + order confirmation emails
- Configured email SMTP for website notifications
- Connected Google Analytics & Search Console
- Created sitemap, robots.txt, schema structure

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#### ♦ **Month 2 – June 2025**

#### **Google Search Console Performance:**

- Last Month: **7 clicks**, 398 impressions
- This Month: **17 clicks**, 840 impressions

#### **Website Metrics:**

- DA: **14**
- Spam Score: **1**

#### **Key Actions Taken:**

- Technical SEO completed (sitemap, robots.txt, schema, GTM setup)
- On-page SEO started: Meta titles & descriptions for main pages
- 404 error monitoring & redirect setup
- Competitor keyword analysis & keyword research
- Added alt text to homepage, about, and cart pages
- Fixed responsive issues on multiple devices
- Optimized overall website performance for faster load speed

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#### **♦ Month 3 – July 2025**

#### **Google Search Console Performance:**

- Last Month: **17 clicks**, 840 impressions
- This Month: **31 clicks**, 1.28K impressions

#### **Website Metrics:**

- DA: **14**
- Spam Score: **1**

## Key Actions Taken:

- On-page SEO expansion: 7 pages fully SEO-optimized, 12 pages optimized for readability
- Meta titles, descriptions & focused keywords added for 10+ pages
- Product/service images resized and optimized for SEO (Google My Business size as well)
- Robots.txt & sitemap updated with new page structure
- Fixed broken links across the site
- Banner images updated, new content uploaded where available
- Continued competitor analysis and keyword targeting
- Technical SEO checks (GTM triggers, variables, analytics integration)
- Ongoing product data entry and page enhancements

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## Goals & KPIs

- **SEO Visibility:** Organic clicks & impressions growing consistently → Achieved
- **Website Development:** Fully launched and optimized WordPress site → Achieved
- **Technical SEO:** Sitemap, schema, robots.txt, 404 monitoring completed → Achieved
- **On-Page SEO:** Titles, descriptions, alt tags, and keyword optimization across multiple pages → Ongoing
- **Traffic Growth:** U.S. users increasing steadily → Achieved

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## Google Ads Status

- Campaigns not launched yet (recommended to consider once on-page + content expansion is complete).

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## **Summary of Achievements in 3 Months**

- Domain & Hosting Setup → Complete
- Website Designed & Developed (WordPress) → Complete
- SSL, Payments, Checkout & Cart → Complete
- Google Analytics, GTM, Search Console connected → Complete
- Technical SEO Setup (robots.txt, sitemap, schema, redirects, 404 monitoring) → Complete
- On-page SEO (meta titles, descriptions, alt text, keyword optimization) → In Progress (19+ pages optimized)
- Organic Traffic Growth → Clicks: 6 → 17 → 31 | Impressions: 384 → 840 → 1.28K
- U.S. Audience Growth → 470 users in Month 1, steadily increasing