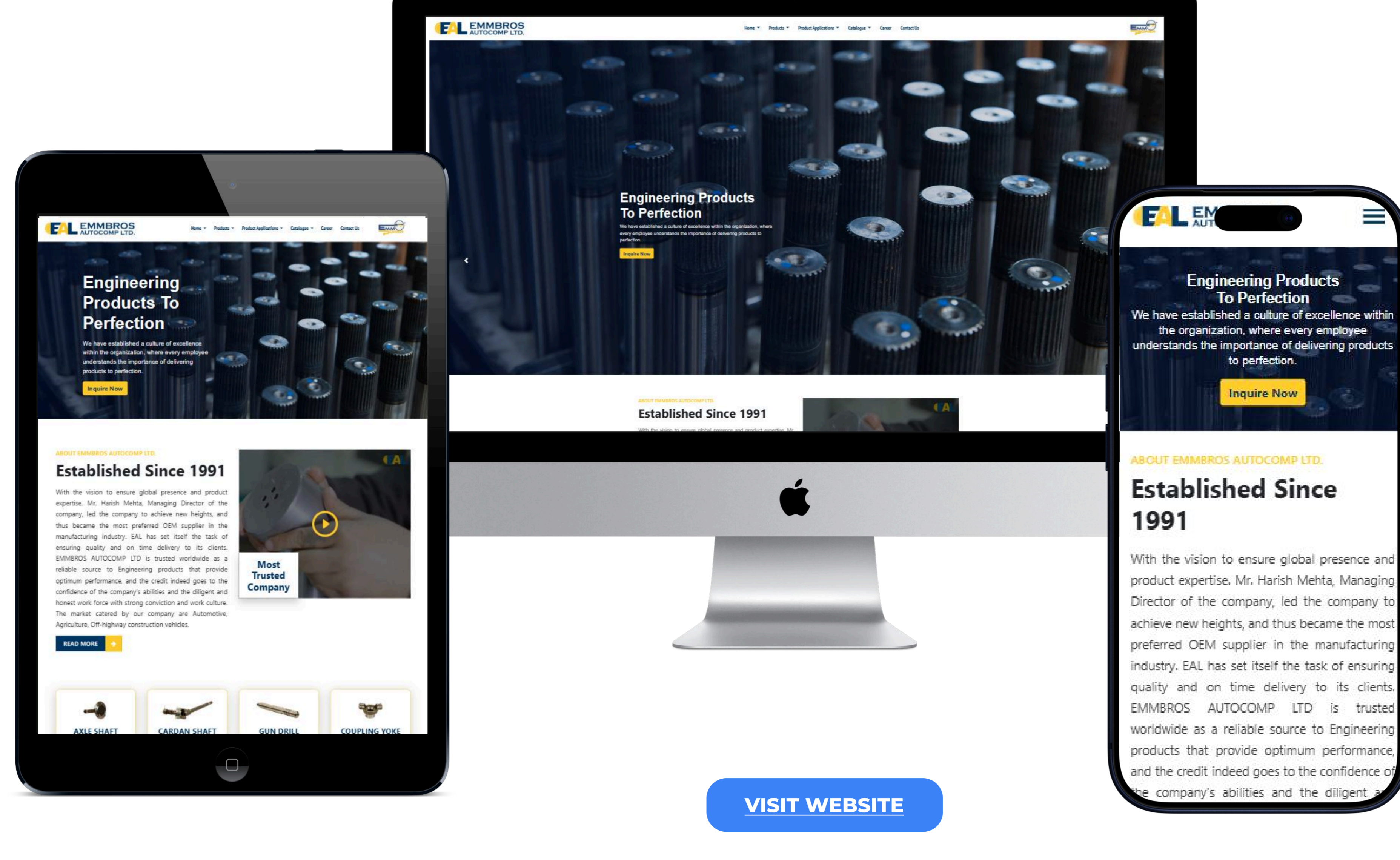


WEBSITE

EMMBROS.COM



VISIT WEBSITE

Introduction

We partnered with Emmbros to strengthen their digital presence in the skincare and wellness industry. Our focus was on optimizing the website structure, enhancing keyword targeting, and improving overall search visibility. Through strategic SEO planning and technical enhancements, we boosted organic traffic, improved ranking positions, and attracted more skincare-focused customers. These efforts helped Emmbros build stronger brand authority, drive consistent user engagement, and achieve steady online growth.

Challenges

When we began, Emmbros' website faced limited online visibility and struggled with low keyword rankings. The site structure required proper optimization, and several high-value product and category pages were not appearing in search results. Additionally, the skincare and wellness market is highly competitive, making it challenging for the brand to stand out organically without strong SEO foundations.

Goal

The main goal was to improve Emmbros' online visibility, strengthen keyword performance, and optimize the website structure to attract more skincare and wellness customers. We aimed to increase organic traffic, improve search rankings, and build a stronger digital presence to position Emmbros as a trusted leader in the skincare and personal care niche.

SOLUTION

SEO GOAL

Our SEO goal for Emmbros was to improve organic visibility, boost keyword rankings, and attract high-quality traffic. We optimized site speed, structure, and content to build authority in the skincare niche and convert more visitors into loyal customers.

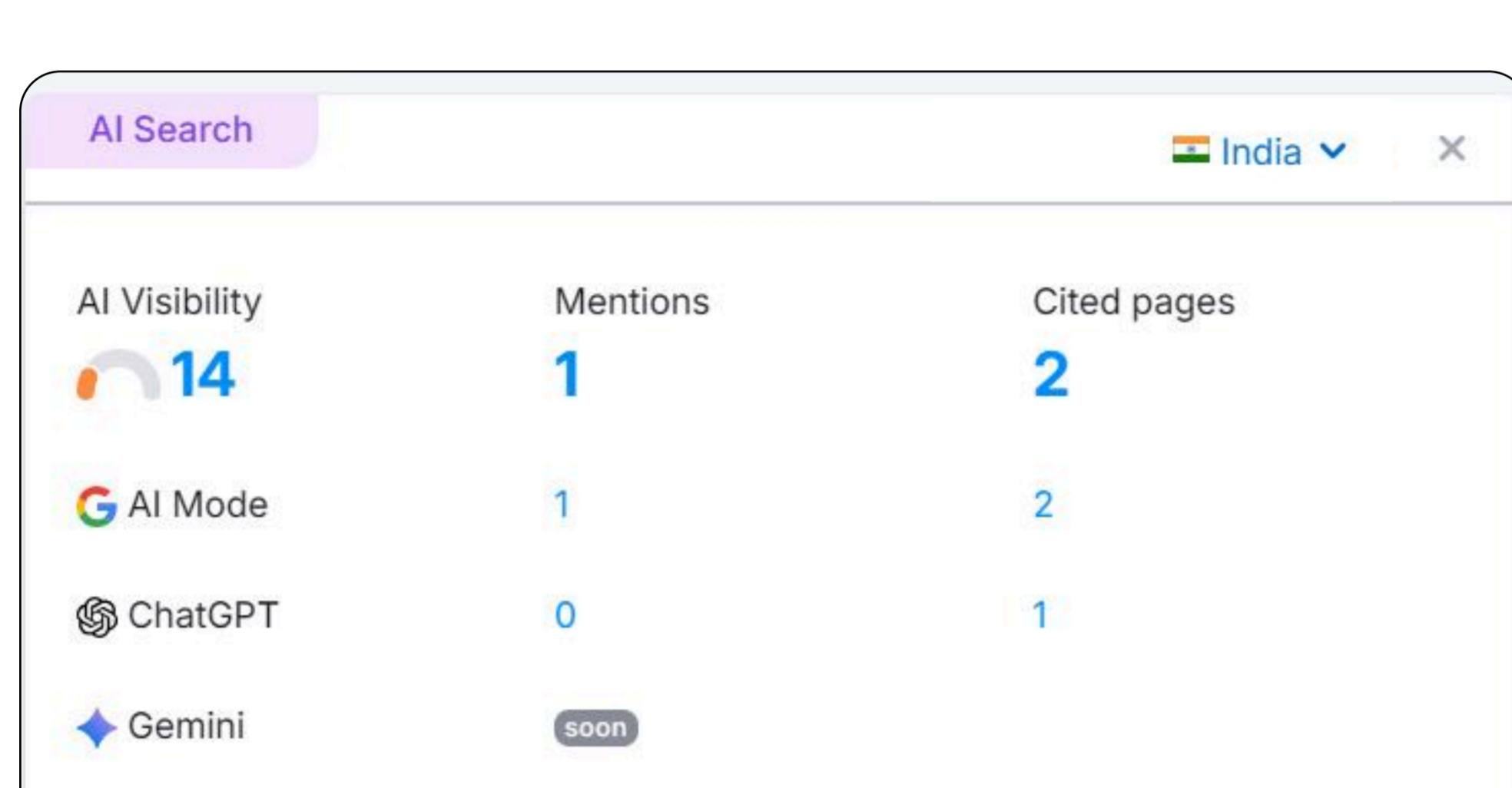
CONTENT MARKETING

We created SEO-optimized content focused on skincare, wellness, and personal care topics to boost keyword visibility and audience engagement. This helped position Emmbros as a trusted authority in the beauty industry and attract more organic traffic from customers searching for effective skincare solutions.

WEBSITE STRUCTURE

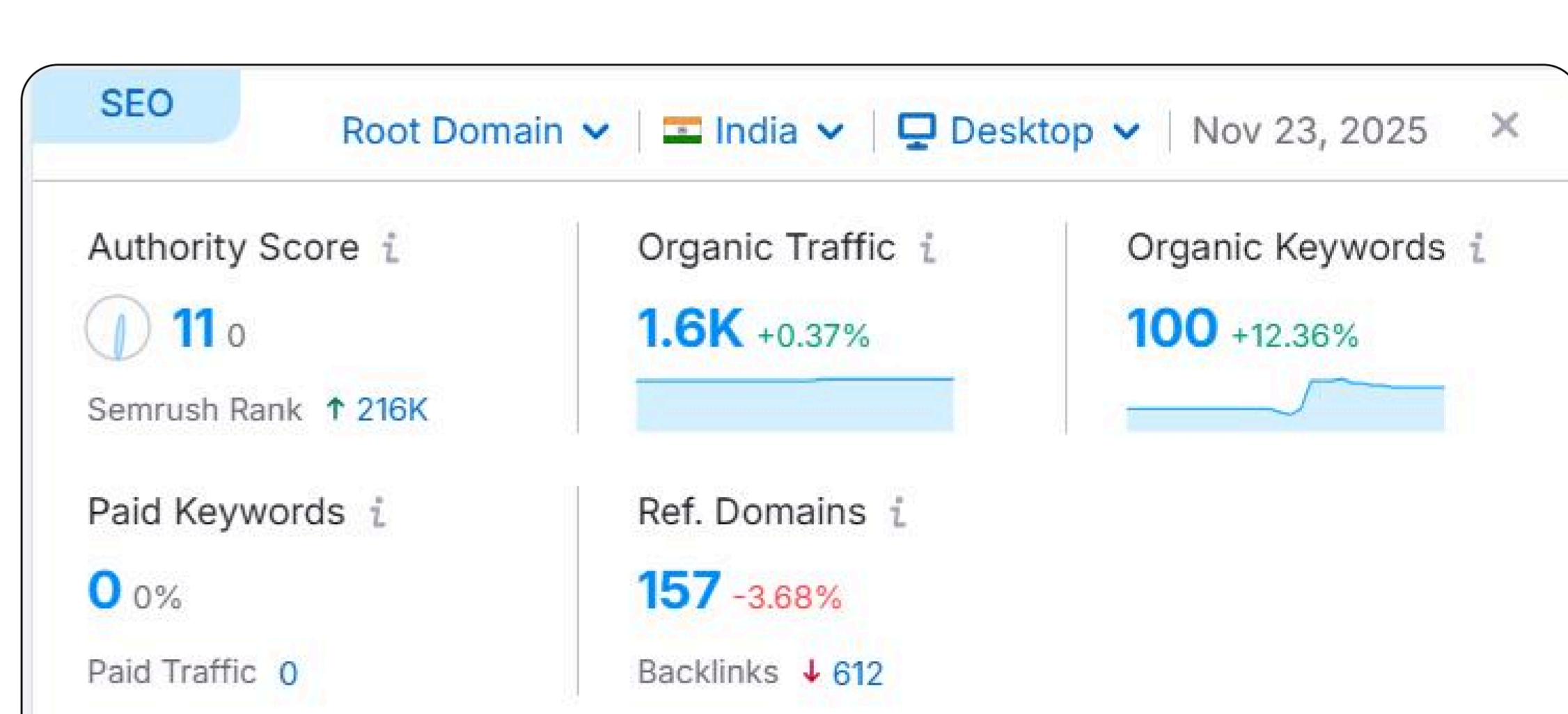
We optimized the site architecture to make it cleaner and more search-friendly. Product, category, blog, and support pages were reorganized to improve navigation, internal linking, and crawlability. This helped Google index important skincare pages faster while providing a smoother, more user-friendly browsing experience across the website.

AI SEARCH

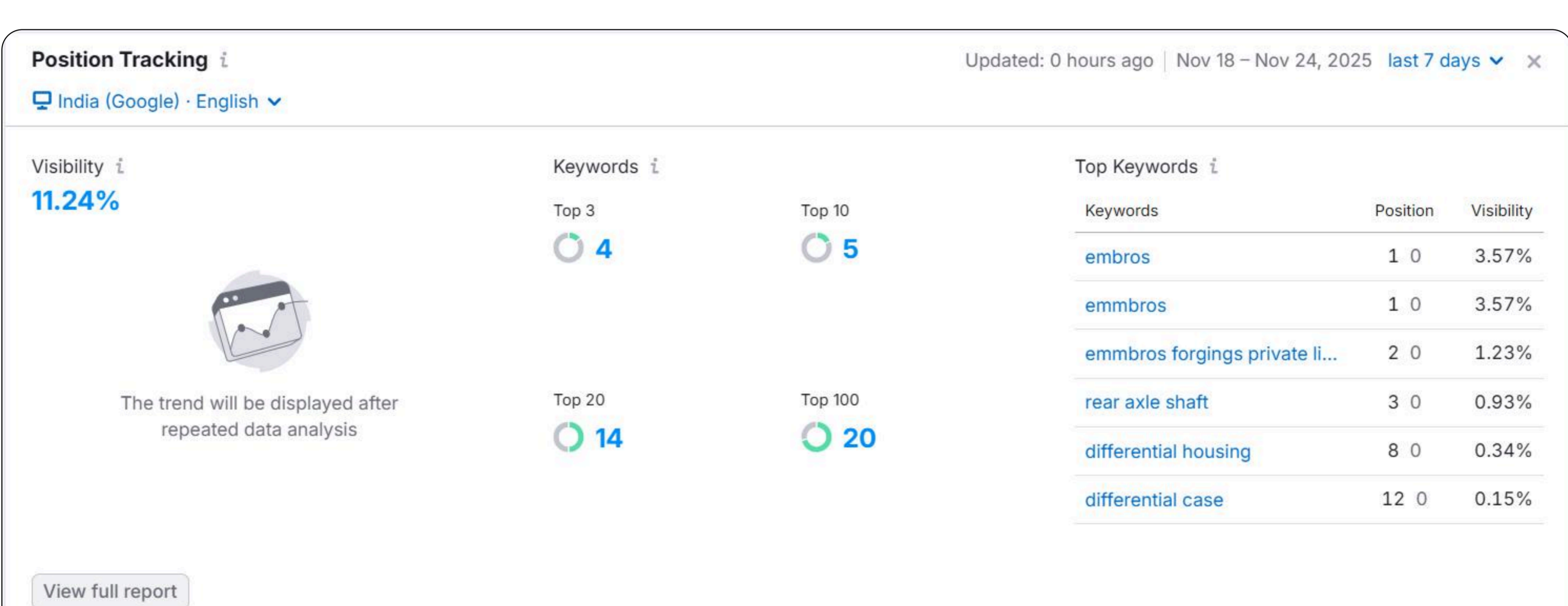


The website is beginning to gain traction in AI search with an **AI Visibility score of 14**, **1 brand mention**, and **2 pages cited by AI systems**. This shows early progress and increasing recognition across emerging AI search platforms, setting the foundation for stronger visibility and future AI-driven growth.

SEO

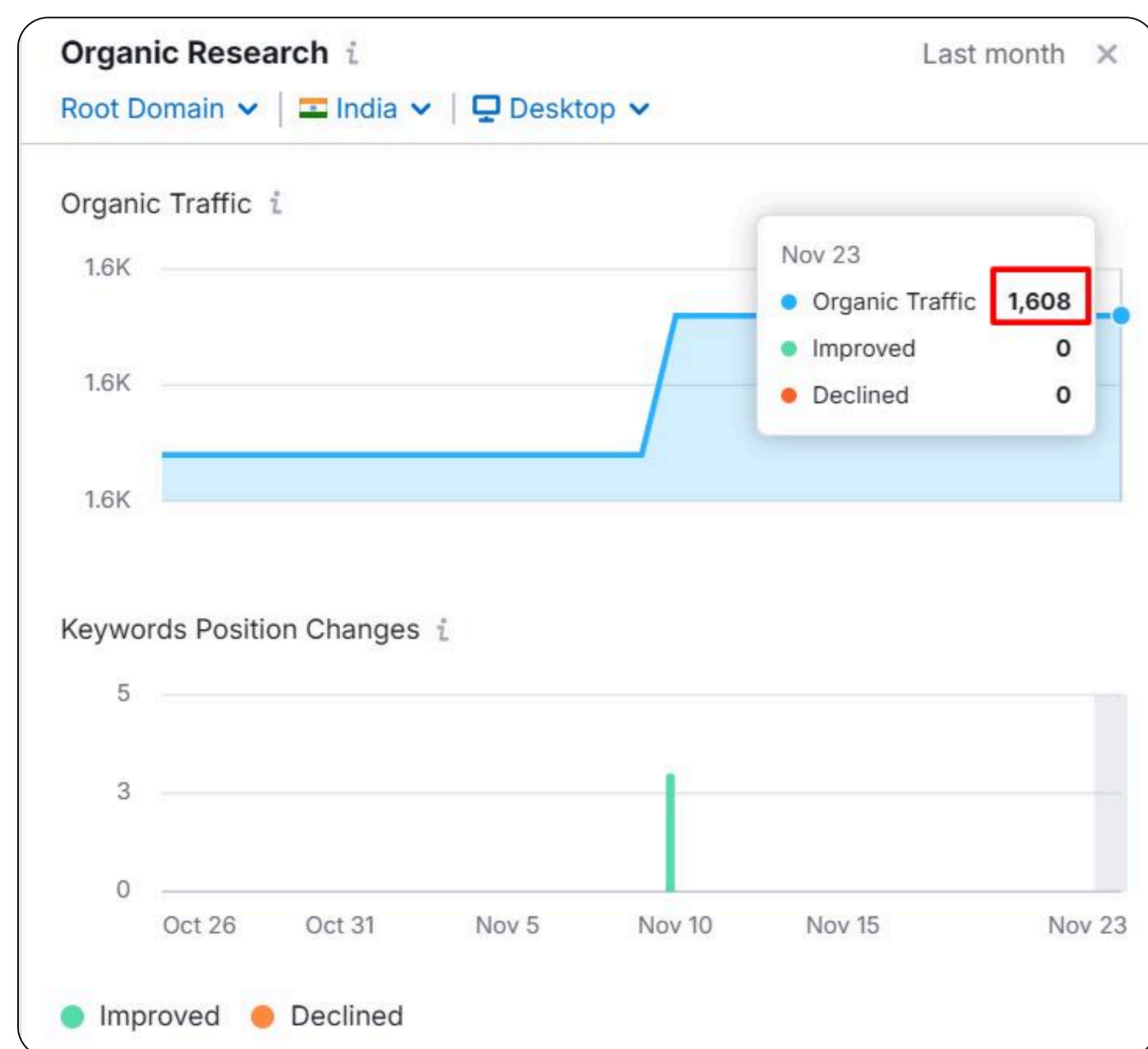


Your website is showing steady SEO growth, with organic traffic reaching **1.6K** and organic keywords increasing by **12.36%**. Authority Score remains stable, and improved keyword visibility indicates stronger search presence. With continued optimization, these metrics will help boost overall rankings, traffic quality, and authority in your niche.



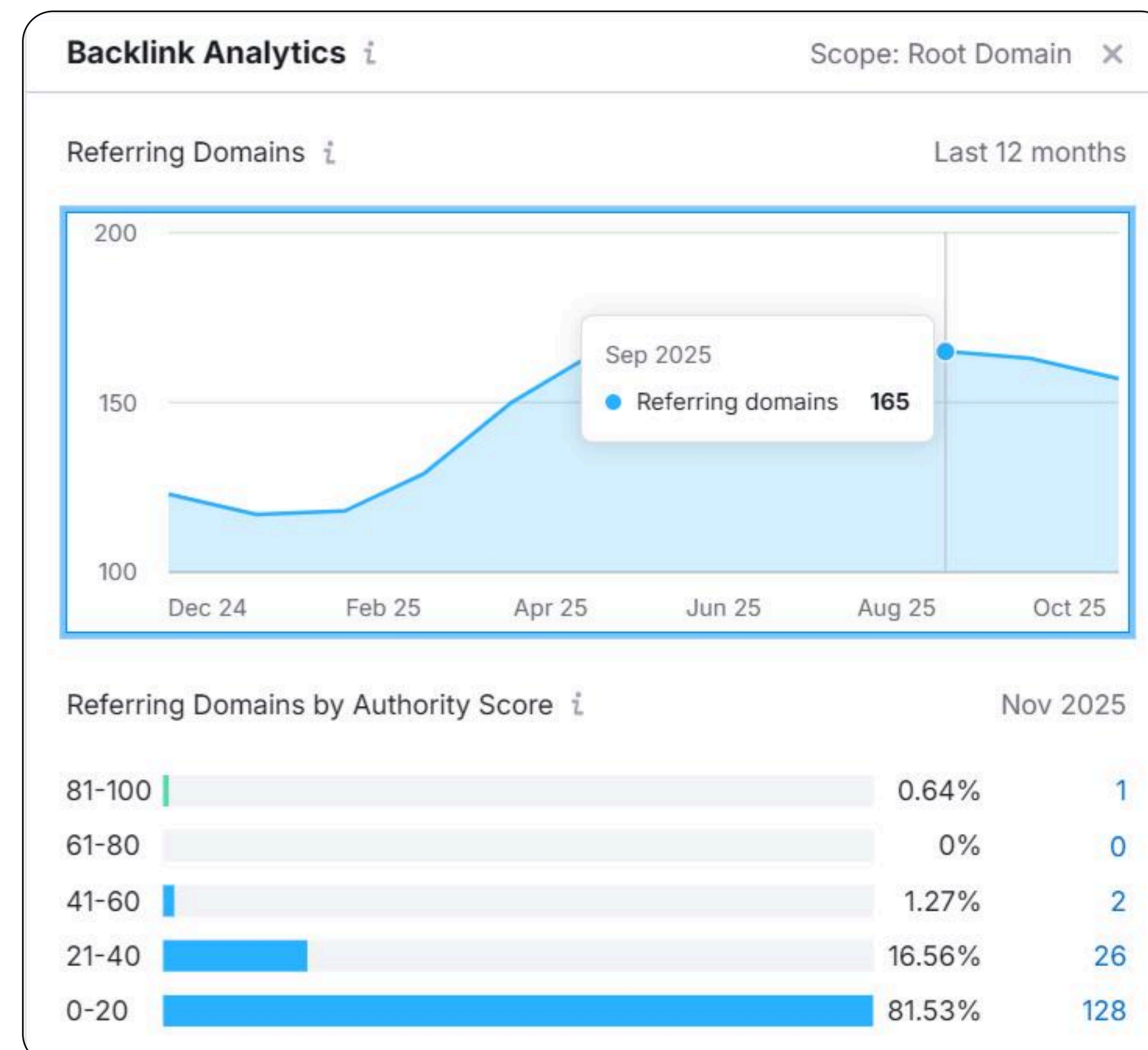
Your keyword positions show strong growth, with multiple terms ranking in the Top 3, Top 10, and Top 20. Visibility has improved to **11.24%**, and top keywords like "embros" and "emmbros" now hold leading positions—showing consistent progress in organic search performance.

ORGANIC TRAFFIC



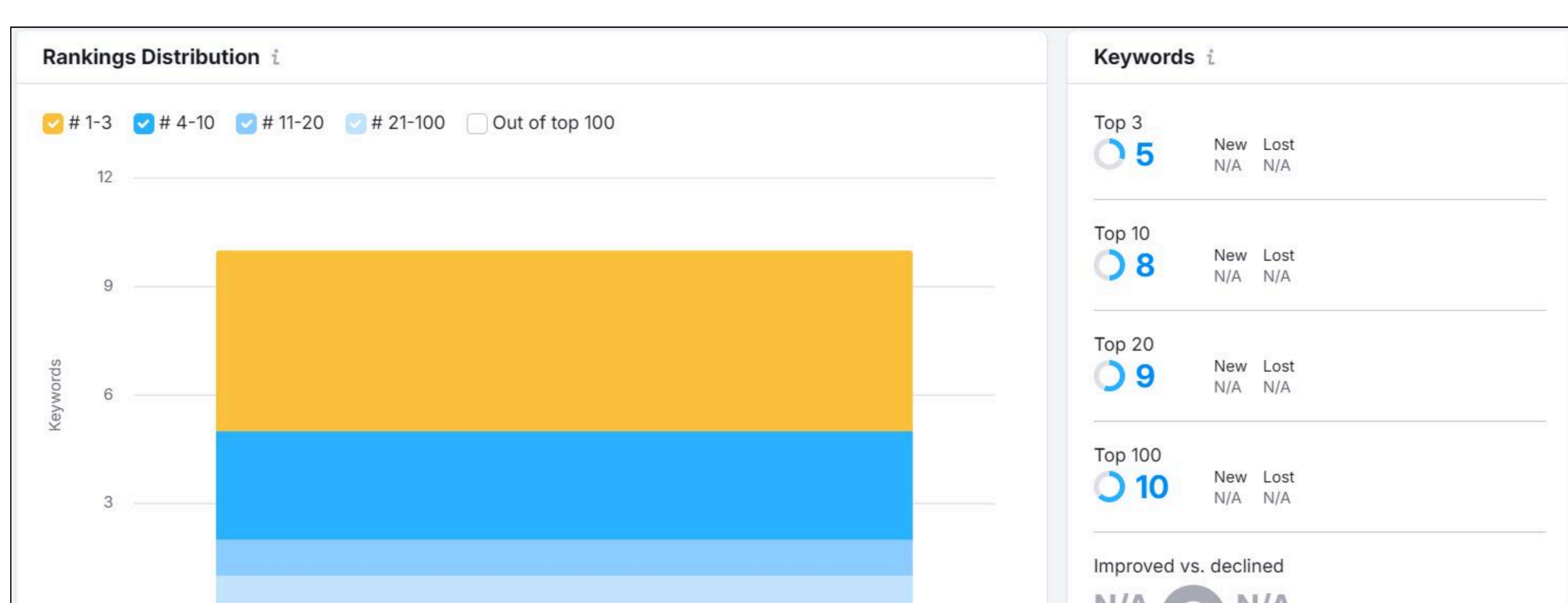
The website is beginning to gain traction in AI search with an **AI Visibility score of 14**, **1 brand mention**, and **2 pages cited by AI systems**. This shows early progress and increasing recognition across emerging AI search platforms, setting the foundation for stronger visibility and future AI-driven growth.

BACKLINK ANALYTICS

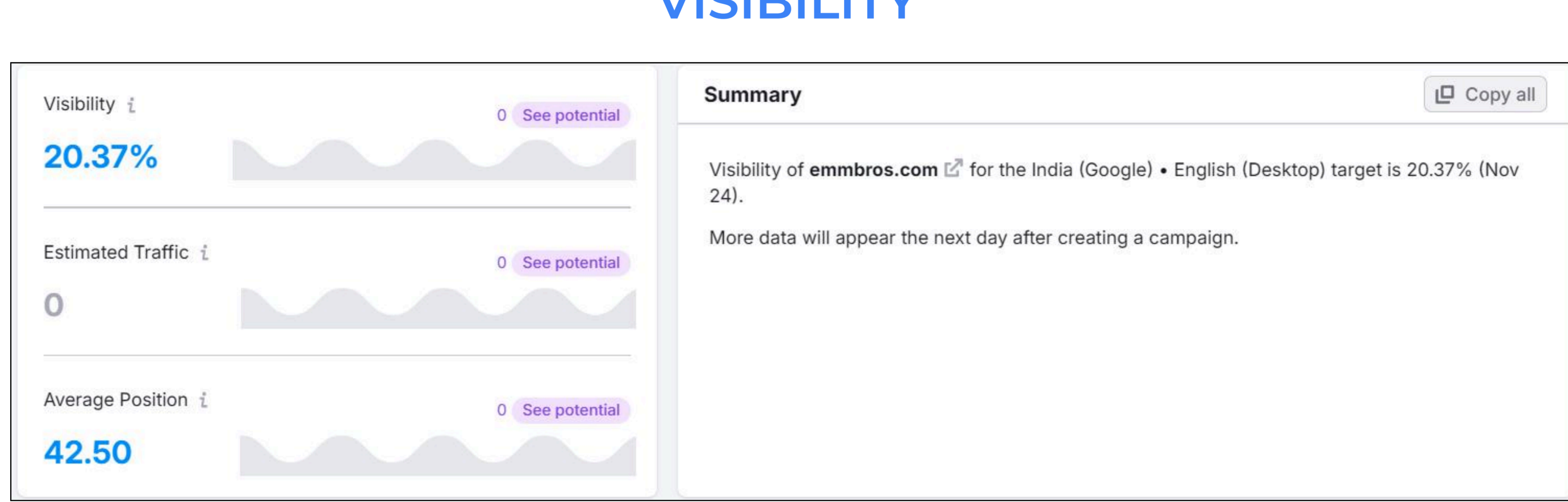


Your website's backlink profile shows **strong growth**, with referring domains rising steadily over the last 12 months—reaching a peak of **165 domains**. Most links come from diverse sources, improving authority and trust. This upward trend reflects successful SEO efforts, increasing visibility, credibility, and long-term ranking stability.

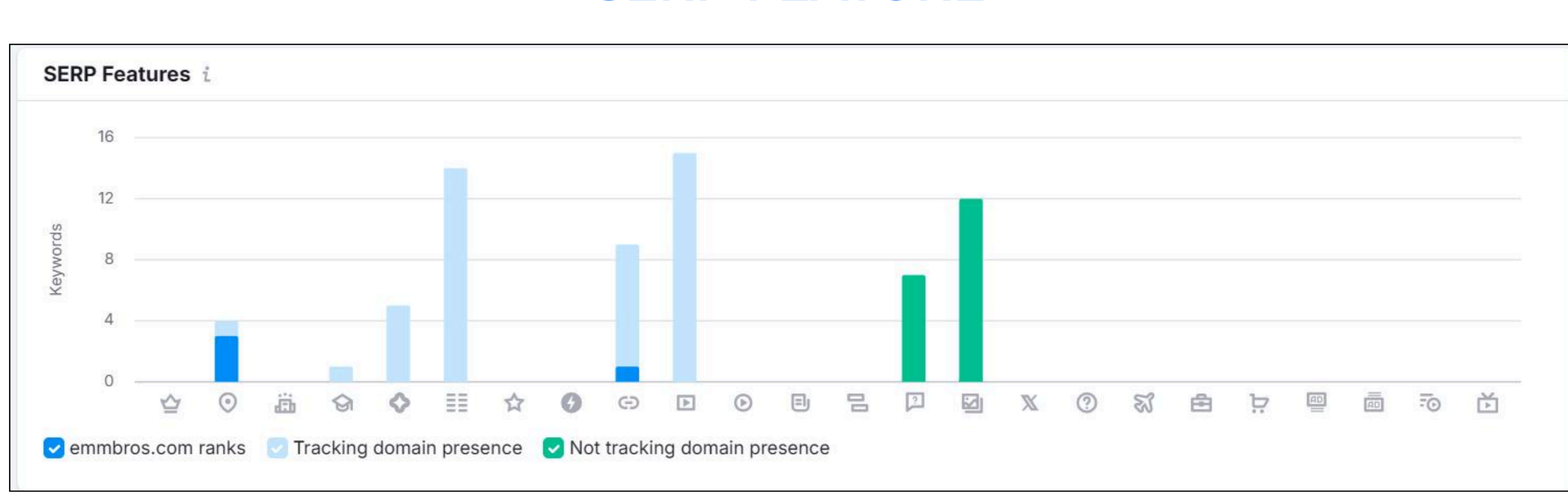
KEYWORD RANKING



VISIBILITY



SERP FEATURE



COMPETITION MAP



IMPROVEMENT NOTE:

The visibility of emmbros.com currently stands at **20.37%**, placing it ahead of major competitors like YouTube and Amazon in the specified segment. To drive further improvement, focusing on keyword optimization—especially for terms ranking in positions **11-20**—and increasing content targeting SERP features should be prioritized. Improving the average position from **42.50** and capitalizing on the ten keywords already in the top 100 can significantly boost estimated traffic and overall search performance.

CONCLUSION

Improved website visibility and organic reach through effective SEO strategies, leading to higher traffic and stronger keyword rankings. Enhanced brand credibility and online presence within the health and nutrition industry. Consistent growth in user engagement and domain authority, ensuring long-term stability and continued success in search results.

THANK YOU

FOR VIEWING THE PORTFOLIO

FOR MORE INFORMATION

VISIT WEBASTR

DM ME TO START A CONVERSATION