



HOW WE MOVED A RESEARCH PEPTIDE  
BRAND FROM PAGE 2 TO THE TOP 3 IN A  
REGULATED NICHE

AND BUILT THE ENTIRE SEO INFRASTRUCTURE FROM  
ZERO IN **UNDER 4 MONTHS**

# RESULTS

97.7%

Increase in Collection Page Clicks



18%

Improvement in Average Position



124

Structured Data Items Built From Zero





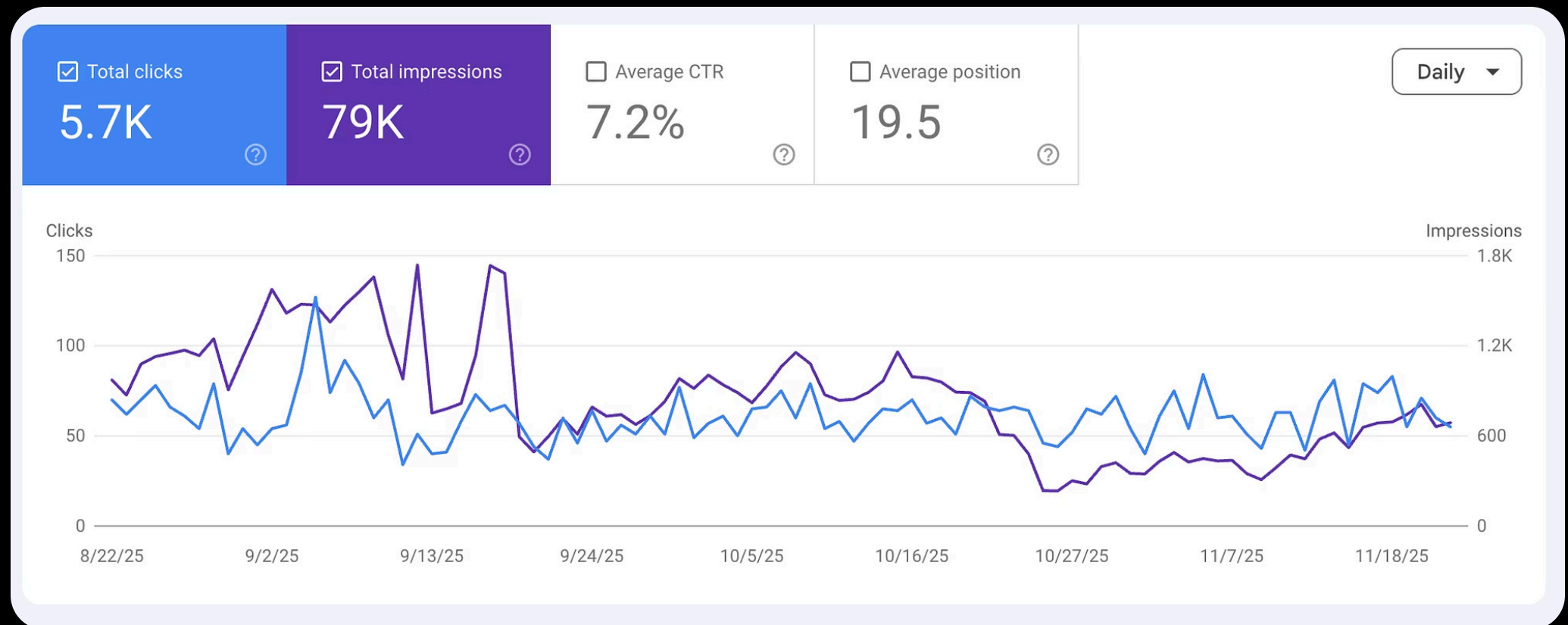
## CLIENT OVERVIEW

This US-based research peptide supplier sells high-purity, RUO-grade (Research Use Only) peptides to laboratories, scientists, and academic researchers. Their Shopify store carries peptide blends, stacks, and individual compounds across categories like cellular repair, metabolic research, neuroscience, and bioenergetics.

The brand had strong direct and branded traffic but was almost invisible for non-branded commercial and informational queries. No structured data. No optimized collection pages. No blog strategy targeting research keywords. They were leaving the entire non-branded search landscape to competitors with years of content advantage.

# CHALLENGE

Research peptides is a regulated, high-competition niche. Every product page needs RUO compliance language. Every blog post needs scientific accuracy and proper citations. The audience is researchers and lab professionals who expect precision, not marketing fluff.



The site was ranking at an average position of 19.5, effectively page 2 or worse for most queries. The main peptides collection page sat at position 5.6 with a 2.5% CTR, meaning Google was showing it but searchers were scrolling past. There was no schema markup, no breadcrumb navigation, no FAQ sections on collection pages, and no blog content targeting the research queries driving traffic in this niche.

On top of the SEO gaps, the site's GA4 tracking had attribution issues, with a large portion of organic traffic being bucketed into the "Unassigned" channel, making it difficult to measure organic performance cleanly.

Our goal: build the full technical SEO infrastructure, optimize collection and product pages for non-branded queries, implement structured data sitewide, and create a research-grade content pipeline, all within compliance guardrails.

# OUR PROCESS

01

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## TECHNICAL FOUNDATIONS

Search Console, Bing, analytics, sitemap, crawl fixes, and speed optimization

02

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## ON-PAGE OPTIMIZATION

Keyword mapping, title rewrites, collection page copy, FAQ sections, alt text

03

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## SCHEMA AND RICH RESULTS

Product, Breadcrumb, Merchant Listing, FAQ, and Article schemas from zero

04

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## CONTENT STRATEGY

Research blog pipeline with pillar and cluster articles targeting scientific queries

05

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## CONTINUOUS OPTIMIZATION

Weekly tracking, monthly audits, position monitoring, iterative improvements

# PHASE 1: TECHNICAL FOUNDATIONS

The site had Google Search Console verified but was not fully configured for performance tracking. Bing Webmaster Tools was not set up. The XML sitemap needed cleanup, robots.txt had unnecessary directives, and several URL parameter and canonical issues were creating duplicate content signals.

We verified and configured GSC and Bing, submitted a clean sitemap, resolved canonical issues, set up 404 redirect rules, deferred non-critical JavaScript, compressed images, enabled lazy loading, and removed unused Shopify apps. GA4 was configured with proper e-commerce tracking, and Semrush was set up for weekly site audits and position tracking across 100+ keywords. An LLMS.txt file was created for AI visibility.

We also built a complete SEO workflow system: keyword mapping spreadsheet with 100+ terms, content pipeline tracker, backlink prospecting list, implementation log, and monthly performance dashboard.



# PHASE 2: ON-PAGE OPTIMIZATION

We developed a keyword map covering branded, commercial, informational, and product-specific intent across the full peptide catalogue. Then we rewrote title tags, meta descriptions, and H1s across collection pages, product pages, and key landing pages.

The peptides collection page was the priority target. After rewriting the title, adding targeted collection copy, implementing FAQ sections with real research queries, and building internal links, clicks nearly doubled from 258 to 510 in a 3-month comparison, a 97.7% increase. CTR jumped from 2.5% to 4.8%. Average position improved from 5.6 to 2.7, moving the page into the top 3 results.

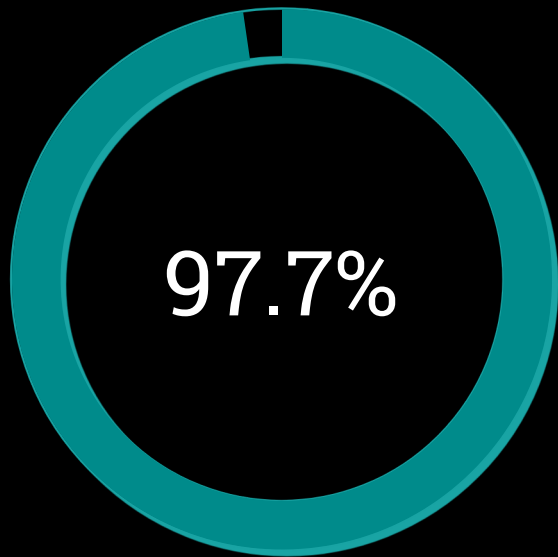
The all-products page also improved: clicks up 31% (206 to 270), with position moving from 3.2 to 2.6.

Product pages were optimized with RUO-compliant copy, material specifications, storage guidelines, and research application descriptions. FAQ sections were added to collection pages answering genuine search queries from People Also Ask data. Alt text standards were implemented across all product images.

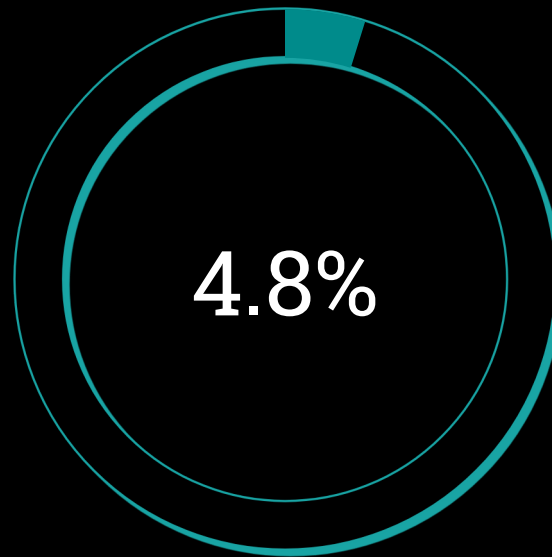
24 landing pages were planned across key collection and product URLs, each with unique copy, FAQ sections, and targeted metadata.

# The power of on-page work

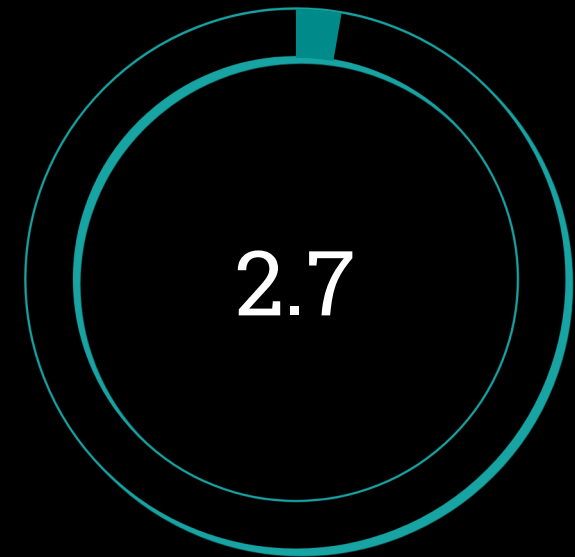
The collection page optimization alone delivered...



Increase in Clicks (258 to 510)



CTR Nearly Doubled (from 2.5%)



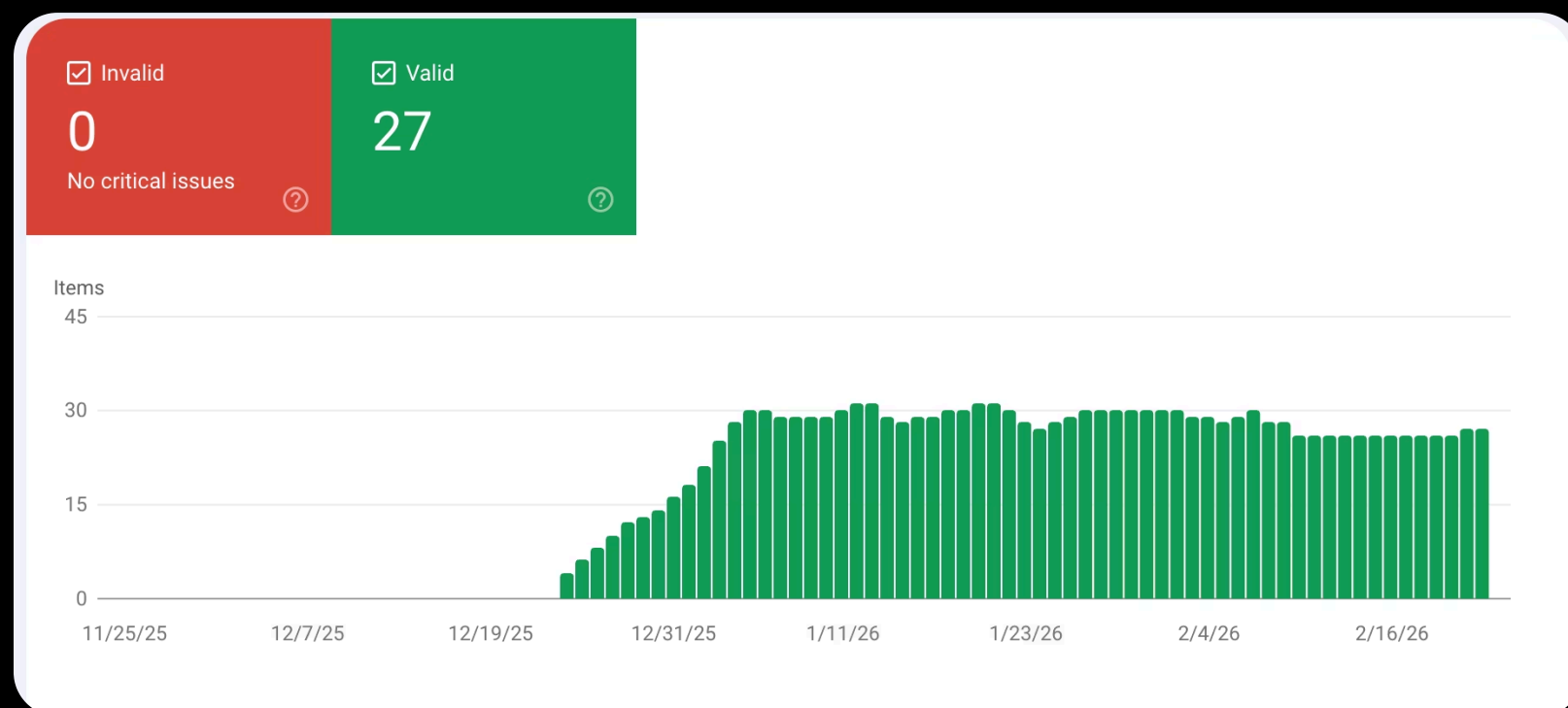
Position Into the Top 3 (from 5.6)

# PHASE 3: SCHEMA AND RICH RESULTS

Before we started, the site had zero structured data. No product stars in search results, no breadcrumb trails, no merchant listings in Google Shopping, no FAQ dropdowns. Just plain URLs competing against suppliers who had all of this in place.

We implemented a full structured data layer using the Webrex Schema app. Every product page got Product schema with price, availability, brand, and purity specifications. Every collection page got FAQ schema. The organization got proper entity markup.

## Breadcrumb Schema



Breadcrumb markup was added to every indexable page, giving Google a clear view of the site hierarchy. Instead of showing raw URLs in SERPs, Google now displays clean navigational paths. Validation shows 27 valid breadcrumb items with zero invalid, zero critical issues. Coverage went from zero in late November to full steady coverage by late December 2025.

## Product Snippets & Merchant Listings

Product Snippets now show 36 valid items with zero critical issues, generating consistent daily impressions across all product pages. Merchant Listings reached 61 valid items with zero critical issues, enabling the brand to appear in Google's free Shopping tab and product carousels without any ad spend. This went from zero to 61 valid items within weeks of implementation.

📋 Combined: 124 structured data items validated from zero, 27 breadcrumbs + 36 product snippets + 61 merchant listings, with zero errors across all three types.

# PHASE 4: CONTENT STRATEGY

We built a research-grade content pipeline designed around topic clusters aligned to the brand's product categories. Four blog posts were published targeting specific research compounds: BPC-157 vs TB-500 mechanisms, GLP-1 peptides for metabolic research, GH secretagogues research, and GHK-Cu gene modulation research.

Each article was written with scientific citations, RUO compliance language, proper FAQ schema, and internal links to relevant collection and product pages. An additional 13 blog posts were drafted covering wound-healing assays, peptide storage and stability, AOD-9604 research, and assay control standards.

A separate "Answer The Public" content schedule was built with 18 additional blog topics targeting high-volume informational queries, designed to capture top-of-funnel traffic from researchers and curious professionals.

## Content Pipeline Built

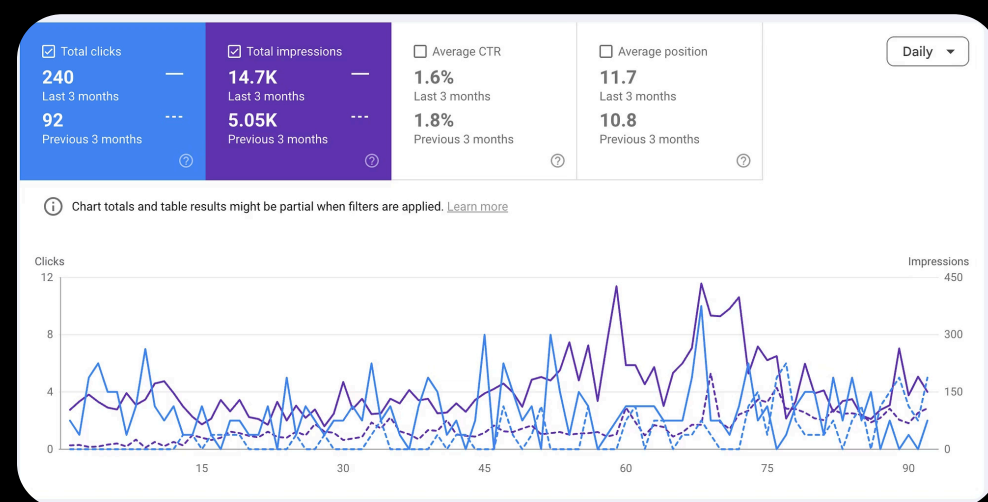


Retatrutide Blog Growth (77 to 215 clicks)



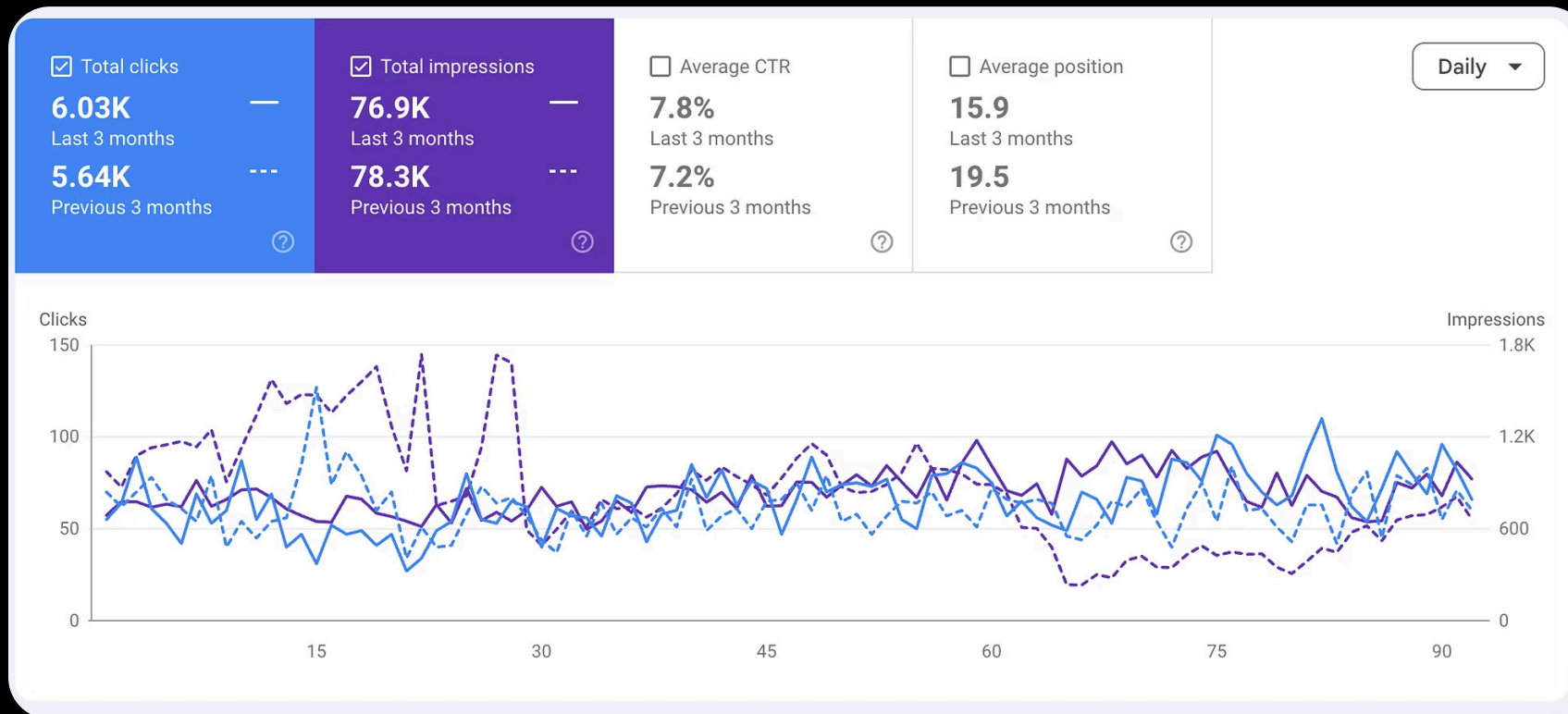
Retatrutide Impressions (2,884 to 8,262)

## Total Pipeline



- 4 research blogs published
- 13 cluster articles drafted
- 18 informational posts planned
- 24 landing pages in progress

# PHASE 5: CONTINUOUS OPTIMIZATION



We established a weekly and monthly cadence. Position tracking monitored all target keywords weekly. GA4 dashboards tracked revenue, sessions, and conversion rates by channel. GSC data was pulled and analyzed monthly to spot ranking changes, new keyword opportunities, and crawl issues.

A backlog library tracked every opportunity from schema improvements to CRO updates, with status, impact scoring, and ownership. Backlinking prospects were identified across peptide directories, pharmaceutical marketplaces, and research communities, with outreach templates prepared.

We continuously refined internal linking between new blog content and collection pages, updated product descriptions with fresh research context, and validated schema weekly.

# RESULTS

BEFORE (Aug to Nov 2025)

5,640

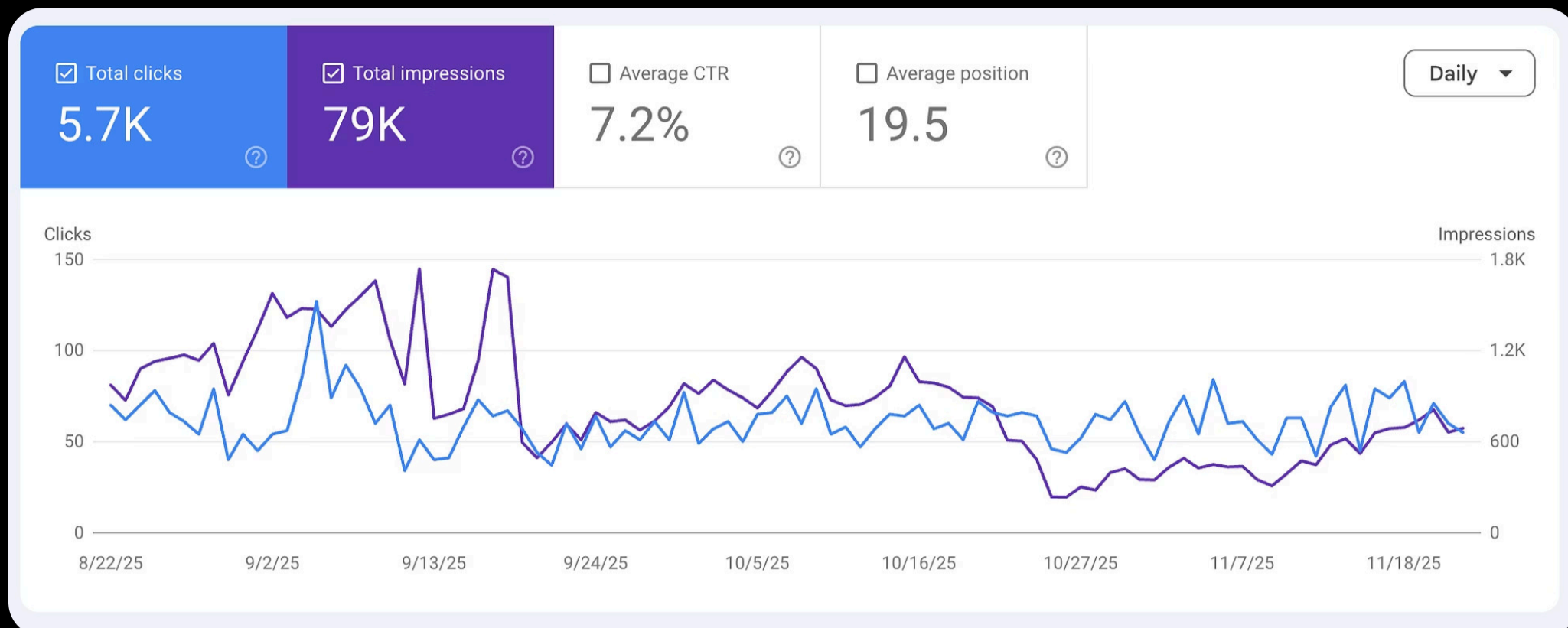
Organic Clicks

78,300

Organic Impressions

19.5

Average Position



AFTER (Nov 2025 to Feb 2026)

6,030

Organic Clicks

6.9% increase

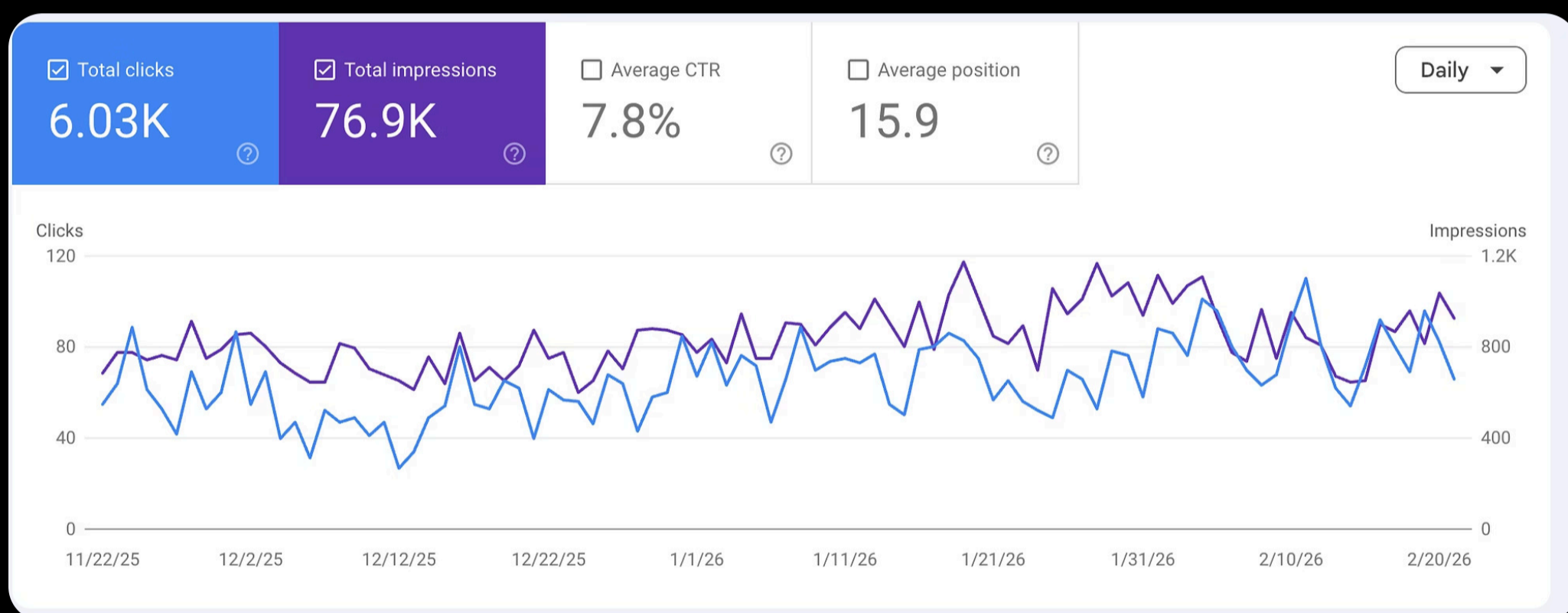
76,900

Organic Impressions

15.9

Average Position

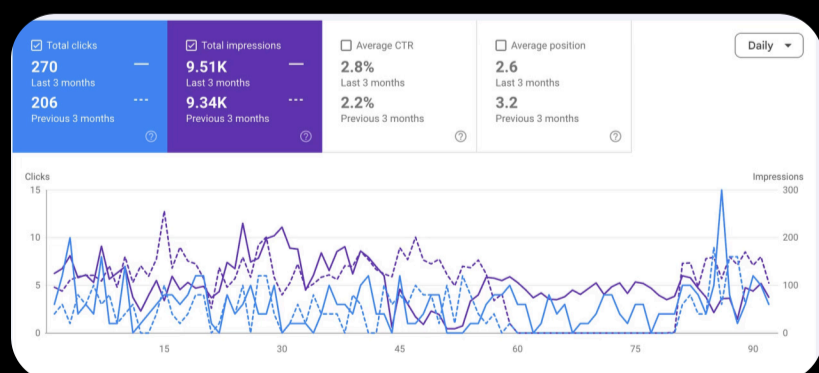
18% improvement



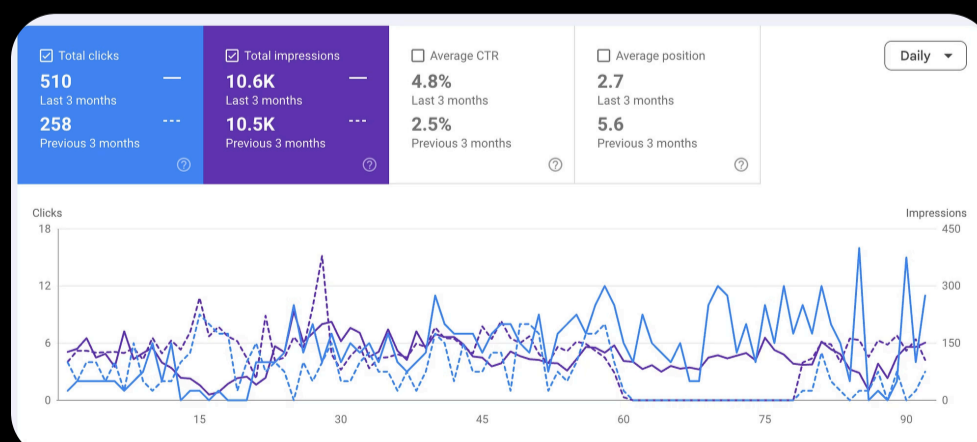
## Key Page Wins

<p><b>Peptides Collection</b></p> <p>Clicks: 258 → 510 <b>(+97.7%)</b></p> <p>Position: 5.6 → 2.7</p>	<p><b>All Products Page</b></p> <p>Clicks: 206 → 270 <b>(+31%)</b></p> <p>Position: 3.2 → 2.6</p>	<p><b>Retatrutide Blog</b></p> <p>Clicks: 77 → 215 <b>(+179%)</b></p> <p>Impressions: 2,884 → 8,262 <b>(+186%)</b></p>	<p><b>Cagrilintide Product</b></p> <p>Clicks: 29 → 95 <b>(+228%)</b></p> <p>Position: 19.1 → 14.7</p>
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### All Product Collection Page



### Peptides Collection Page



## Infrastructure Built

124

Structured data items, zero errors

\$435K

Total site revenue (+23.1% vs prior period)

7.8%

Sitewide CTR (up from 7.2%)

61

Merchant listings from zero