

A vintage Volkswagen van is parked on a sandy beach. The van is light-colored and has a patterned seat cover. The background shows the ocean and a clear sky. The text is overlaid on the image.

HOW WE GREW A NICHE SURF LIFESTYLE
BRAND'S ORGANIC TRAFFIC BY 86% IN UNDER
4 MONTHS

AND DOUBLED THEIR ORGANIC REVENUE WITH **ZERO AD
SPEND**

RESULTS

86%

Increase in Organic Clicks



96%

Increase in Organic Revenue



109%

Increase in Organic
Conversions



Session Organic Results +

SHOW ALL ROWS

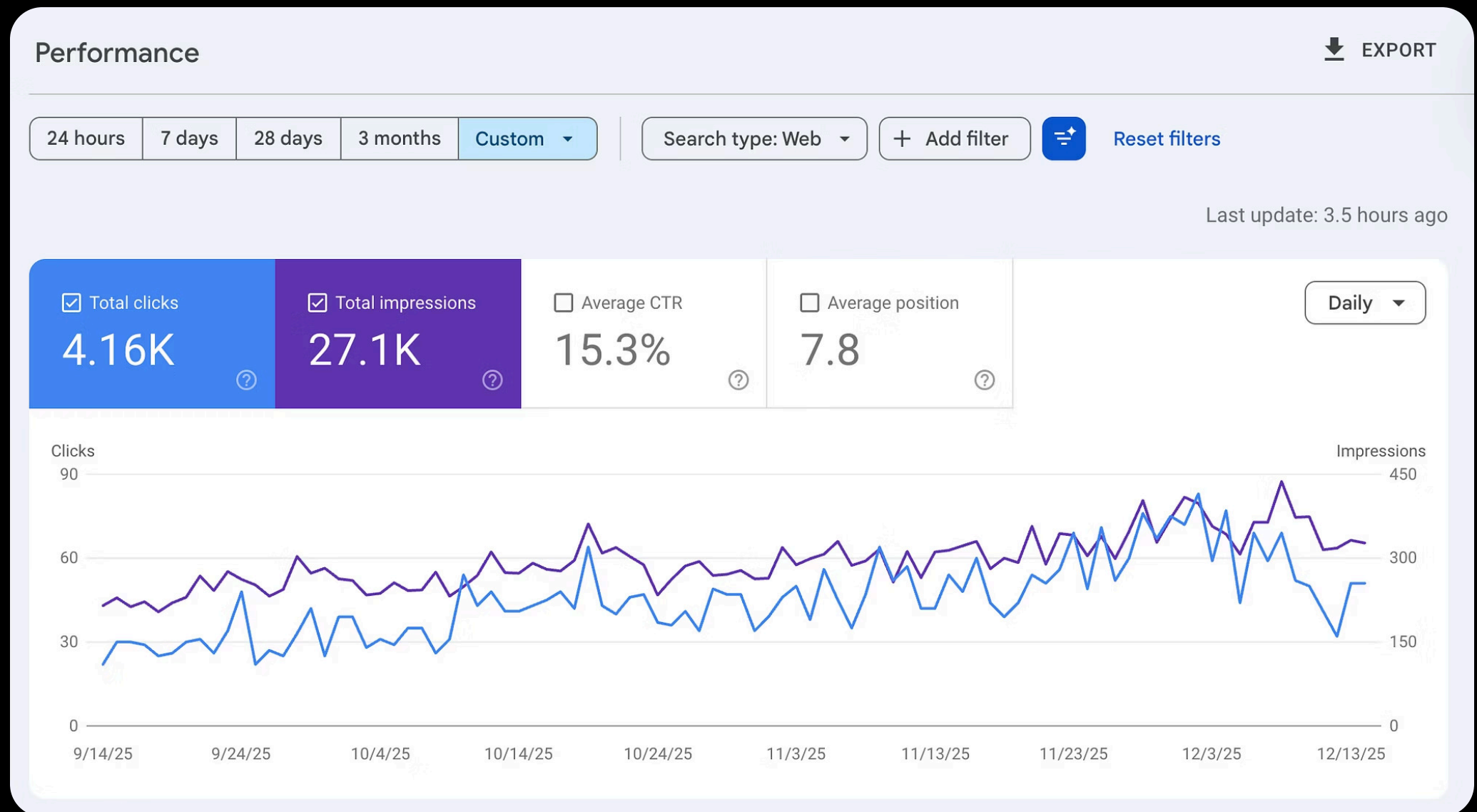
| | Bounce rate | Average engagement time per session | Purchases | Add to carts | Checkouts | ↓ Total revenue | Average purchase revenue | New users |
|-----------------------------|-----------------------------------|-------------------------------------|-----------------------------|--------------------------------|--------------------------------|---|--------------------------------------|----------------------------------|
| Total | 27.23% vs. 43.14% ↓ -36.87% | 26s vs. 40s ↓ -34.11% | 866 vs. 432 ↑ 100.46% | 6,810 vs. 3,597 ↑ 89.32% | 2,007 vs. 1,202 ↑ 66.97% | \$120,690.84 vs. \$61,014.24 ↑ 97.81% | \$141.16 vs. \$141.24 ↓ -0.06% | 36,348 vs. 37,871 ↓ -4.02% |
| 1 Unassigned | | | | | | | | |
| Nov 25, 2025 - Feb 22, 2026 | 28.09% | 21s | 343 (39.61%) | 3,361 (49.35%) | 912 (45.44%) | \$46,440.02 (38.48%) | \$136.99 | 26,835 (73.83%) |
| Aug 26 - Nov 23, 2025 | 43.71% | 33s | 157 (36.34%) | 1,741 (48.4%) | 504 (41.93%) | \$21,475.31 (35.2%) | \$136.79 | 28,691 (75.76%) |
| % change | -35.74% | -35.16% | 118.47% | 93.05% | 80.95% | 116.25% | 0.15% | -6.47% |
| 2 Organic Search | | | | | | | | |
| Nov 25, 2025 - Feb 22, 2026 | 19.35% | 45s | 312 (36.03%) | 2,004 (29.43%) | 653 (32.54%) | \$44,534.59 (36.9%) | \$145.54 | 3,610 (9.93%) |
| Aug 26 - Nov 23, 2025 | 32.5% | 1m 25s | 152 (35.19%) | 1,146 (31.86%) | 419 (34.86%) | \$22,683.53 (37.18%) | \$149.23 | 3,063 (8.09%) |
| % change | -40.45% | -46.96% | 105.26% | 74.87% | 55.85% | 96.33% | -2.48% | 17.86% |
| 3 Direct | | | | | | | | |
| Nov 25, 2025 - Feb 22, 2026 | 29.17% | 27s | 188 (21.71%) | 1,307 (19.19%) | 383 (19.08%) | \$26,680.64 (22.11%) | \$142.68 | 5,769 (15.87%) |
| Aug 26 - Nov 23, 2025 | 44.3% | 40s | 119 (27.55%) | 688 (19.13%) | 270 (22.46%) | \$16,487.60 (27.02%) | \$138.55 | 6,037 (15.94%) |
| % change | -34.15% | -31.35% | 57.98% | 89.97% | 41.85% | 61.82% | 2.98% | -4.44% |
| 4 Organic Shopping | | | | | | | | |
| Nov 25, 2025 - Feb 22, 2026 | 24.55% | 56s | 11 (1.27%) | 80 (1.17%) | 25 (1.25%) | \$1,521.03 (1.26%) | \$138.28 | 41 (0.11%) |
| Aug 26 - Nov 23, 2025 | 35.38% | 55s | 2 (0.46%) | 15 (0.42%) | 6 (0.5%) | \$72.16 (0.12%) | \$36.08 | 39 (0.1%) |
| % change | -30.63% | 1.77% | 450% | 433.33% | 316.67% | 2,007.84% | 283.24% | 5.13% |



CLIENT OVERVIEW

This Belgian surf and vanlife lifestyle brand designs waterproof, bohemian-styled seat covers for cars and vans. Built with heavy-duty Oxford 600D fabric and a 5000mm waterproof rating, their products are made for surfers, vanlifers, and outdoor adventurers who need protection against sand, salt, mud, and daily wear. Despite a strong product and loyal community, their Shopify store had almost no SEO infrastructure: no structured data, no content strategy, and no keyword targeting beyond branded terms. They were invisible in organic search for every commercial query that mattered.

CHALLENGE



The brand was competing against established players with 5 to 10 years of content and backlink advantage. Their site lacked basic technical SEO foundations: no schema markup, weak internal linking, missing meta optimizations across collection and product pages, and zero blog content to capture informational traffic.

On top of that, the audience was spread across multiple European markets (UK, Spain, Germany, France, Belgium, Italy, and Switzerland), each requiring visibility in different languages and search behaviours. Our goal: build the entire organic search engine from scratch, technical foundations through content strategy, and turn organic into a real revenue channel across multiple European markets, with zero ad spend.

OUR PROCESS

01

TECHNICAL FOUNDATIONS

Setting up crawlability, indexation, structured data, and analytics

02

ON-PAGE OPTIMIZATION

Rewriting titles, metas, product copy, and collection pages

03

SCHEMA AND RICH RESULTS

Implementing Product, FAQ, Breadcrumb, and Article schemas

04

CONTENT STRATEGY AND EXECUTION

Building a blog pipeline with pillar and cluster content

05

CONTINUOUS OPTIMIZATION

Weekly tracking, monthly audits, iterative improvements

PHASE 1: TECHNICAL FOUNDATIONS

We started from zero. The site had no Search Console verification, no structured data, no sitemap submission, and several crawl issues blocking Google from properly discovering pages.

In the first two weeks we verified GSC and Bing Webmaster Tools, submitted the XML sitemap, cleaned up robots.txt, fixed canonical and URL parameter issues, resolved 404 errors with redirect rules, deferred non-critical JavaScript, compressed and converted images to next-gen formats, enabled lazy loading, and removed unused Shopify apps dragging down page speed.

We also set up GA4 with proper e-commerce tracking, configured Semrush for weekly site audits and position tracking across 100+ keywords, and built custom organic performance dashboards to measure everything from day one.



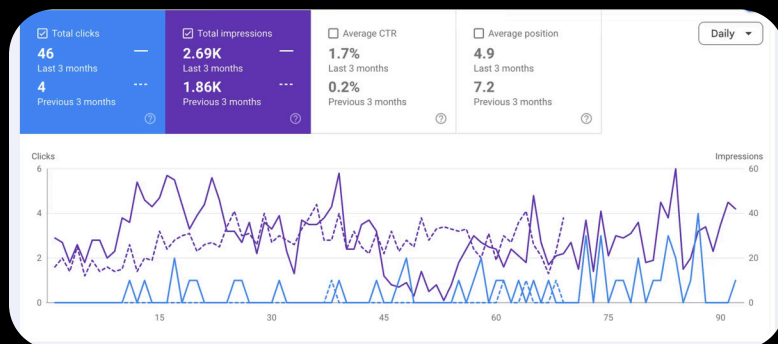
PHASE 2: ON-PAGE OPTIMIZATION

With the technical base in place, we turned to what users and search engines actually see. We developed a keyword map covering 100+ terms across branded, commercial, informational, and material-specific intent buckets. Then we rewrote every title tag, meta description, and H1 across the site's key pages.

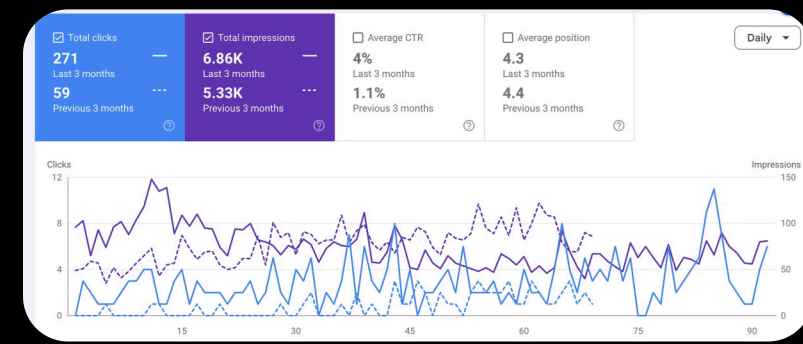
Collection pages were the priority. The single front seat covers page alone grew from 59 clicks to 271 clicks in a 3-month comparison, a 359% increase, with CTR jumping from 1.1% to 4%. The double front seat covers page went from 4 clicks to 46, a 1,050% increase, with average position improving from 7.2 to 4.9.

We optimized product copy with real material specifications and use-case language, added FAQ sections answering genuine search queries, and implemented alt text standards across all product images. Seven landing pages were optimized or created across key collection URLs, each with unique copy, FAQ sections, and targeted metadata.

Double Seat Covers

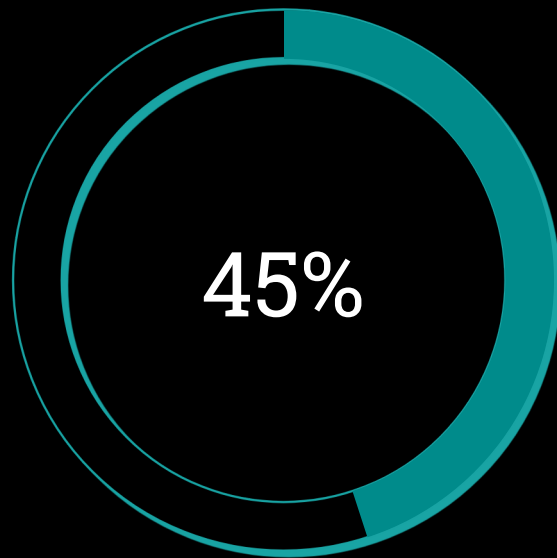


Single Seat Covers

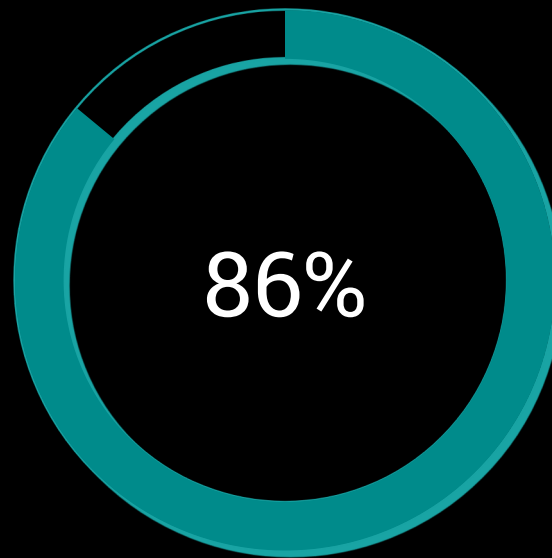


The power of foundations

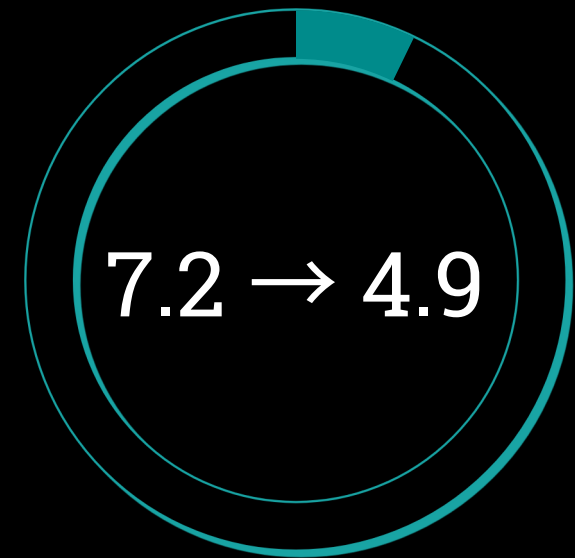
The first 8 weeks of technical and on-page work led to...



Increase in Organic Impressions



Increase in Organic Clicks



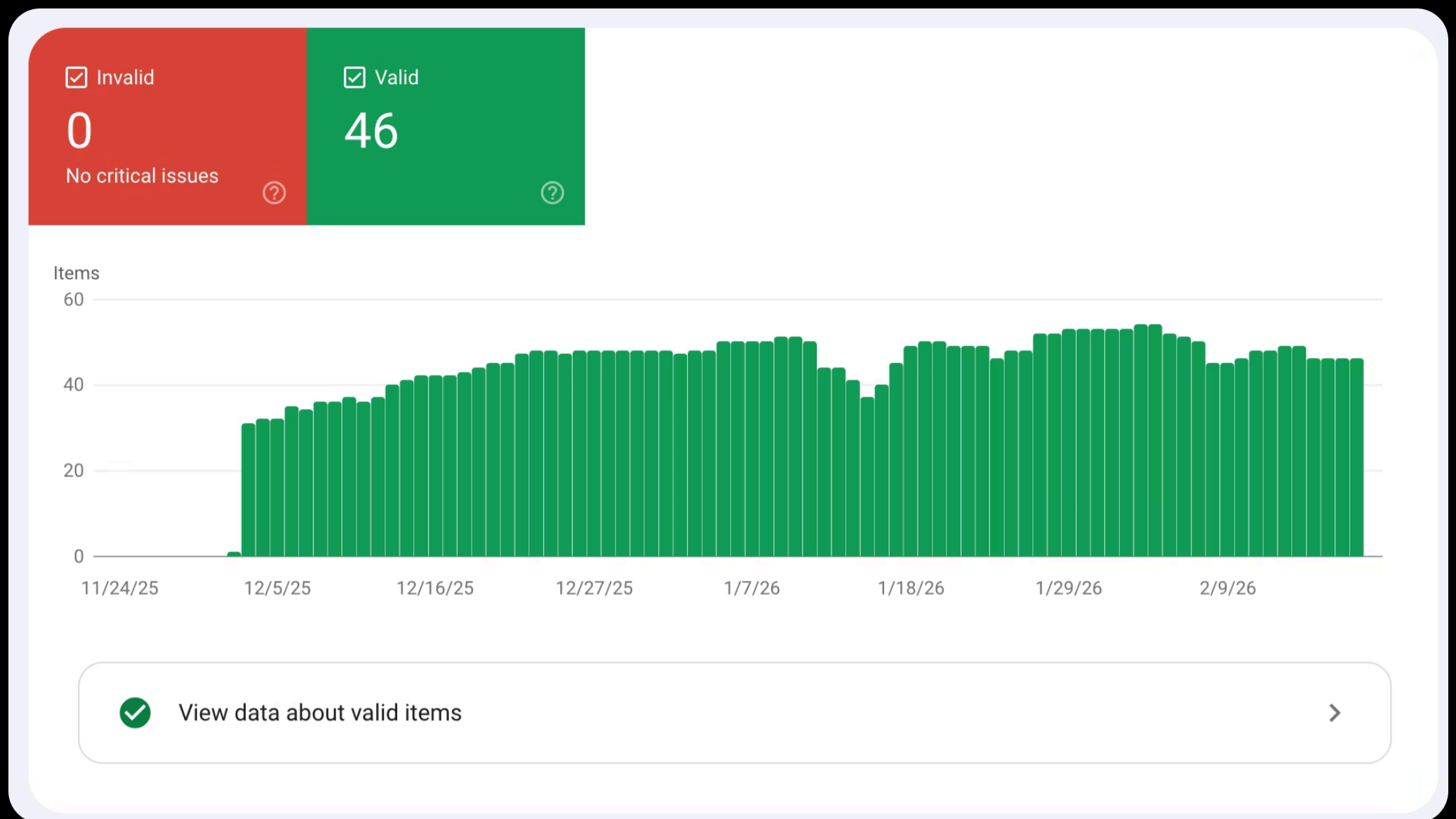
Position on key commercial pages

PHASE 3: SCHEMA AND RICH RESULTS

Before we started, the site had zero structured data. Google was crawling plain HTML with no machine-readable context about products, prices, availability, navigation, or content type. This meant no rich results in search, no product stars, no FAQ dropdowns, no breadcrumb trails in SERPs. Just plain blue links competing against competitors who had all of this in place.

We implemented a full structured data layer across the entire site using the Webrex Schema app. Every product page got Product schema with price, availability, brand, and review markup. Every collection page got FAQ schema with real questions pulled from People Also Ask data. Blog posts received Article schema with author and publisher markup. The organisation got proper entity markup with social profiles linked for knowledge panel signals. All schemas were validated before going live and monitored weekly for errors.

Breadcrumbs



Breadcrumb markup was added to every indexable page on the site, giving Google a clear view of the site hierarchy in search results. Instead of showing a raw URL in the SERP, Google now displays a clean navigational path like Home > Collections > Single Front Seat Covers. This improves click-through rates because searchers can immediately see where they will land on the site. Validation in Search Console shows 46 valid breadcrumb items with zero invalid, zero critical issues. The chart shows coverage ramping up from early December 2025 when implementation went live and holding steady through February 2026.

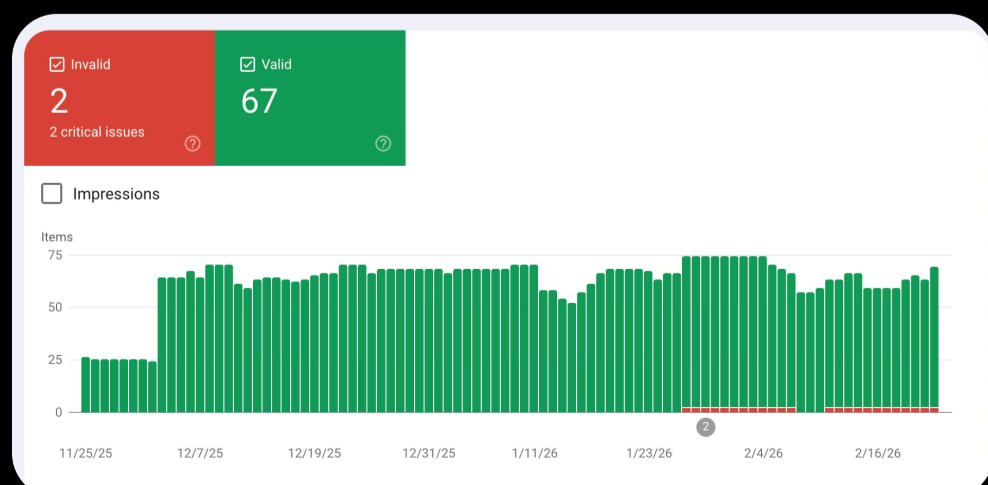
Product Snippets & Merchant center listings

Product Snippets now show 60 valid items with zero critical issues, generating consistent daily impressions across all product pages. These snippets surface price, availability, and review data directly in search results, giving the brand a visual edge over competitors showing plain text listings.

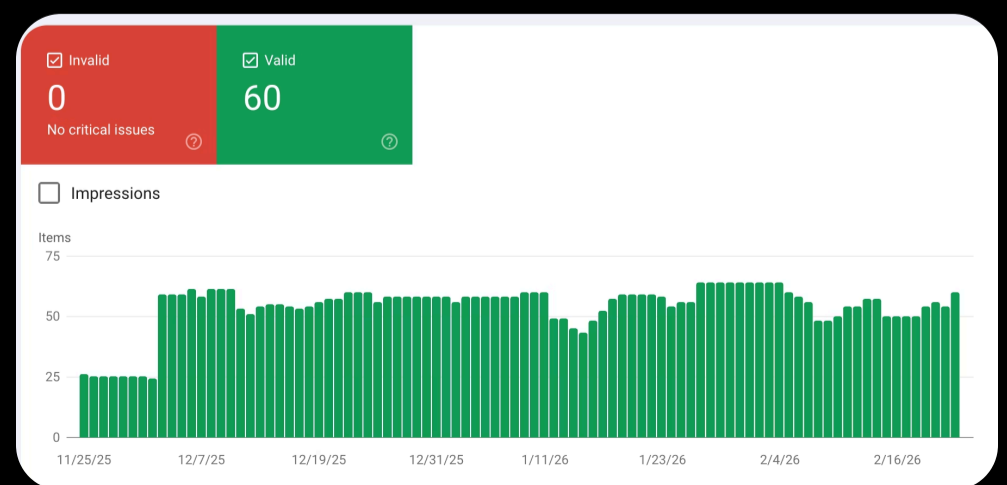
Merchant Listings reached 67 valid items with only 2 minor issues flagged, enabling the brand to appear in Google's free Shopping tab and product carousels without any ad spend. Both grew from zero to full coverage within weeks of implementation. The GSC data confirms product snippet clicks went from 90 to 237 in a 3-month comparison, a 163% increase, while merchant listing clicks jumped from 45 to 129, a 187% increase.

Daily impression charts for both show a clear jump from late November 2025 when schemas went live, then holding steady through February 2026.

Merchant center listings



Product Snippets



PHASE 4: CONTENT STRATEGY AND EXECUTION

We built a content engine designed around topic clusters. The pillar post, a comprehensive comparison of the top 10 waterproof seat covers in Europe, was supported by 10 cluster articles covering specific product types (single, double, triple covers), materials (neoprene, 600D polyester), use cases (pet covers, custom fit), and price points.

An additional 4 standalone blog posts targeted high-intent informational queries: cleaning guides, sizing guides, surf van essentials, and benefits articles. Every piece was mapped to a specific keyword, linked to the relevant collection pages, and structured to capture featured snippets and People Also Ask boxes.

Content Pipeline Delivered

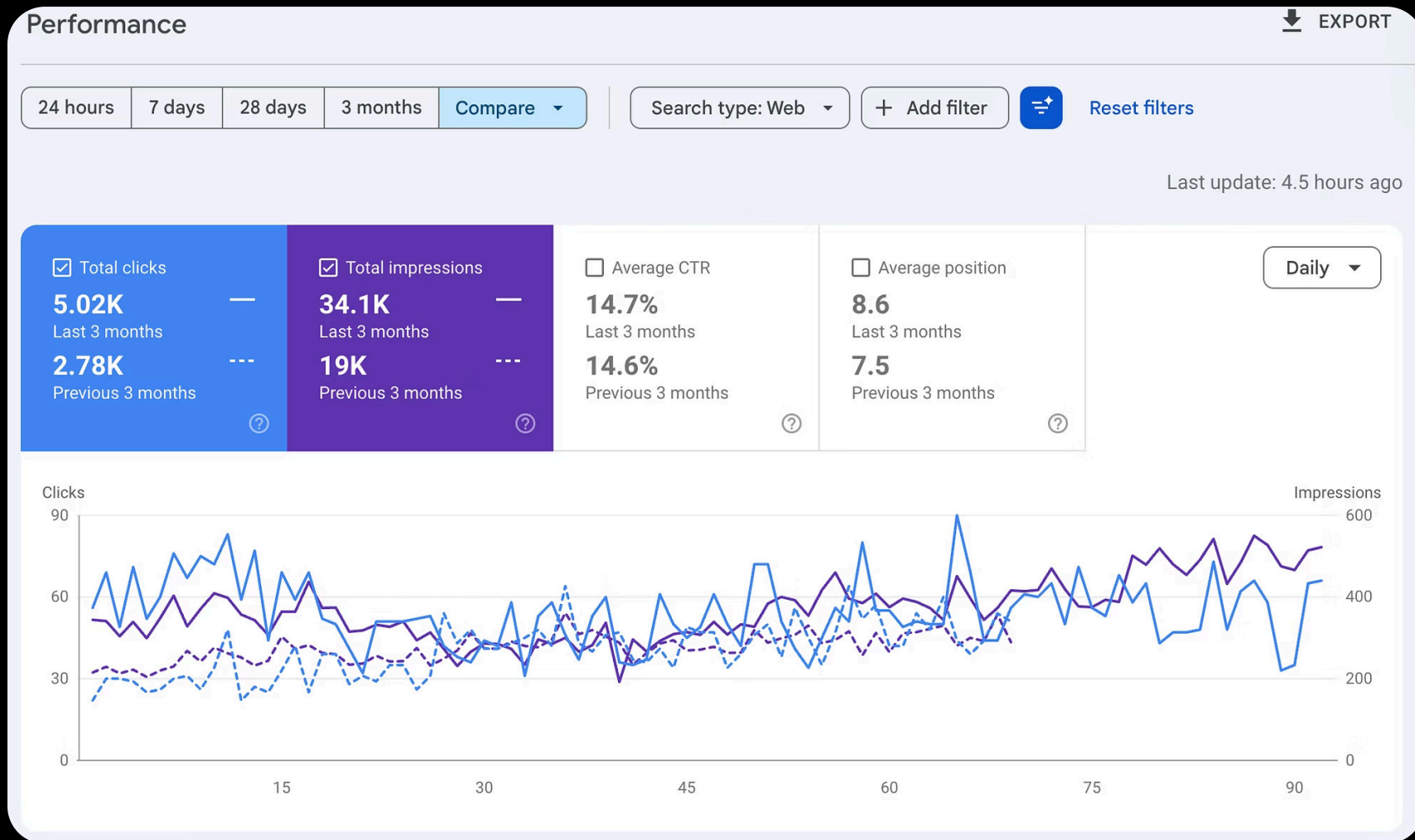


Blog Posts DRAFTED



Landing pages optimized

PHASE 5: CONTINUOUS OPTIMIZATION



SEO is not a project with an end date. We established a weekly and monthly cadence to keep performance climbing. Monthly ranking reports tracked position changes across all target keywords. GA4 dashboards monitored organic revenue, sessions, and conversion rates by channel. GSC data was pulled and analyzed monthly to spot drops, opportunities, and new ranking keywords.

We continuously cross-linked new content to collection pages, refined internal linking depth, and updated product pages with fresh copy and schema validation. A backlog library tracked every opportunity, from AI visibility setups to CRO improvements, with clear status, impact scoring, and ownership.

RESULTS

BEFORE (Aug – Nov 2025)

5,732

Organic Search Sessions

\$22,683

Organic Revenue

154

Organic Purchases

AFTER (Nov 2025 – Feb 2026)

7,756

Organic Search Sessions

35% increase

\$44,534

Organic Revenue

96% increase

323

Organic Purchases

109% increase

Additional Wins

14.8%

Organic CTR (up from ~10%)

14+

European countries driving traffic

+163%

Product snippet clicks after schema

+134%

UK organic clicks (636 → 1,488)

+77%

Branded search growth

46

Structured data items validated, zero errors

Want results like these for your brand? Let's talk.