



SEO PORTFOLIO

promsandbeyond.com



MONTHLY REPORTS OF PROMS AND BEYOND

promsandbeyond.com

➔ **BLOG & ARTICLE CONTENT CREATION**

➔ Developed SEO-optimized comparison-style content focused on product vs product themes, aimed at guiding users through informed purchase decisions.

➔ **Each blog post includes:**

- Keyword-rich headings and subheadings
- Internal linking to category and product pages
- Clear CTAs that direct traffic toward the appointment page and product collection

➔ **Goal:** Improve search visibility, time on site, and long-tail keyword rankings

➔ **BOOK APPOINTMENT PAGE CONTENT PUBLISHED**

➔ Created and published tailored content for the Book Appointment page using the targeted keyword Prom Dress Shop

➔ **Content includes:**

- Human-centered copy focused on emotional appeal and professionalism
- Optimized for local SEO to attract leads from nearby areas
- Includes visual CTAs and engaging layout that improves conversion rate

➔ Enhanced page relevance and user intent alignment

➔ **TASK SHEET & TECHNICAL FIX TRACKING**

➔ Developed and updated a task deliverables sheet to track all completed SEO tasks and project milestones

➔ **Key Technical Fixes Completed:**

- Resolved broken links and 404 errors
- Cleaned up duplicate metadata
- Validated correct canonical tags
- Updated XML sitemap (resubmission pending after publishing all content pages)

➔ **IMAGE OPTIMIZATION**

➔ Compressed oversized images across the website without losing quality

➔ Added descriptive, keyword-rich alt tags to all major product and content images

➔ Improved Core Web Vitals, reducing page load times, especially on mobile

➔ META TAGS OPTIMIZATION

- ➔ Optimized meta titles and descriptions for key service and blog pages
- ➔ **Focused on:**
 - Increasing click-through rates (CTR) on SERPs
 - Ensuring all meta tags stay within Google's character limits
 - Aligning with primary and supportive keyword intent

➔ ISSUE RESOLUTION

- ➔ High and low-priority technical issues identified earlier in the project have been resolved.
These included: mobile responsiveness errors, page speed bottlenecks, incorrect canonical links, and outdated content in metadata.
- ➔ These fixes have contributed to improved crawlability, indexation, and overall site performance.

➔ **TASK ROADMAP**

01. BACKLINK OUTREACH CAMPAIGN INITIATION

⇒ Begin white-hat backlink outreach to build high-quality, niche-relevant backlinks

⇒ Target sources:

- Fashion bloggers
- Local prom and event planning directories
- Educational institutions with prom planning content

⇒ Focus will be on:

- Guest post pitching
- Broken link building
- Creating shareable visual content (e.g., infographics)

02. ONGOING CONTENT OPTIMIZATION

⇒ Continue refining existing blogs and service pages for:

- Keyword density
- Readability
- Header structure (H1 to H3)
- Internal linking structure (improving topical authority clusters)

➔ TASK ROADMAP

03. SCHEMA MARKUP IMPLEMENTATION

⇒ Add structured data for:

- Local Business
- Product pages
- Book Appointment (via Service or Event schema)

⇒ **Goal:** Enable rich results in Google (like reviews, FAQs, breadcrumbs)

04. GOOGLE SEARCH CONSOLE RESUBMISSION

⇒ Once all content updates are finalized, resubmit:

- XML Sitemap
- Individual pages that were significantly updated
- Fix any crawl anomalies still showing in Search Console

➔ **TASK ROADMAP**

05. PERFORMANCE MONITORING & REPORTING

⇒ Set up Google Data Studio or GA4 dashboards to track:

- Organic traffic growth
- Keyword ranking improvements
- Click-through rates (CTR)
- Bounce rates per landing page

➔ COMPLETED TASKS

- Conducted keyword research aligned with user intent and UK-focused targeting.
- Created and optimized meta descriptions for key pages.
- Wrote SEO-optimized ALT text for missing images on product and landing pages.
- Developed web content for Home Page, 2 Product Pages, 2 Booking Pages, 2 Landing Pages, 'Join Our Team' Page, About Us Page, Slit Category Page, and Black Product Page.
- Created image optimization strategy: added ALT tags, compressed images.
- Identified and reported technical SEO issues: page speed, CLS, JavaScript bloat, schema gaps.
- Created SEO weekly reports and performance tracking documents.

➔ ONGOING TASKS

- Implementing structured data markup across remaining pages.
- Rolling out internal linking between product, category, and informational pages.
- Completing technical improvements with the development team (lazy loading, deferring scripts, etc.).
- Creating a content calendar for blog/web pages section targeting long-tail prom- related keywords.

1. COMPLETED JSON-LD SCHEMA FOR PRODUCT, ARTICLE, AND ORGANIZATION TYPES

What it means:

⇒ JSON-LD is a way to add structured data to your website, which helps search engines better understand the content.

⇒ The types being implemented are:

○ **Product:** Adds product name, price, availability, ratings, etc., so Google can display product snippets.

○ **Article:** For blog posts—adds info like headline, author, publish date, featured image.

○ **Organization:** Describes your business (name, logo, address, contact details, social media links).

Why it's important:

⇒ It boosts visibility in search results (rich snippets).

⇒ Increases click-through rates by making listings more appealing.

⇒ Enhances Google Shopping, voice search, and overall indexing accuracy.

2. LAUNCH CONTENT FOR NEW BLOG SECTION USING LONG-TAIL SEO STRATEGY

What it means:

⇒ Long-tail keywords are very specific search phrases like “best prom dresses for pear-shaped body UK 2025.”

⇒ This task involves launching blog posts optimized for such terms, targeting:

- Styling advice
- Dress trends
- FAQs
- Location-based queries (e.g., "prom dresses Watford")

Why it's important:

⇒ Attracts qualified, high-intent visitors who are closer to making a purchase.

⇒ Builds topical authority and supports product pages via internal links.

⇒ Helps you rank for a larger variety of keywords, not just competitive ones.

3. BEGIN OFF-PAGE SEO WITH BACKLINK OUTREACH TO UK FASHION/LIFESTYLE BLOGGERS

What it means:

- ⇒ Reach out to relevant bloggers or websites in the UK fashion/lifestyle niche.
- ⇒ Offer guest posts, product mentions, or collaborations in exchange for backlinks to your website.

Why it's important:

- ⇒ Backlinks are one of Google's top ranking factors.
- ⇒ Quality backlinks from trusted UK fashion blogs will:

- ☐ Improve domain authority
- ☐ Increase organic rankings
- ☐ Bring in referral traffic from the blogs themselves

4. SUBMIT UPDATED XML SITEMAP AFTER FINAL ROUND OF CONTENT AND IMAGE UPDATES

What it means:

⇒ After all blog content, page changes, and image optimizations are finalized, an updated XML sitemap will be created and submitted to Google via Search Console.

Why it's important:

- ⇒ Helps Google discover and index new/updated pages faster.
- ⇒ Ensures search engines have the most accurate map of your site structure.
- ⇒ Supports better crawling of new blog posts, category content, and optimized product pages.

CONTENT CREATION & ON-PAGE SEO

- **Homepage SEO Copy:** Rewritten and optimized for core keywords like Prom Dresses, Prom Dress Shop.
- **2 Product Pages:** Created optimized content for key product listings.
- **2 Landing Pages:** SEO content written targeting location and category-specific keywords.
- **Booking Page:** Crafted keyword-rich, UX-friendly content to drive conversions.
- **Category Page – Slit Dresses:** Web content added with internal linking and keyword focus.
- **Product Page Content:** Created content for an additional black-themed dress page.
- **Join Our Team Page:** Added employer branding content with keyword optimization.
- **About Us Page:** Refined brand story for both users and search engines.

BEFORE

Mobile:



Desktop:



Mobile:



Desktop:



AFTER

➔ **IMAGE OPTIMIZATION**

- ➔ Created ALT text for product images sitewide using descriptive, keyword-optimized phrases.
- ➔ Compressed oversized images to improve page load speed, especially on mobile.

➔ **TECHNICAL SEO**

- ➔ Conducted technical audit identifying key performance blockers
- ➔ Assigned tasks to developers, including:
 - Minifying JS/CSS
 - Enabling lazy loading
 - Adding missing canonical and meta viewport tags
 - Improving mobile responsiveness and CLS issues

Key Improvements on Mobile Version of Website:

- ➔ Minified JavaScript and CSS files
- ➔ Compressed large images on mobile category pages
- ➔ Added lazy loading for below-the-fold content
- ➔ Improved mobile meta viewport settings

Key Improvements in Desktop Version of Website:

- ➔ Critical CSS inlined for faster above-the-fold load
- ➔ Enabled text compression (GZIP/Brotli)
- ➔ Optimized fonts using font-display: swap

➔ **KEYWORD RESEARCH FINALIZATION**

➔ Successfully completed comprehensive keyword research aligned with the website's target audience, product categories (e.g., prom dresses, evening gowns, accessories), and service areas.

Impact: Sets a clear foundation for on-page content optimization and SEO-driven content creation.

➔ **META DESCRIPTION OPTIMIZATION**

➔ Conducted an audit of primary pages (including product categories and key landing pages).

➔ Developed and implemented SEO-optimized meta descriptions tailored to:

➔ Boost organic click-through rates (CTR)

➔ Highlight product USPs (e.g., variety, exclusivity, size range)

➔ Integrate approved keywords naturally while maintaining user appeal

➔ Meta descriptions were crafted within optimal character limits (140–160) and designed for both desktop and mobile SERP visibility.

➔ **IMAGE OPTIMIZATION (ALT TEXT, TITLES & CAPTIONS)**

- ➔ Reviewed multiple product and category images.
- ➔ Implemented SEO-optimized Alt Text along with relevant titles, captions, and brief descriptions, designed to:
 - Improve image search indexing
 - Enhance on-page keyword relevancy
- ➔ Support accessibility compliance for screen readers
- ➔ **Image optimization focused on:**
 - Dress style (e.g., mermaid gown, A-line)
 - Occasion (e.g., prom, formal evening, pageant)
 - Descriptive attributes (e.g., "red sequin floor-length prom dress")

Impact: Improves visibility in Google Images, increases page relevance, and enhances UX.

➔ **WORK COMPLETED**

- Strategically created SEO-optimized content of ball gowns and jora collections landing pages using approved keywords.
- Integrated internal linking with keyword-rich anchor text to boost crawl depth and relevance.
- Implemented structured heading tags (H1–H3) for improved readability and semantic SEO.
- Added meta descriptions on remaining pages aligned with keyword strategy.
- Created image alt text and performed on-site image optimization for faster load and keyword relevance.
- Implemented Product, Breadcrumb, and Organization Schema to enhance rich result eligibility.
- Content completed for additional landing pages using target and supportive keywords.

➔ **CURRENT SEO FOCUS**

- Content optimization and keyword integration for remaining category and brand pages.
- Strengthening internal link architecture sitewide.
- Ongoing improvements in meta content, alt text, and schema expansion.

STEPS TAKEN FOR IMPROVING WEBSITE SEO & TRAFFIC

1. Finish Web Content Creation

We've completed the written content for all remaining landing and category pages. Each page will focus on a specific keyword to avoid duplication and to help Google understand what each page is about.

2. Strengthen Local SEO

To increase local search exposure, we've established specific landing pages for important areas such as "Prom Dresses London". These sites will have area-specific information to entice neighboring clients.

3. Technical SEO Cleanup

We've run a full website health check to spot any issues that might hold back performance. This includes:

- Fixing broken links
- Speeding up pages
- Resolving any crawl or mobile usability issues
- Improving Core Web Vitals where needed (like load speed and mobile responsiveness)

4. Build Quality Backlinks

To boost domain authority and rankings, we started reaching out to:

- Prom and fashion bloggers
- Influencers in the UK
- Local and fashion-related directories

This helps get your website mentioned on relevant sites, which Google sees as a trust signal.

5. Track Results & Make Adjustments

We've closely monitored keyword rankings using Google Search Console and other tools.

Using Google Analytics (GA4), we'll look at how people interact with your site, which pages they stay on, and where they drop off. This will guide future improvements.