



# SEO PORTFOLIO

[beautymbf.com](http://beautymbf.com)



# MONTHLY REPORTS OF BEAUTY MBF



[beautymbf.com](http://beautymbf.com)

## ➔ **EXECUTIVE SUMMARY**

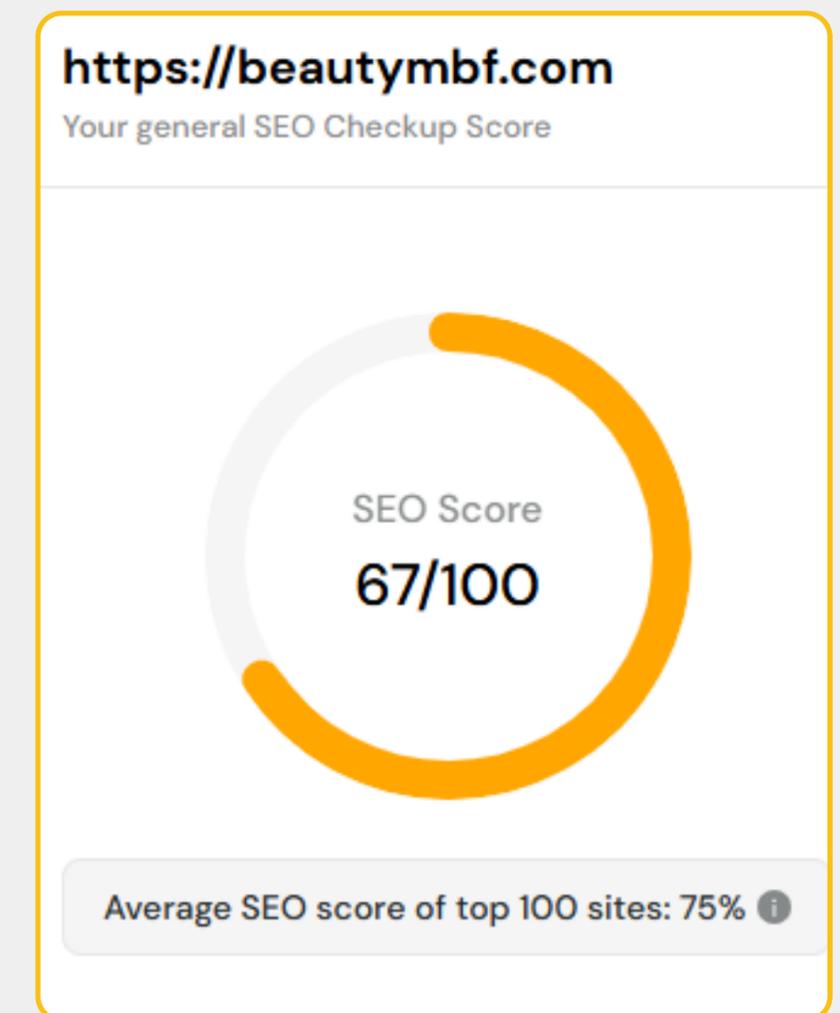
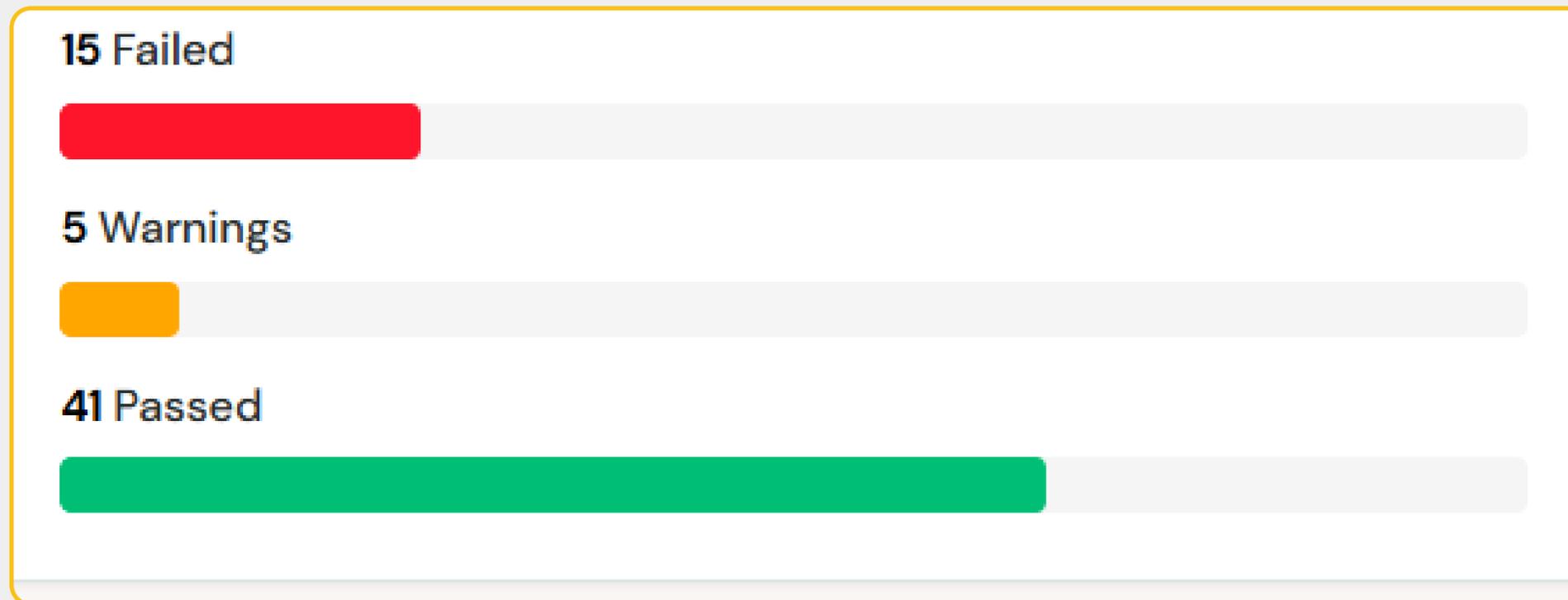
➔ BeautyMBF's website demonstrated strong alignment with its core niche of beauty and lash products. The brand presentation is visually appealing and consistent with industry standards. However, several technical and performance issues were observed that are currently affecting overall site stability, load speed, and user experience. Immediate technical improvements are recommended to enhance website reliability, improve customer satisfaction, and prepare the platform for sustained marketing growth.

## ➔ **USER EXPERIENCE REVIEW**

➔ The website's layout is visually appealing with well defined product categories, though some inconsistencies in navigation may confuse users. Standardizing the menu structure would improve browsing flow. The homepage makes a strong first impression but lacks key trust elements such as testimonials, reviews, and policy links, which are essential for building customer confidence. Product pages like Jazmine lashes are descriptive and on brand but could benefit from related product suggestions and verified reviews to boost engagement and sales.

# ➔ SEO AND ANALYTICS STATUS

➔ At present, several SEO fundamentals require attention. Many pages appear to be missing unique meta titles and descriptions, which are essential for search visibility. Each product page should include tailored meta information focusing on relevant keywords and clear value propositions. High resolution product images add to the visual appeal but have not been fully optimized for performance. Adding descriptive alt text and converting large images to compressed formats, such as WebP, would reduce load time and improve SEO rankings. There is also no visible evidence of Google Analytics or Search Console integration. Without these tools, tracking traffic behavior, conversions, and overall website performance remains impossible.



# ➔ **RESOLVED TECHNICAL SEO ISSUES**

## ➔ **1. Multiple H1 Tags – Fully Fixed Across 22 Pages**

22 pages on BeautyMBF were using multiple H1 tags. This was creating confusion for search engines and weakening on-page SEO.

### **Actions Completed:**

- Reviewed all 22 pages
- Removed duplicate H1 tags
- Ensured each page now has only one primary H1
- Re-checked all updates for proper structure

### **Impact:**

- Stronger content hierarchy
- Clear keyword focus
- Higher ranking potential for lash and beauty-related keywords

# ➔ **RESOLVED TECHNICAL SEO ISSUES**

## **2. Sequential H1 Issue – Fixed on 4 Pages**

Four pages had an incorrect heading sequence (H1 → H1 again).

This was corrected and improved into a clean H1 → H2 → H3 structure.

### **Impact:**

- Better user readability
- More accurate crawling and indexing
- Improved on-page SEO consistency

## **3. Elementor Heading Structure Corrected**

Some Elementor headings were incorrectly set to H1/H2.

### **Actions Completed:**

- Replaced incorrect heading blocks
- Converted visual headings into proper semantic tags
- Standardized heading hierarchy in Elementor

### **Impact:**

- Cleaner HTML output
- Reduced SEO warnings
- Improved UX + indexing stability

# ➔ ON-PAGE SEO OPTIMIZATION

## 4. Blog Optimization (Structure + Category Fixing)

⇒ The blog “How to Choose the Right Lash Extension Style for My Eye Shape” was fully optimized.

### **Actions Completed:**

- Fixed heading hierarchy
- Removed redundant parts
- Improved structure and readability
- Updated internal links
- Correct blog category assigned: Lash Application Tips

### **Impact:**

- Higher relevance for lash-related searches
- Stronger chance to rank in both Google and AI models
- More organized content flow

# ➔ INDEXING & TECHNICAL CHECKS

## 5. Indexing Status Fully Verified

⇒ Blog pages, product pages, and main categories were checked for proper indexing.

### **Actions Completed:**

- Confirmed indexability in Google Search Console
- Verified using manual "site:" search
- Ensured no accidental noindex issues

### **Impact:**

- All important pages are indexable
- No crawl-blocking issues
- Stable search visibility

# ➔ INDEXING & TECHNICAL CHECKS

## 6. Submit Sitemap – Completed

⇒ BeautyMBF's updated XML sitemap has been submitted and revalidated in Google Search Console.

### **Actions Completed:**

- Submitted sitemap URL to Google
- Confirmed successful fetch
- Ensured all categories, products, and blog URLs are included

### **Impact:**

- Faster detection of updated pages
- Improved crawl frequency
- Better visibility for new blog posts

# ➔ INDEXING & TECHNICAL CHECKS

## 7. Canonical & Pagination Clarification Completed

⇒ Explained and verified canonical behavior on collection pages.

### **Actions Completed:**

- Checked paginated pages' canonical pointing
- Confirmed this setup is correct for SEO
- Cleared Screaming Frog warnings

### **Impact:**

- No duplicate content issues
- Canonical structure is now clearly understood
- No unnecessary changes required

# ➔ **PERFORMANCE OVERVIEW**

## **8. Impressions Increase Starting 14 November**

⇒ From 14 November onward, there was a noticeable rise in impressions across multiple BeautyMBF pages.

### **This signals:**

- Higher search visibility
- Better alignment with search queries
- Strong response to recent SEO fixes

## **9. Organic Traffic Momentum**

⇒ Both Google Search Console and GA4 show:

- Higher impressions
- More clicks
- Stronger page visibility

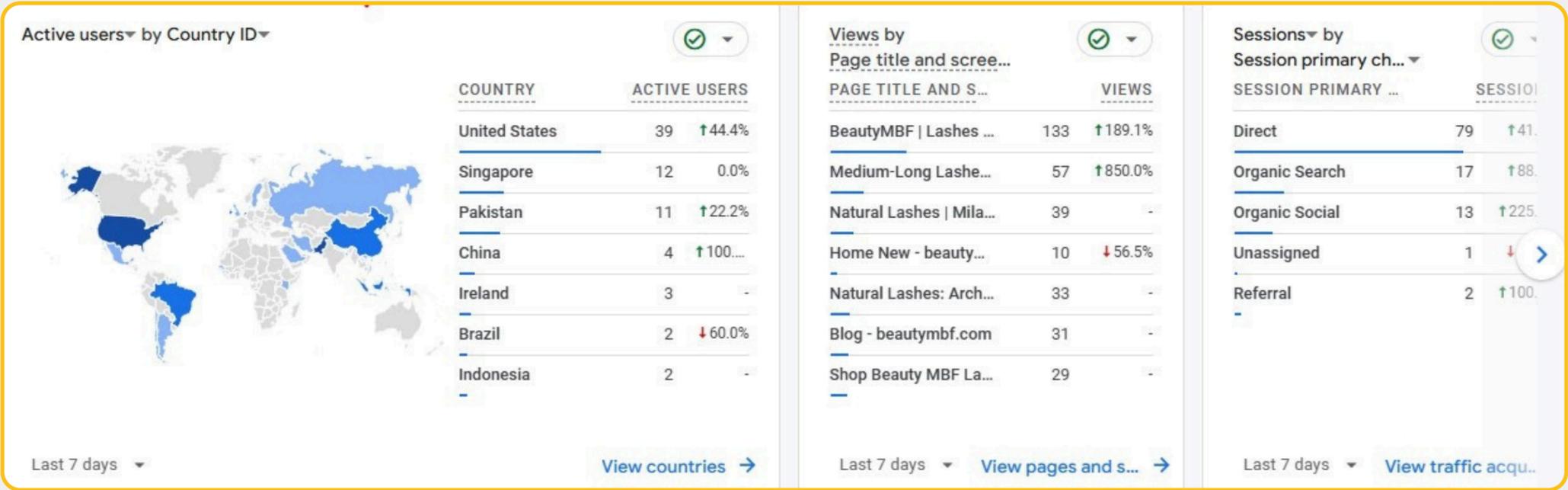
This indicates that BeautyMBF's technical and on-page improvements are directly contributing to better organic reach.

⇒ SEO progress included major technical clean-up, fixing multiple H1 tags across 22 pages, resolving sequential H1 issues on 4 pages, and correcting heading structures in Elementor. The latest blog was fully optimized with improved hierarchy and correct category placement.

⇒ Indexing health was checked across the entire site, the XML sitemap was submitted in Google Search Console, and canonical/pagination behavior was clarified for stability.

⇒ From 14 November, impressions began rising steadily, reflecting stronger visibility and improved search engine response to recent updates.

⇒ Overall, BeautyMBF now has a more stable SEO framework, better crawlability, improved structure, and is positioned for continuous growth in rankings and organic traffic.



# ➔ **KEYWORD RESEARCH & OPTIMIZATION**

➔ A review of the existing keyword strategy was conducted to identify gaps and outdated targeting. It was found that the previously used keyword in the introduction was no longer aligned with current search trends or user behavior. As a result, it was replaced with a new primary keyword that offers better relevance and stronger ranking potential. In addition to this, relevant secondary keywords with strong search volume were researched and naturally integrated throughout the blog. These keywords were placed strategically to improve topical relevance and better match user search intent without compromising content quality.

➔ **Actions Taken:** The outdated primary keyword was replaced with a new, optimized keyword, and high-search-volume, intent-based secondary keywords were added. Keywords were strategically placed in headings, body content, and FAQs to improve SEO coverage and enhance overall search visibility.

# ➔ **CONTENT OPTIMIZATION & READABILITY IMPROVEMENTS**

➔ The existing blog How to Apply False Lashes for Beginners was fully refreshed to improve readability and SEO performance. Heavy, repetitive parts were removed, headings and images were updated, and well-researched primary and secondary keywords were added. The content now features a clearer structure, improved flow, and enhanced ranking potential.

**<https://beautymbf.com/how-to-apply-false-lashes-for-beginners/>**

Along with this, a new 1,400-word SEO-optimized blog titled How Long Do False Eyelashes Last? was written this week. It includes detailed information, high-quality images, and a new FAQ section designed to rank in SERP snippets.

**<https://beautymbf.com/how-long-do-false-eyelashes-last-a-complete-lifespan-care-guide/>**

These updates enhance user engagement, boost topical authority, and increase the website's chances of ranking higher in Google search results.

## ➔ **FAQS OPTIMIZATION**

➔ The FAQ section was refreshed and re-optimized based on real user search intent and commonly asked questions related to false lashes. This update was designed to directly address user concerns while also improving the blog's SEO performance. Optimized FAQs help increase engagement, reduce bounce rate, and improve the chances of appearing in Google featured snippets and People Also Ask results.

**FAQ Improvements:** The FAQ section was updated with highly relevant questions and SEO-optimized, clear answers, ensuring better alignment with user intent and search behavior..

## ➔ **SEO OPTIMIZATION**

➔ All Yoast SEO red indicators were carefully reviewed and resolved. After optimization, the blog now displays green indicators across Yoast SEO, confirming that all on-page SEO and readability standards have been successfully met. This ensures proper SEO structure, better crawlability, and improved content quality from a search engine perspective.

**Yoast SEO Improvements:** The blog's SEO title and meta description were optimized, focus keyword usage and density were balanced, readability was improved, internal linking was enhanced, and all previous red points in Yoast SEO were successfully converted to green.

## ➔ **BACKLINKS & OFF-PAGE SEO WORK**

➔ Along with on-page optimization, backlinks and off-page SEO work was also completed for this blog on BeautyMBF.com. High-quality and relevant backlinks were built to improve the website's domain authority and strengthen off-page SEO signals. These backlinks play a crucial role in supporting higher rankings and ensuring long-term SEO growth.

**Backlink Activities:** High-quality and relevant backlinks were created to strengthen off-page SEO signals, supporting sustainable and long-term organic search rankings.

## ➔ **TECHNICAL ISSUES & WEBSITE FIXES (ELEMENTOR)**

➔ Several technical and layout-related issues were identified on BeautyMBF.com, which were caused by default Elementor settings. These issues had the potential to negatively impact website performance, layout consistency, and overall user experience. All identified issues were thoroughly analyzed and successfully fixed, resulting in improved website stability and functionality.

### **Technical fixes include:**

- Resolving Elementor default configuration issues
  - Fixing layout and performance-related problems
1. Improving overall website stability and user experience

# ➔ **SEARCH CONSOLE PERFORMANCE INSIGHTS**

- ➔ According to the latest Google Search Console data for BeautyMBF.com, the website has recorded 983 total impressions and 22 total clicks over the last 28 days, with an average click-through rate (CTR) of 2.2% and an average position of 27.1.
- ➔ These metrics indicate that the blog and website are successfully being discovered by users on Google search, and the recent SEO and content optimizations are starting to generate visibility.
- ➔ The impressions reflect growing exposure in search results, while the clicks demonstrate initial engagement and traffic generation.
- ➔ This data confirms that ongoing SEO efforts, including keyword optimization, content refinement, FAQs, backlinks, and technical improvements, are contributing to measurable search performance improvements and provide a strong foundation for achieving higher rankings and increased organic traffic in the coming months.

# FAQ PAGE DEVELOPMENT

⇒ A complete and well-structured FAQ section was developed to address the most common and relevant customer questions, with the goal of improving user experience, building trust, and supporting organic search growth.

⇒ A dedicated FAQ page was created at <https://beautymbf.com/faq/>, where 37 carefully researched and thoughtfully written questions and answers were added based on real user concerns, buying objections, and search behavior. Each answer was optimized with a strong focus on search intent, readability, and keyword relevance, ensuring that the content not only satisfies users but also aligns with how search engines evaluate helpful and authoritative information.

⇒ The FAQ content was strategically structured to make navigation easy, reduce confusion, and help visitors quickly find the information they need, which contributes to a lower bounce rate and increased on-site engagement. Overall, this FAQ page now serves as a powerful support and trust-building asset, helping to reduce hesitation before purchase, improve customer confidence, and expand the website's long-tail keyword coverage in search engines.

# PRODUCT PAGE OPTIMIZATION

⇒ Six key product pages were fully optimized with new, high-quality content and enhanced on-page SEO to improve both search visibility and conversion performance.

⇒ The pages worked on include Milani Lashes, Chanel, Lash Rules False Eyelashes, HRTBRK, QH29 Natural Glam Lashes, and Fancy Lashes. Each product description was completely rewritten with a strong focus on benefits rather than just features, clearly explaining how the products solve user needs and fit into real-life use cases.

⇒ To improve clarity and user experience, well-structured content sections were added, including key features, application guides, care instructions, and product-specific FAQs, making the pages more informative and easier to navigate. In addition, page titles and meta descriptions were optimized to better align with search intent and improve click-through potential from search results.

⇒ Conversion Rate Optimization (CRO) principles were also applied to ensure that these pages are not only ranking-ready but are strategically designed to guide visitors toward making a purchase. As a result, the product pages now present the brand in a more professional and trustworthy manner, communicate product value more effectively, and support both organic traffic growth and higher conversion potential.

# BLOG CONTENT CREATION

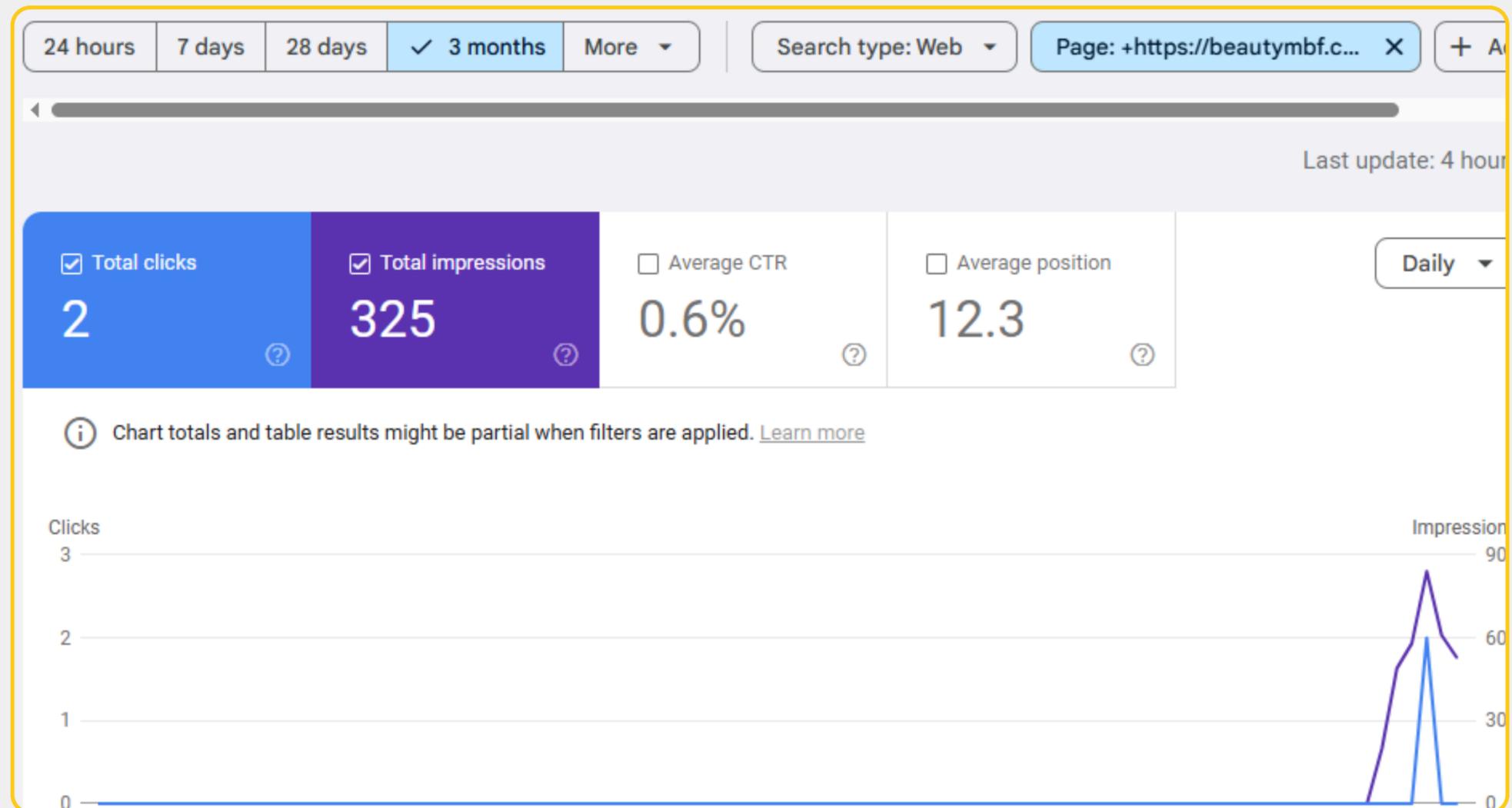
⇒ A new informational blog post titled “How to Remove False Lashes at Home” was published to support Beauty MBF’s long-term organic growth strategy. This content was created with a clear focus on attracting users at the awareness stage of the buying journey by addressing a common problem and providing practical, easy-to-follow guidance.

⇒ The blog was strategically written to help build topical authority within the beauty niche, while also supporting internal linking to relevant product pages to guide users further down the conversion funnel. By targeting problem-solving search queries, the blog aims to expand organic reach and bring in qualified traffic from search engines. In terms of early performance, the article has already generated approximately 325 impressions within just six days, indicating strong initial visibility and positive response from search engines.

⇒ Overall, this blog strengthens the site’s content ecosystem and helps position Beauty MBF as a helpful, informative, and trustworthy brand, rather than just an online store. The early traction further confirms that the content is well-aligned with user search intent and current market demand, showing strong potential for continued organic growth.

⇒ The work done so far has not only improved individual pages but has strengthened the overall positioning of Beauty MBF as a reliable and well-structured beauty brand online. The site now has:

- Better content depth
- Clearer product communication
- Stronger trust elements
- Improved readiness for both ranking and sales growth



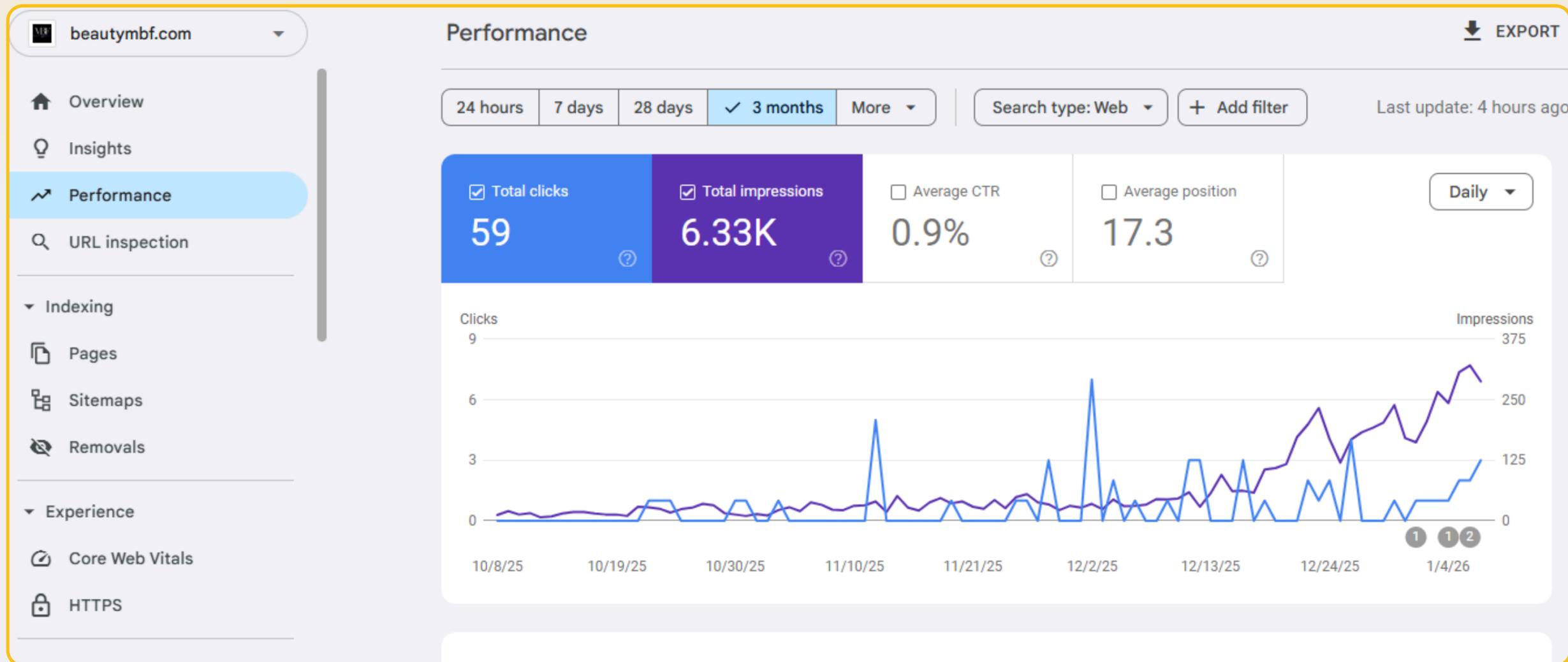
⇒ Based on the latest data from Google Search Console, Beauty MBF is showing steady and encouraging growth in organic visibility.

### **Current performance highlights:**

- Total impressions: 6.33K
- Total clicks: 59
- Average CTR: 0.9%
- Average position: 17.3

### **What this means:**

- The website is now consistently appearing in search results, with over 6,000 impressions, which confirms that Google is actively indexing and testing the site for relevant keywords.
- An average position of 17.3 places most pages on the second page of Google, which is a strong sign for a site that is still in its growth phase. With continued optimization, many of these keywords have clear potential to move into the top 10.
- The increasing trend in impressions over time shows that recent content and SEO improvements especially product pages, FAQs, and blogs are already having a positive impact on visibility.



⇒ This performance reflects a healthy foundation stage for Beauty MBF's organic growth. While clicks and CTR are still developing, the strong rise in impressions proves that the site is gaining search trust. With ongoing content expansion and further on-page and CRO improvements, these numbers are well-positioned to translate into higher traffic and better conversions in the coming weeks.

# BLOG PERFORMANCE SNAPSHOT – CRO OPPORTUNITY

⇒ Another blog post is already showing strong visibility in search results:

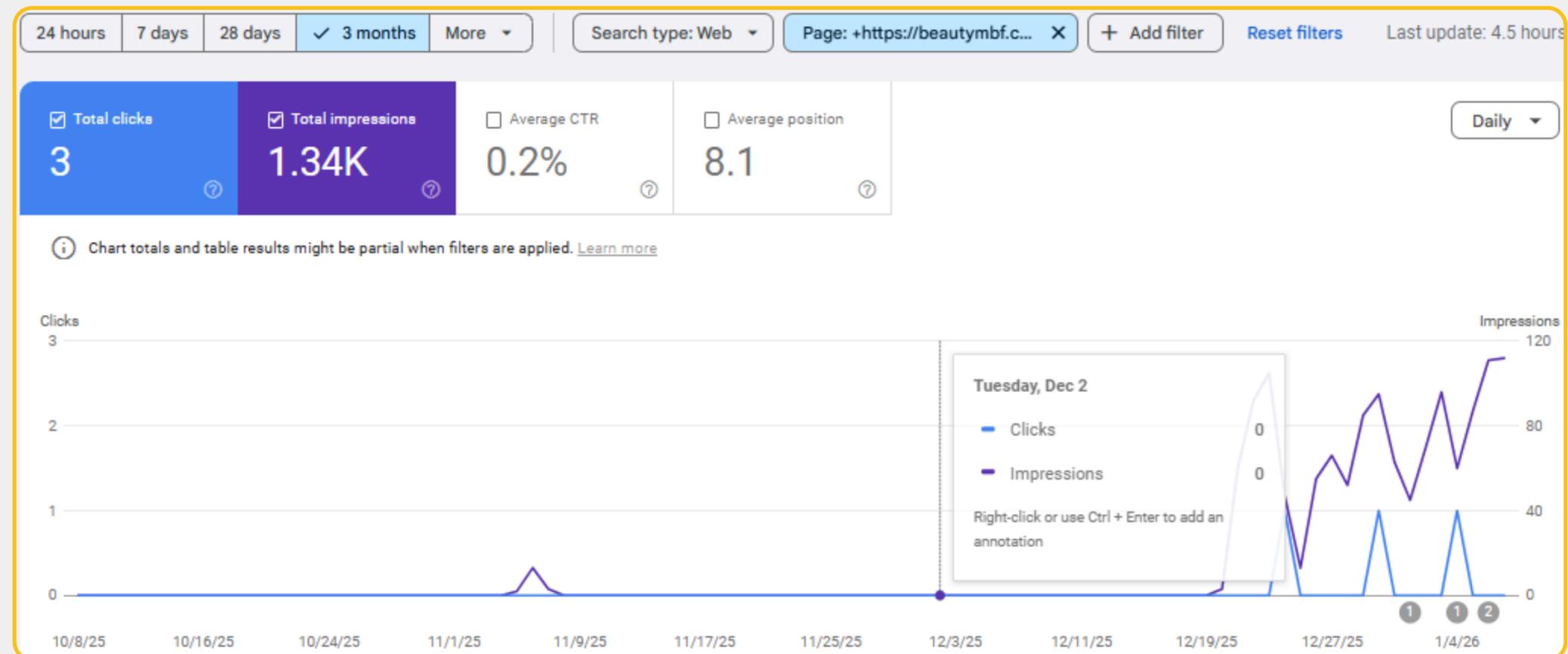
<https://beautymbf.com/how-much-to-tip-for-lash-extensions/>

## Current performance:

- Total impressions: 1.34K
- Average position: 8.1 (page one visibility)
- CTR: 0.2%

## Assessment:

The page is performing well in terms of search visibility and ranking, especially for a newly optimized blog. The low click-through rate highlights a clear opportunity to improve the title and meta description for a stronger appeal in search results.



# ORGANIC SEARCH PERFORMANCE ANALYSIS

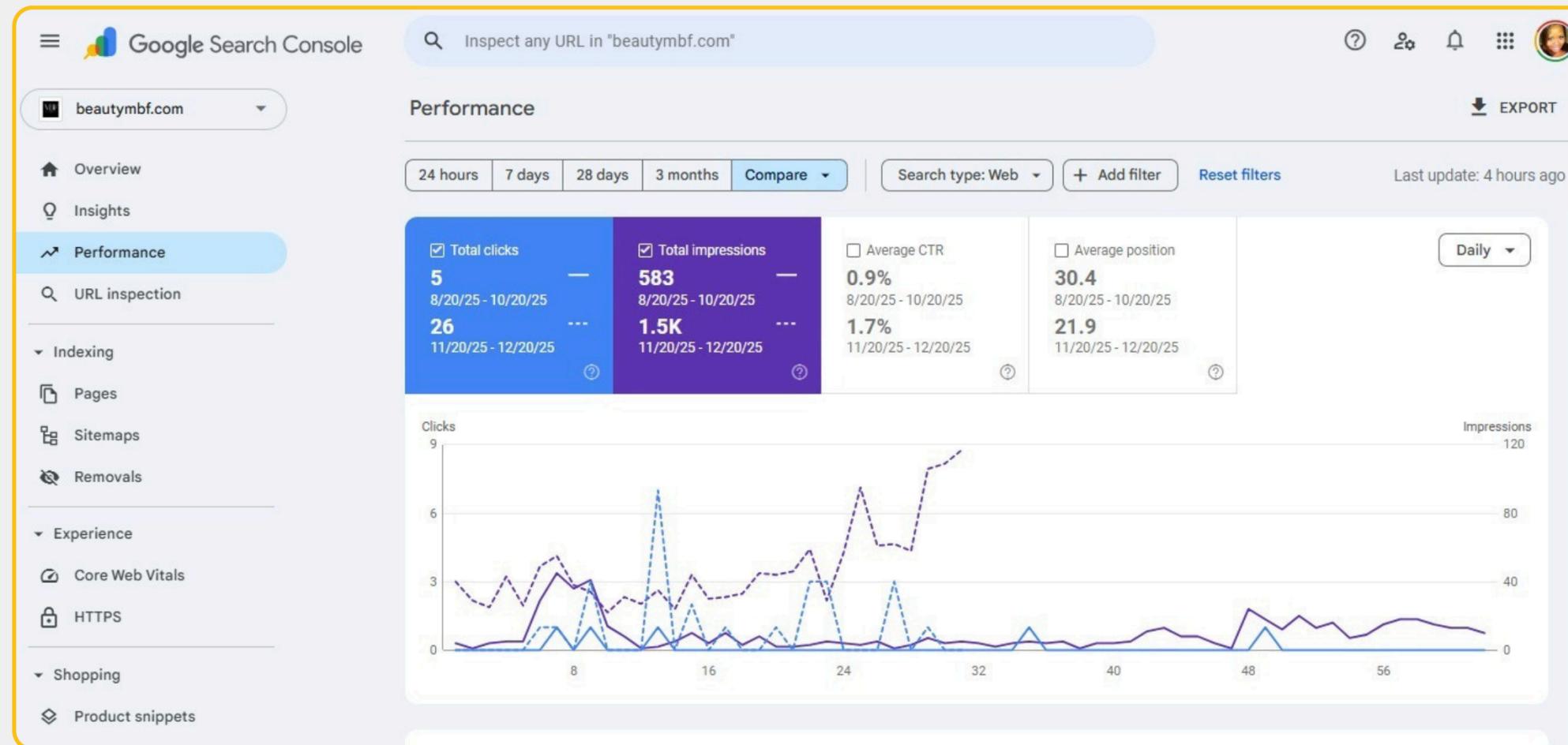
## **Click-Through Rate (CTR) Improvement**

⇒ During the current reporting period, organic clicks increased from 5 to 26 compared to the previous period. This growth reflects a noticeable improvement in keyword rankings and stronger visibility across relevant search results. The increase in clicks also indicates rising user trust and engagement with the website's search listings. While the overall click volume is still in an early growth stage, the upward trend demonstrates clear positive momentum, which is expected during the initial phases of SEO scaling and market penetration.

## **Total Impressions Growth**

⇒ Search impressions showed significant growth, increasing from 583 to 1.5K. This improvement confirms that the website is appearing more frequently across a wider range of search queries. The rise in impressions suggests expanded keyword coverage, improved indexation, and stronger crawlability across search engines. Impression growth at this level is a key leading indicator of SEO success, demonstrating that Google is actively testing and increasing the website's exposure to a broader audience.

# ORGANIC SEARCH PERFORMANCE ANALYSIS



## Total Clicks Growth

⇒ The average click-through rate improved from 0.9% to 1.7%, indicating enhanced relevance and appeal of the website's search listings. This improvement reflects more effective page titles and meta descriptions, as well as stronger alignment between targeted keywords and on-page content. Additionally, FAQs were added within blog content, which helps address common user queries directly on the page. This improves content depth, increases time on page, and enhances eligibility for rich results in search listings. A rising CTR at this stage is a strong signal that on-page optimization efforts, including FAQ implementation, are performing effectively.

## ➔ **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.

# 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.