

THE CASE

Promotion of original Apple's online store in Kazakhstan



1500 visitors
per day



50 texts written for all
catalog pages



Removed
Google penalty

Client

Online store, selling Apple products in Kazakhstan

Our goals

1. Remove manual action penalties.
2. Migrate to new CMS without losing traffic
3. In 6 months after start-up reach 70k visits per month.

Initial data

Priority search engine: **Google**

Region: **Kazakhstan**

Start of the project: **May 19, 2014**

Search engine penalties: **Google manual actions**

Domain age: **6 years**

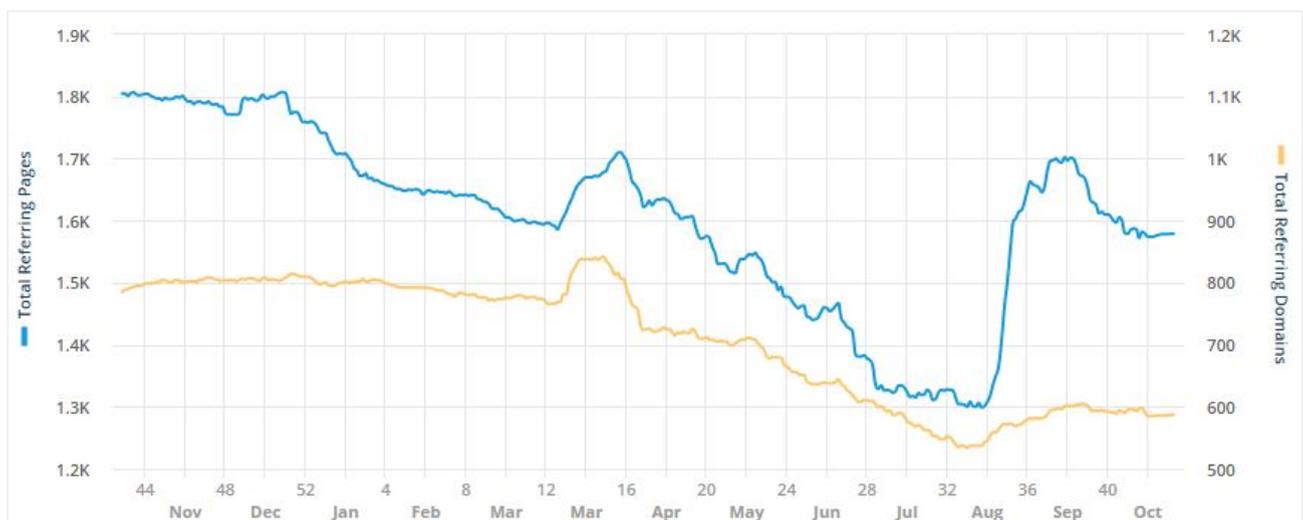
Links: **1600 links** (700 domains). Merit-based links with an exact match in anchor, links from catalogs and partner sites

Traffic: **an average of 400 visitors a day**

Process

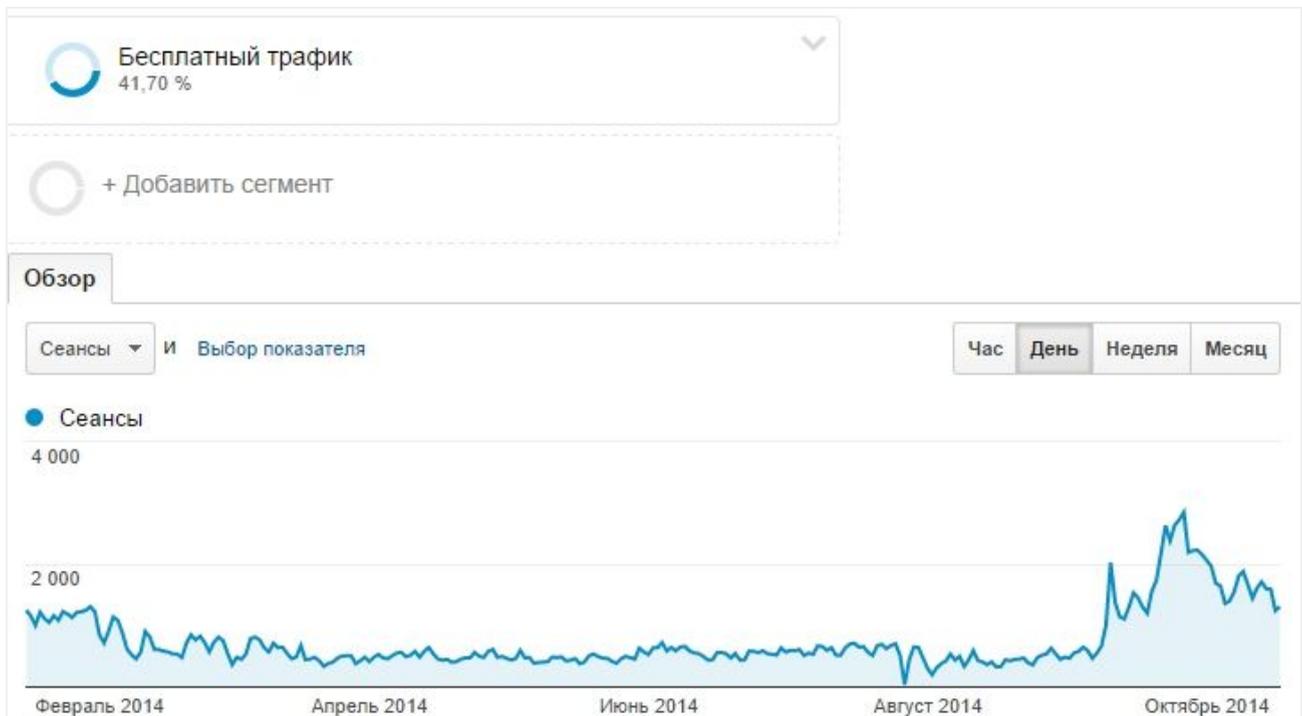
Cleaning up the link profile:

- merit-based links deleted;
- the rejection of bad donors was initialized with help of the Google Disavow Tool;
- a request was sent to GWT for revising the link profile.



Penalties were removed after the first request, in two weeks after the start of the project. On May 28, we received a letter stating that the penalty actions had been revoked. A few days later, the first positions began to recover, but far from all catalog pages.

25 мая 2014	26 мая 2014	28 мая 2014	29 мая 2014	31 мая 2014	01 июня 2014	03 июня 2014	04 июня 2014	06 июня 2014	07 июня 2014	09 июня 2014	
—	—	—	—	7	8	8	8	5	4	4	macbook pro алматы
—	—	—	—	—	—	—	—	33	—	28	цены на macbook pro
—	—	—	—	—	—	—	—	8	7	6	купить macbook pro
—	—	—	—	30	26	25	27	6	5	5	macbook pro купить
—	—	—	—	—	—	—	—	9	6	6	купить macbook pro 15
—	—	—	—	—	—	—	—	4	5	7	macbook pro 15 купить
—	—	—	—	—	—	—	48	8	8	7	стоимость macbook pro
—	—	—	—	37	39	40	43	4	4	5	macbook pro 13 купить
—	—	—	—	39	43	38	49	5	5	5	купить macbook pro 13
—	—	—	—	9	9	9	9	7	7	7	купить apple macbook pro
—	—	—	—	—	—	—	—	—	—	—	apple macbook pro цена
—	—	—	—	8	8	8	8	6	6	6	apple macbook pro купить



Prior to Google penalties, the traffic accounted for 1000-1200 visitors per day. Right after penalties withdrawal, traffic was certainly lower, but it continued to build up — we received about 600-650 visitors a day, sometimes reaching 800. The traffic didn't reach its previous level at that stage.

Site migration to new CMS

We developed a guideline on internal optimization and structure of the new online store, while taking care of a script to relink internal pages. In July, the client completed development of the site on the base of new CMS. As for the previous engine, there were constant issues with internal pages' duplicates, not to mention that a lot of optimization measures were not possible due to system limitations.

Content and 301 redirect

While the site was under development, we were actively writing texts for all the pages of the catalog, where it was missing, and rewriting non-unique content. In total, we have prepared more than 50 texts.

In order to minimize the loss of traffic during migration, we compiled a table of redirects from old URLs to the new ones. For this purpose, we downloaded all the URLs from Google Analytics with search transits for the last four months. 301 redirect to the current pages has been configured for those URLs.

Conquering the top

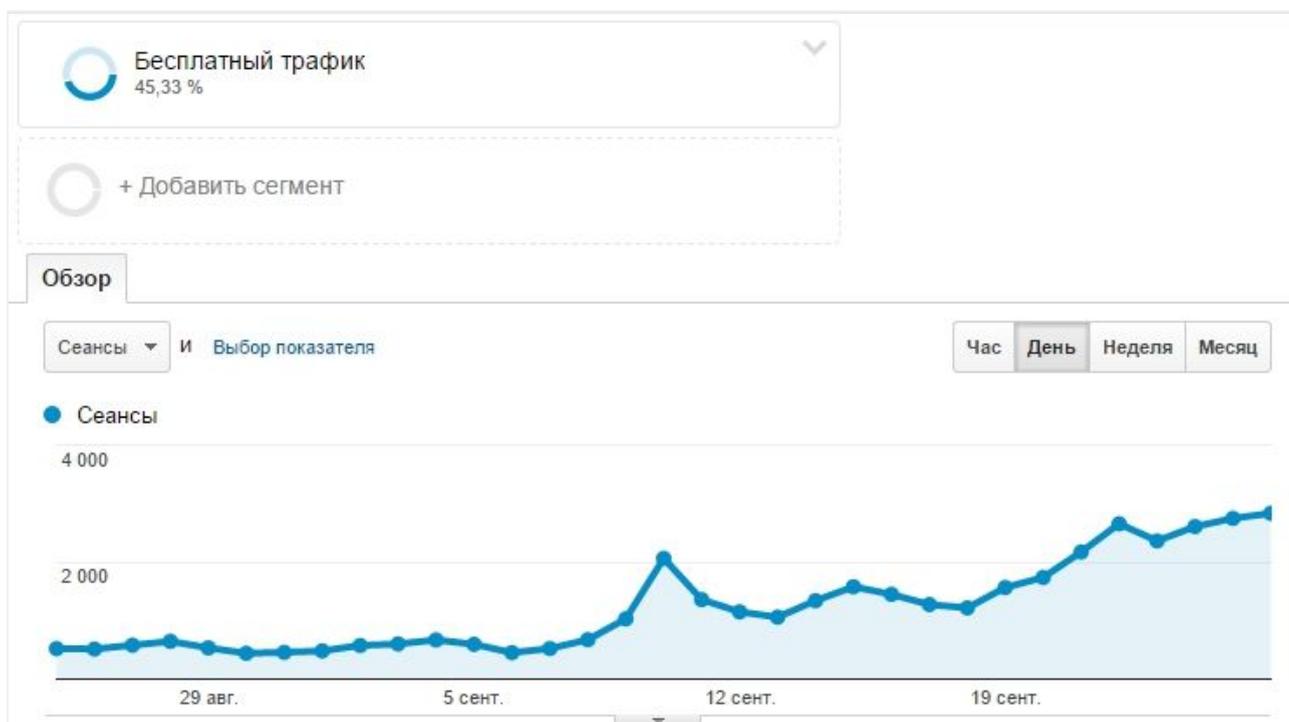
After the site migration to a new engine, the internal pages gradually started to appear in the Google search engine indexation. The traffic that had been dropping down started growing again, and all catalog pages became successfully ranked and reached the top-10 search results. Bonding of internal pages in the index took the entire August. In early September, most of the high-priority queries got in the top 5 and top 3.

21	22	23	24	26	27	28	30	31	01	03	04	05	07	08	
авг.	сент.	сент.	сент.	сент.	сент.	сент.									
2014	2014	2014	2014	2014	2014	2014	2014	2014	2014	2014	2014	2014	2014	2014	
6	6	6	6	6	5	5	5	5	5	5	—	5	5	5	іpod в алматы
—	—	—	—	—	4	6	7	5	5	4	4	4	6	6	купить іpod
23	18	18	19	19	3	3	4	3	3	3	3	4	4	4	іpod купить
9	10	7	9	7	5	5	5	5	5	5	5	5	5	5	іpod apple купить
—	—	48	—	—	32	37	33	26	31	30	30	31	35	38	mp3 плеер іpod
—	—	—	—	—	6	6	6	5	5	4	4	5	5	5	apple іpod купить

21 авг. 2014	22 авг. 2014	23 авг. 2014	24 авг. 2014	26 авг. 2014	27 авг. 2014	28 авг. 2014	30 авг. 2014	31 авг. 2014	01 сент. 2014	03 сент. 2014	04 сент. 2014	05 сент. 2014	07 сент. 2014	08 сент. 2014	
—	—	16	—	—	6	7	7	6	6	6	6	6	6	6	купить apple ipod
6	5	6	5	5	3	4	4	3	3	2	3	3	3	3	ipod алматы
—	—	41	—	—	9	9	9	8	8	9	9	9	9	10	ipod цена
—	—	—	—	—	7	9	8	—	8	7	7	7	8	8	цена ipod
—	—	—	—	—	19	18	18	19	19	18	18	17	18	18	плеер ipod цена
—	—	—	—	—	—	9	1	1	1	1	1	1	1	1	ipod цены
—	25	23	—	—	1	1	1	1	1	1	1	1	1	1	ipod стоимость
—	—	—	—	—	1	1	—	1	1	1	1	1	1	1	цены ipod
—	48	—	—	—	1	1	1	1	1	1	1	1	1	2	ipod заказать
—	—	—	—	—	2	2	2	2	2	2	2	2	2	2	заказать ipod
—	—	—	—	—	9	10	9	7	5	9	8	10	9	12	плееры ipod

21 авг. 2014	22 авг. 2014	23 авг. 2014	24 авг. 2014	26 авг. 2014	27 авг. 2014	28 авг. 2014	30 авг. 2014	31 авг. 2014	01 сент. 2014	03 сент. 2014	04 сент. 2014	05 сент. 2014	07 сент. 2014	08 сент. 2014	
11	10	4	9	10	3	3	3	3	3	3	3	3	3	3	macbook air алматы
—	—	—	—	—	9	10	11	10	8	8	8	8	7	8	macbook air 11 цена
8	8	7	8	8	2	2	2	2	2	2	2	2	2	2	macbook air астана
—	—	28	—	—	8	8	6	8	8	7	6	5	5	7	купить apple macbook air
30	28	27	31	24	6	6	6	6	6	6	6	6	7	7	macbook air цены
32	31	31	34	34	7	7	7	7	7	5	5	5	6	6	apple macbook air купить
—	—	—	—	—	40	—	—	—	49	40	39	46	40	44	apple macbook air цена
—	—	—	—	—	12	13	14	15	15	10	10	10	7	11	macbook air 13 цена
—	—	—	—	—	34	36	36	37	36	33	34	33	32	37	macbook air 11 отзывы
—	—	—	—	—	33	32	31	30	30	26	26	26	27	29	ноутбуки apple macbook air
—	—	—	—	—	28	29	30	27	27	30	27	27	30	29	apple macbook air 11 цена
31	22	19	33	25	5	5	5	5	5	6	6	6	6	6	цены на macbook air
14	13	20	13	16	4	4	5	3	3	3	3	3	4	3	купить macbook air 11
—	—	—	—	—	50	—	—	50	—	—	—	—	—	—	ноутбук macbook air
31	26	27	27	26	3	3	3	3	3	3	4	3	4	4	macbook air 13 купить
42	37	31	34	31	3	3	3	3	3	3	3	3	3	3	купить macbook air 13
—	—	—	47	—	3	3	3	3	3	3	3	3	3	3	купить новый macbook air
15	11	10	11	15	4	4	4	3	3	3	3	3	3	3	macbook air 11 купить

After that, traffic from Google search engine reached 1300-1500 visitors per day. We reached traffic level equal to that prior to penalties and then improved these figures.



iPhone 6 – twice as good

Famous iPhone 6 was released in September. After we had added landing pages to the site, the online store was ranked by the product queries. Upon the landing pages' text indexation, the positions improved a lot. And due to the excitement around the new Apple product, free search traffic reached 3.000 visitors.

12 сент. 2014	13 сент. 2014	14 сент. 2014	15 сент. 2014	17 сент. 2014	18 сент. 2014	19 сент. 2014	21 сент. 2014	22 сент. 2014	23 сент. 2014	25 сент. 2014	26 сент. 2014	27 сент. 2014	29 сент. 2014	30 сент. 2014	
—	—	—	—	44	—	8	11	11	10	—	11	10	10	22	🔗 iphone 6 цена
—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	🔗 фото iphone 6
—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	🔗 apple iphone 6
33	30	25	19	19	15	3	3	2	3	2	2	2	2	2	🔗 купить iphone 6
—	—	—	—	—	—	—	—	—	—	—	—	21	—	—	🔗 стоимость iphone 6
11	9	5	10	5	5	3	1	1	1	1	1	1	1	2	🔗 iphone 6 алматы
—	49	49	50	—	—	43	36	—	50	27	28	29	21	27	🔗 купить apple iphone 6
14	11	12	12	13	12	9	4	6	5	4	3	3	3	4	🔗 iphone 6 казахстан
6	7	6	3	2	2	2	1	1	1	1	1	1	1	1	🔗 iphone 6 астана
6	5	5	6	2	3	1	1	1	1	1	1	1	1	1	🔗 купить iphone 6 алматы
—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	🔗 apple iphone 6 plus
—	—	—	26	19	10	9	17	7	6	5	20	15	11	13	🔗 iphone 6 plus цена

—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	фото iphone 6 plus	
—	46	—	18	8	3	3	9	5	5	6	8	8	10	13	купить iphone 6 plus	
—	45	43	14	12	7	7	18	13	11	14	13	13	15	13	купить apple iphone 6 plus	
5	5	5	1	1	1	1	1	1	1	1	1	3	2	1	1	📍 iphone 6 plus алматы
7	6	7	4	4	2	1	1	1	1	1	1	4	3	1	1	📍 iphone 6 plus казахстан
5	5	5	1	1	1	1	1	1	1	1	1	1	1	1	1	📍 iphone 6 plus астана
3	4	4	1	1	1	1	1	1	1	1	1	1	1	1	2	📍 купить iphone 6 plus алматы
—	—	—	29	22	23	10	12	13	18	21	20	22	18	16	стоимость iphone 6 plus	

At the moment, the traffic is 1300-1500 visitors per day.

To consolidate our achievements, we started active link building. The purchase of external links was accompanied by a new semantic group development for promotion in the «Apple accessories» section.

Outcomes

During the project we achieved and provided:

- manual penalties revoke;
- migration without losing traffic;
- unique content for the entire site catalog;
- restored and increased traffic level comparing to the level before penalties

Project team

- Account Manager: **Vadim Mosokha**
- Optimizer: **Oleg Boyko**