

Aphrodite Goddess

Case Study

SEO Analysis of www.aphroditegoddess.net

Industry: Women's Lifestyle, Blogging, Feminine Wellness & Culture

SEO Scope: On-page SEO, Content Optimization, Off-Page SEO, Blog SEO, Authority Building



About Aphrodite Goddess

Aphrodite Goddess is a global women-centric blogging platform created by women, for women.

The website covers topics including:

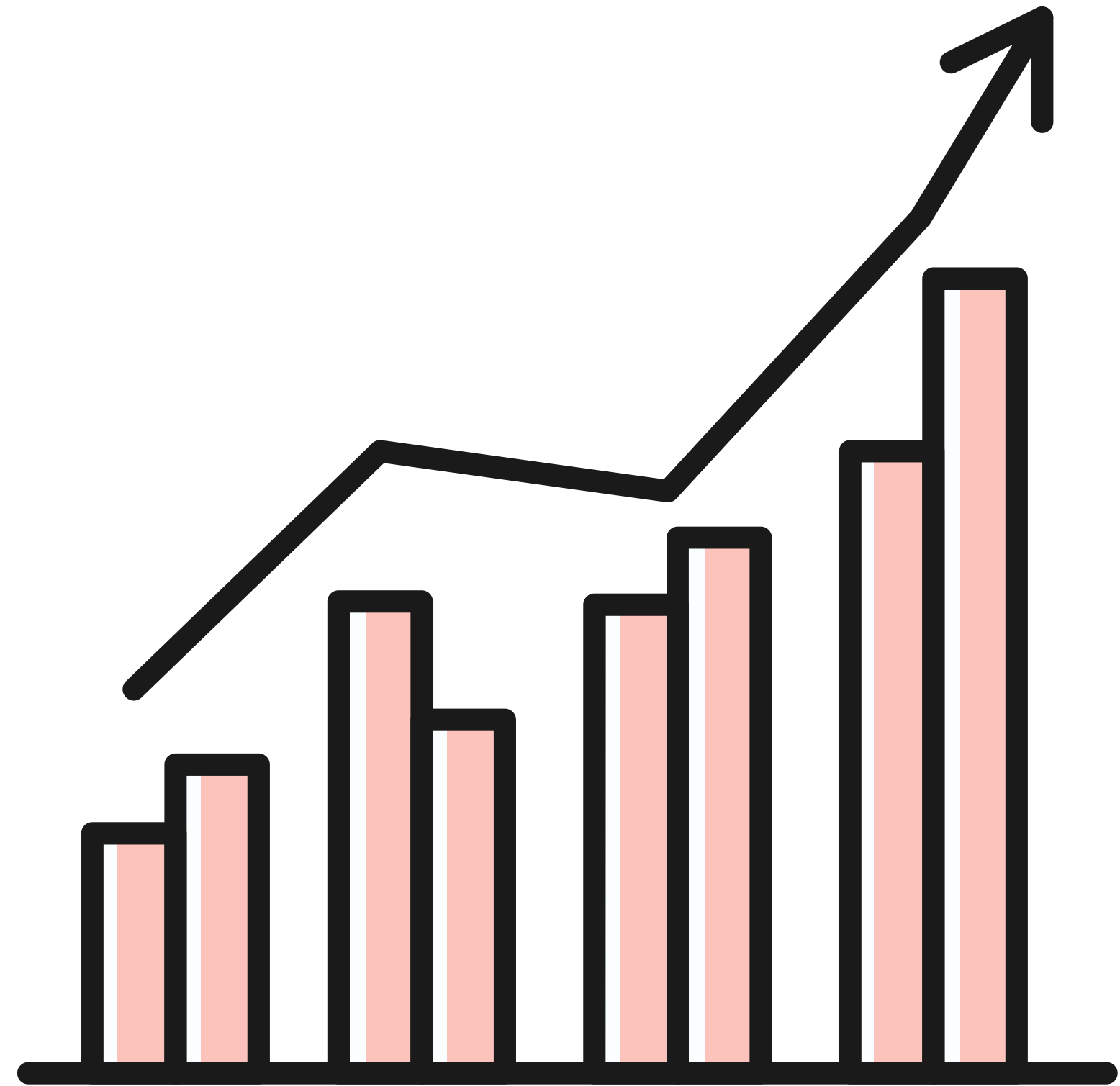
- Beauty & Health
- Astrology & Zodiac
- Food & Travel
- Feminine Culture & Relationships

The platform also supports female bloggers worldwide, helping them gain visibility and authority.

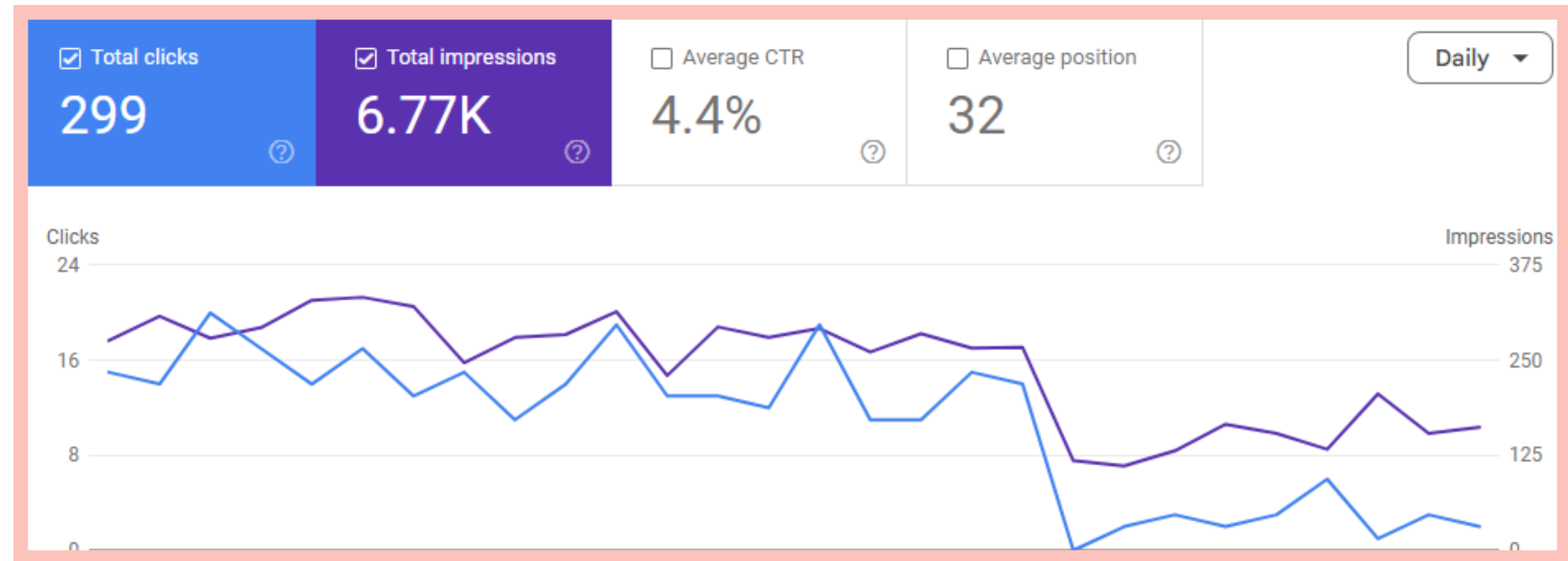


Objectives

- Increase organic traffic
- Improve keyword rankings in lifestyle & astrology niches
- Strengthen content discoverability
- Enhance blog visibility on Google
- Improve user engagement & session duration



The Challenge



Before SEO implementation, the site faced:

- Low keyword visibility despite high-quality content
- Missing or weak meta titles & descriptions
- Limited internal linking between blog categories
- Heavy reliance on social traffic

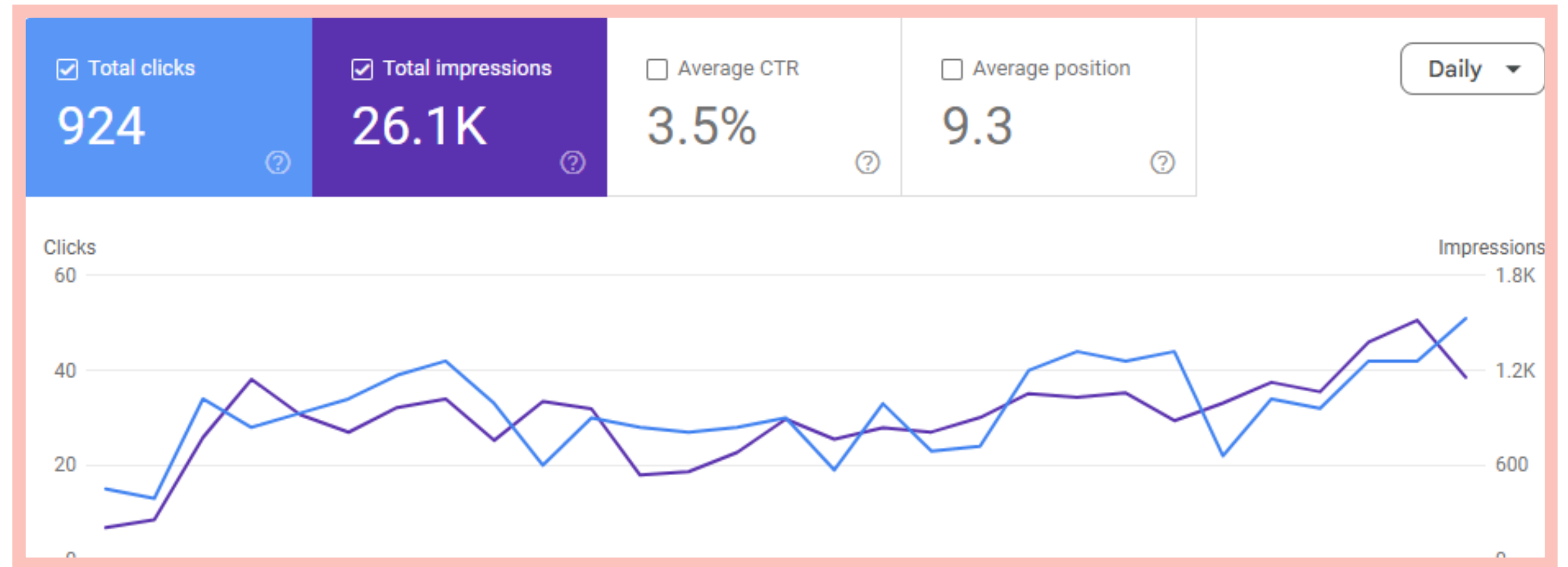
Strategy Overview

A content-first SEO approach was adopted:

1. Keyword Research & Mapping
2. On-Page Optimization
3. Blog Content Enhancement
4. Internal Linking Structure
5. Authority & Topical Relevance Building

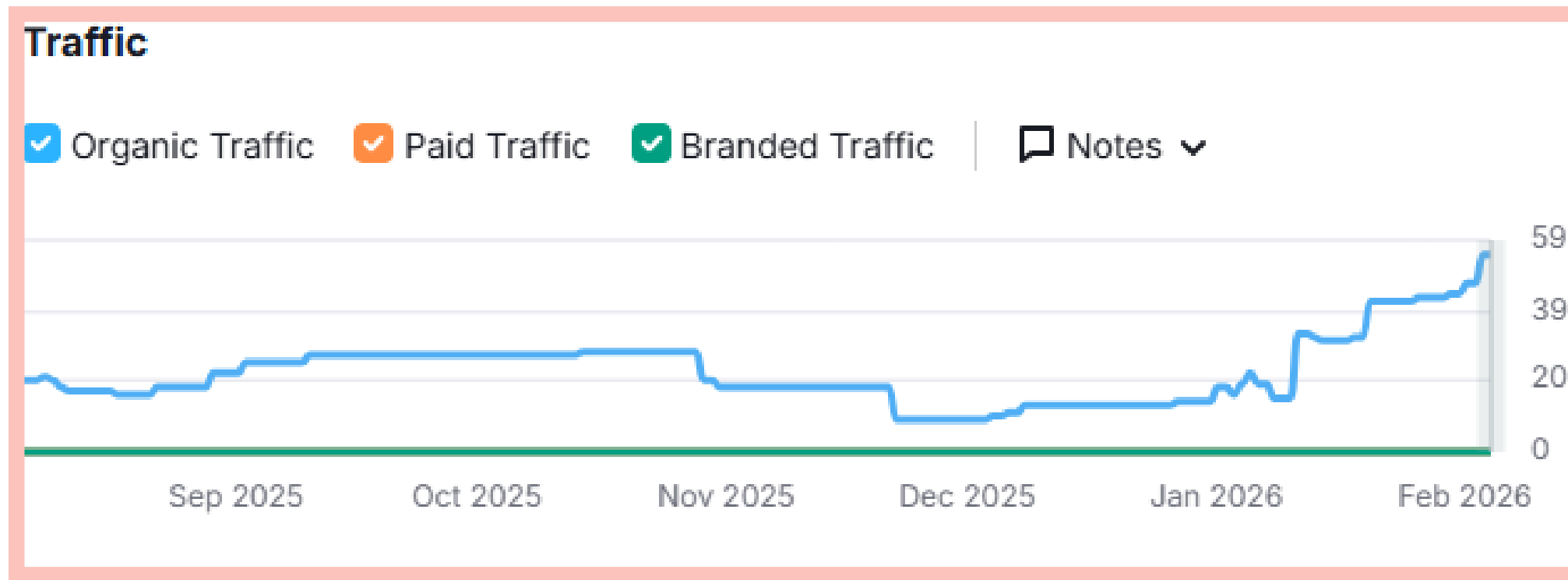


Results Achieved



After implementation:

- Improved keyword rankings for astrology & lifestyle terms
- Growth in organic impressions & clicks
- Increased blog discoverability
- Higher average session duration
- Improved category-level visibility



Traffic Growth

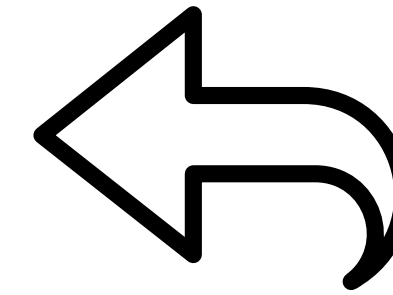
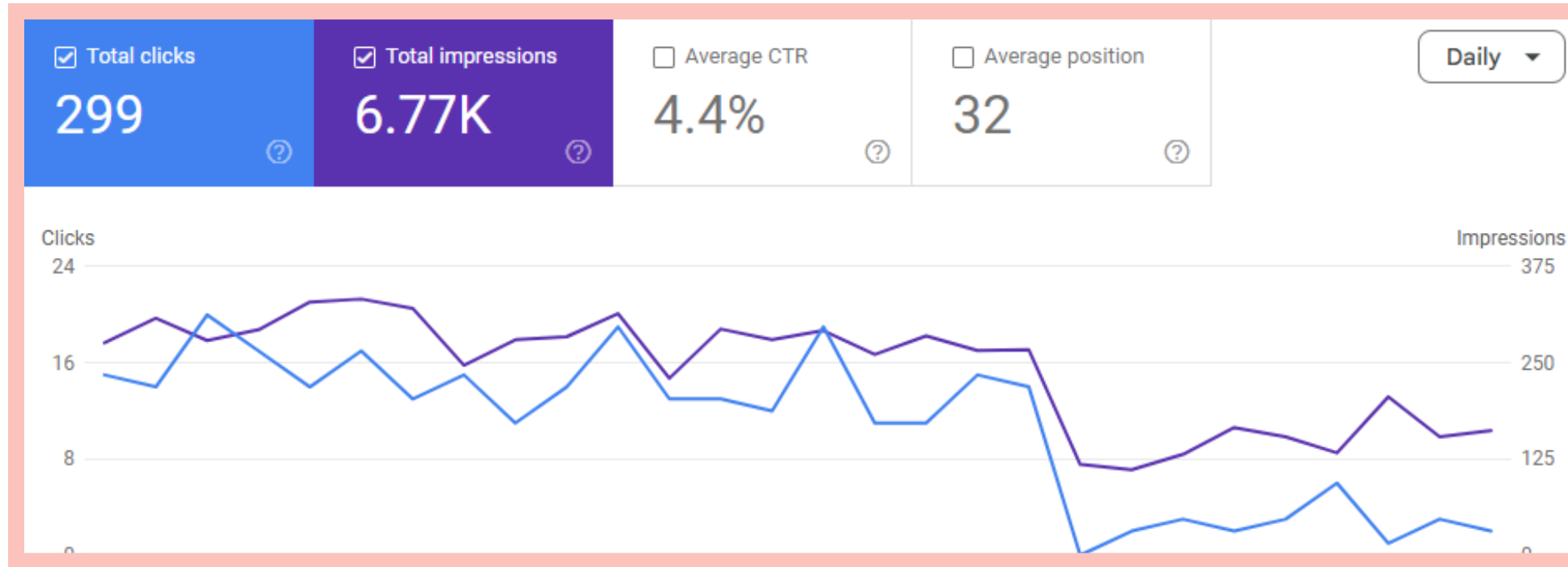
This graph shows the website's traffic trend over time, segmented by Organic, Paid, and Branded traffic.

Key Observations

- The blue line (Organic Traffic) shows a steady and explained growth pattern
- There is no paid traffic, which means all growth is purely SEO-driven
- Branded traffic remains stable, indicating increasing trust and recognition
- A strong upward spike from January 2026 reflects the impact of SEO optimizations

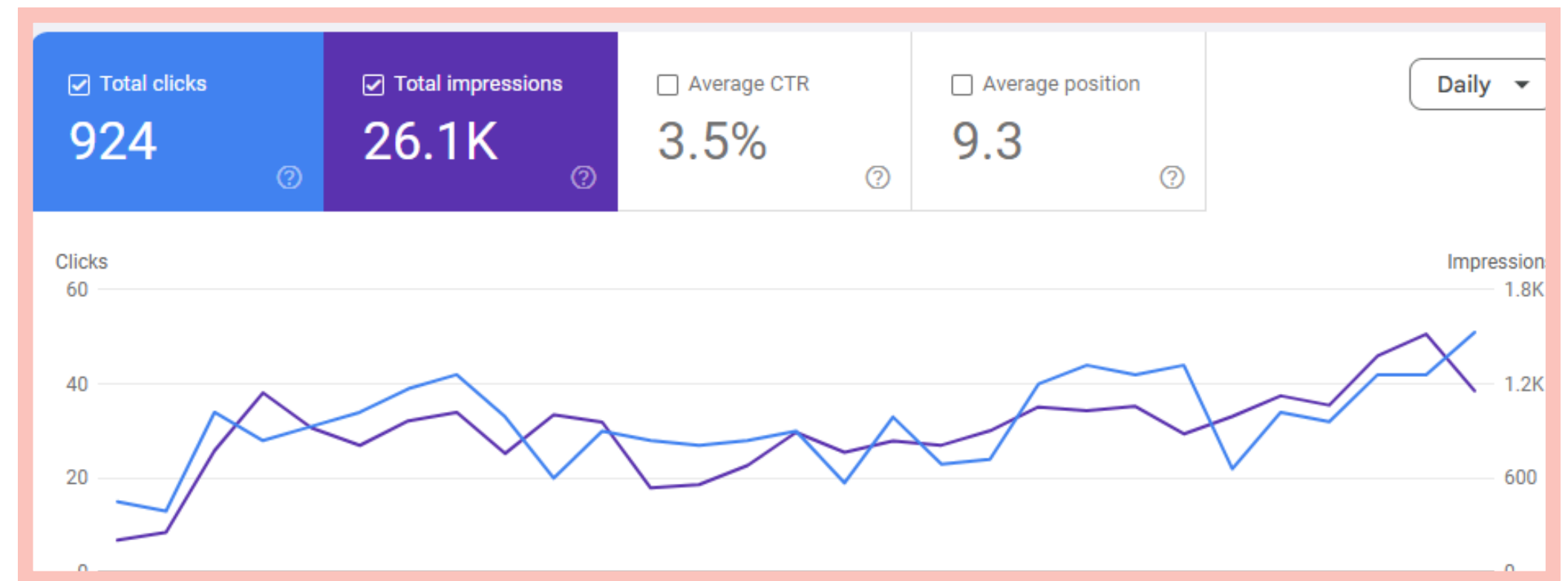
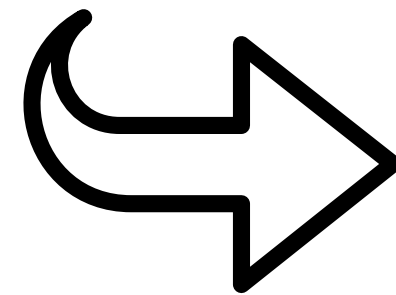
Before vs After Snapshot

Traffic



Before

After






Before vs After

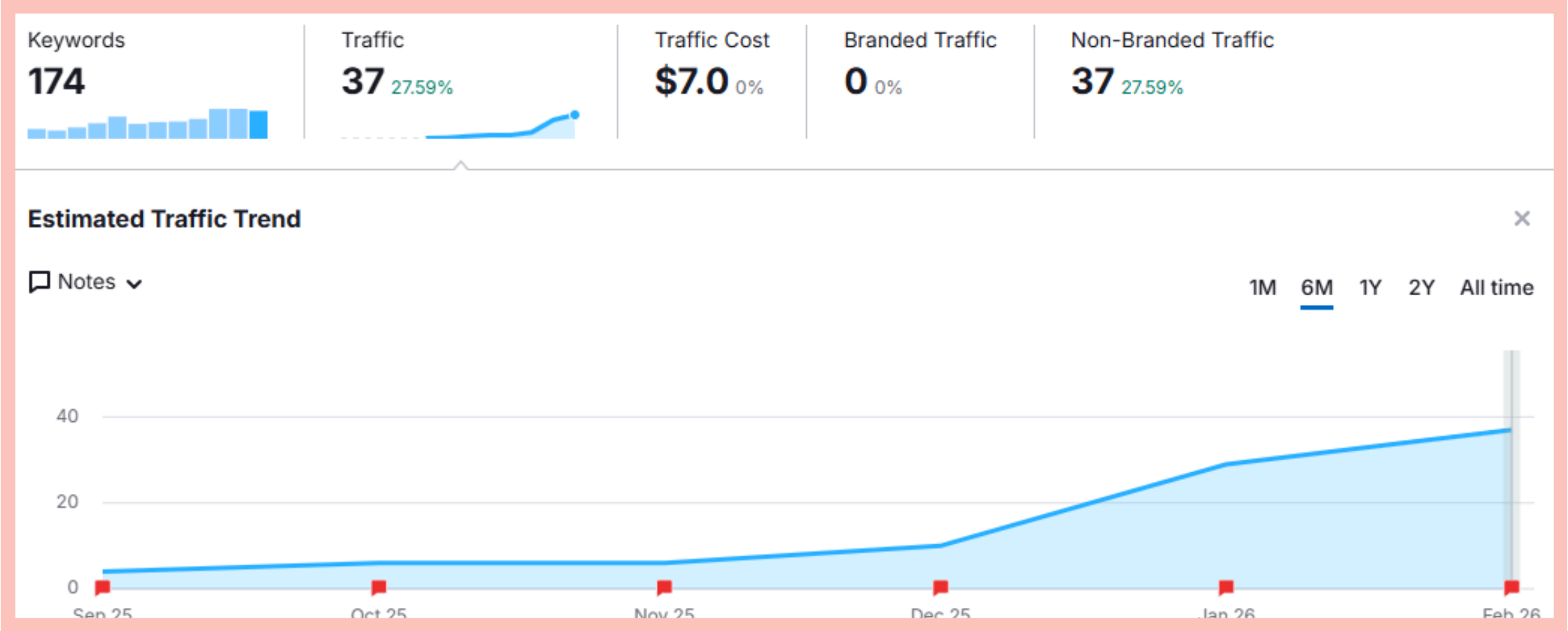
Before

- **Total Clicks:** 299
- **Total Impressions:** 6.77K
- **Average CTR:** 4.4%
- **Average Position:** 32
- **Visibility:** Limited reach, lower rankings
- **Trend:** Inconsistent traffic with noticeable drops

After

- **Total Clicks:** 924  (~3× growth)
- **Total Impressions:** 26.1K  (~4× growth)
- **Average CTR:** 3.5% (stable despite scale)
- **Average Position:** 9.3  (**Page 1 visibility**)
- **Visibility:** Strong SERP presence
- **Trend:** Consistent upward growth in clicks & impressions

Position Tracking

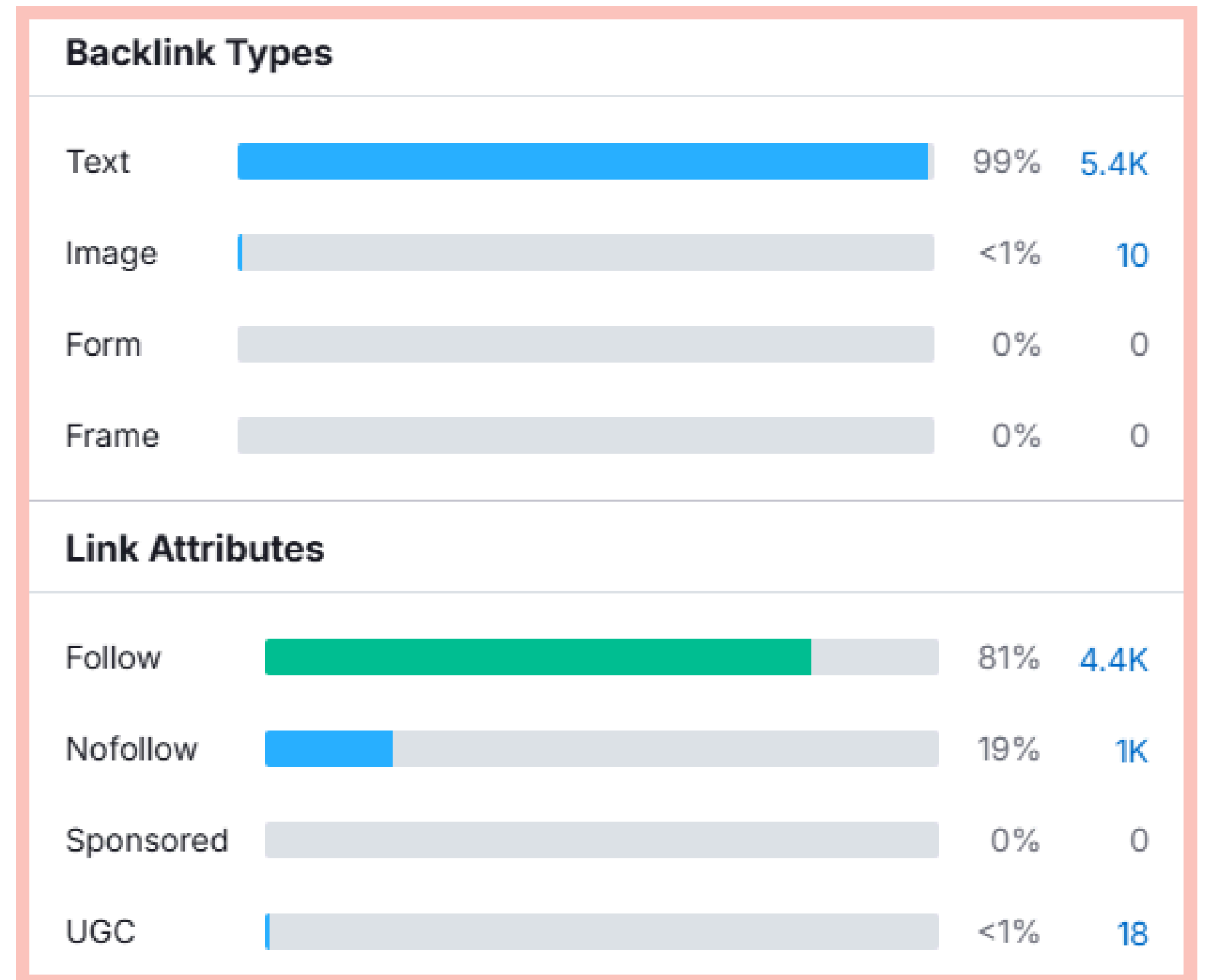


- The website now ranks for **174 organic keywords**, showing improved search visibility
- 100% non-branded traffic confirms successful targeting of new discovery keywords, not just brand searches
- Traffic growth of **27.59%** proves strong momentum from SEO efforts
- Even at an early stage, organic traffic already carries monetary value

Backlink Profile Overview

- **5.4K** backlinks are 99% text-based, which is the most valuable and SEO-friendly link type
- **81%** follow links (4.4K) actively pass authority and support keyword rankings
- **19%** nofollow links (1K) maintain a natural and safe link profile
- No sponsored, form, or frame links, indicating zero spam risk
- Minimal UGC links (<1%), keeping link quality high

Result: A clean, authoritative, and content-driven backlink profile that strengthens organic visibility and long-term SEO performance.



Website Engagement Growth

Active Users: 669 (+13.6%)

- Indicates steady growth in overall website engagement driven by organic visibility.

New Users: 632 (+11.9%)

- Shows SEO is attracting first-time visitors, not just returning users.

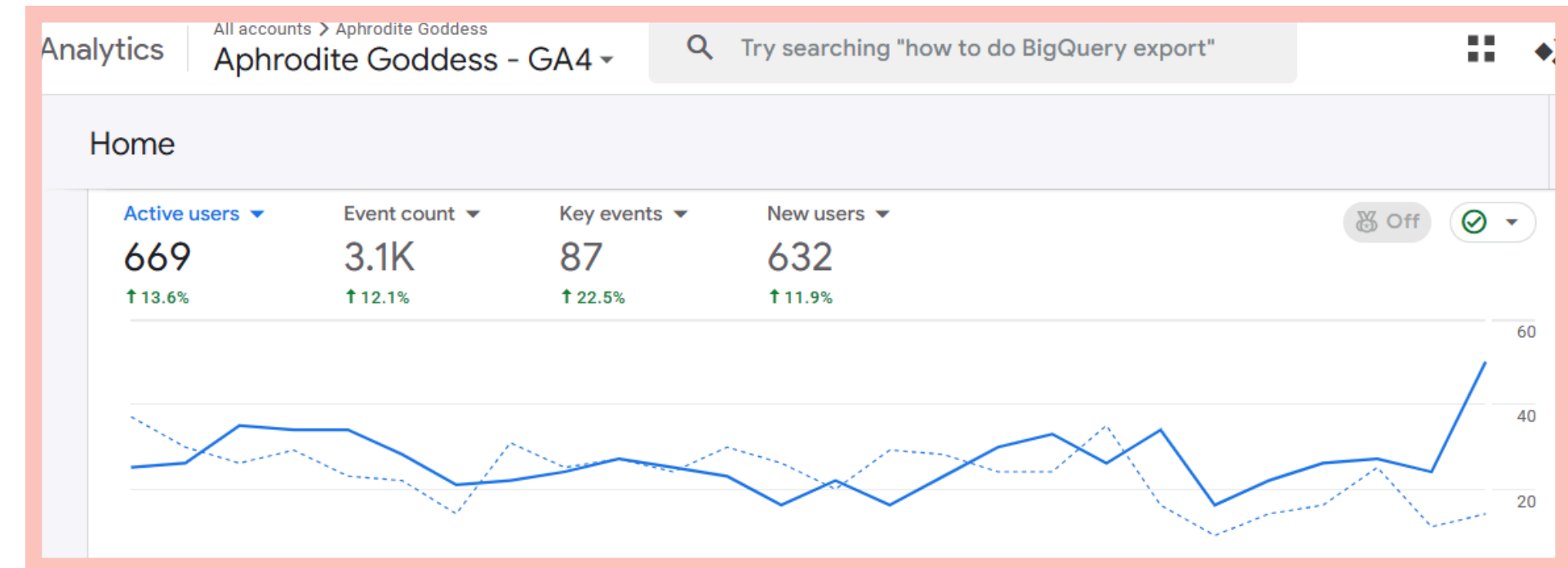
Event Count: 3.1K (+12.1%)

- Higher interaction with content, pages, and on-site actions.

Key Events: 87 (+22.5%)

- Strong improvement in meaningful actions (scrolls, clicks, engagement events).

Google Analytics



Result: SEO efforts are not only increasing traffic but also improving user quality and engagement, confirming sustainable and intent-driven growth.

Conclusion

The SEO success of **AphroditeGoddess.net** proves that a strategic, content-led SEO approach delivers measurable results—higher visibility, consistent organic traffic growth, improved keyword rankings, and stronger user engagement. By focusing on on-page optimization, technical SEO, authoritative content, and clean backlink profiles, we transformed a content-rich website into a search-driven growth asset.

Ready to Scale Your Brand Organically?

If you want similar results—more visibility, qualified traffic, and sustainable growth—we can do the same for your website.

**Thank you
very much!**

www.tritans.com