

CASE STUDY

SEO Analysis of : <https://www.tealife.com.au/>

Industry: **Wellness, Herbal, Drink, Lifestyle.**

Location: **Australia**

Service Provided: **Off-Page SEO**



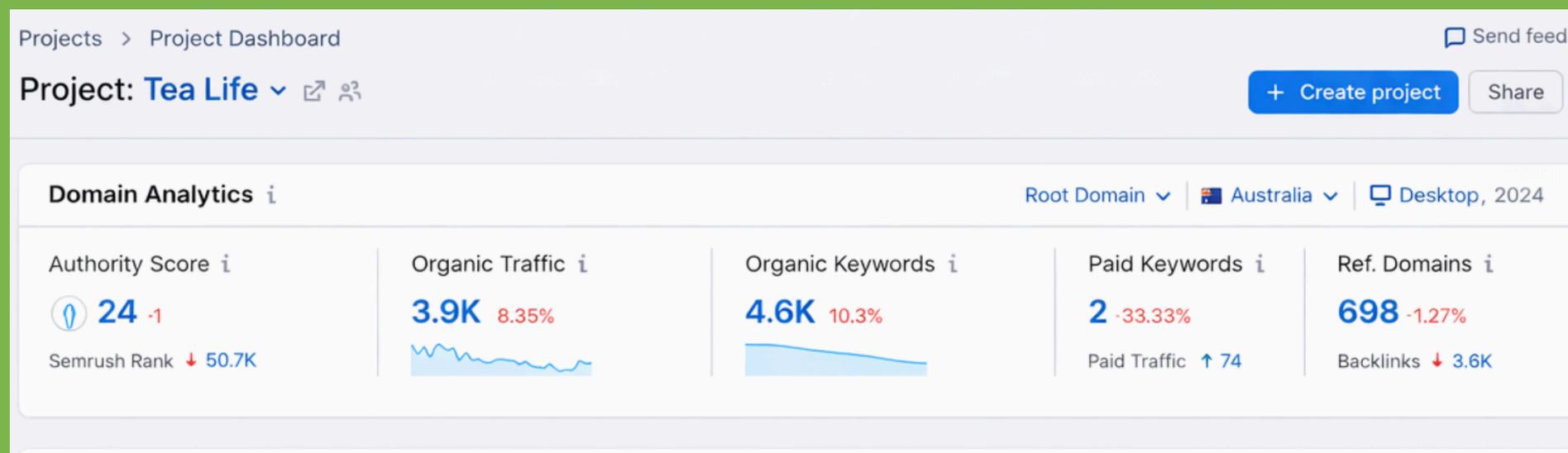
ABOUT TEA LIFE



Tea Life is an Australian online tea shop offering fresh, premium herbal and loose-leaf teas. They focus on organic, pesticide-free ingredients and pack orders only after they're placed, ensuring maximum freshness and flavor. The brand combines great taste, wellness, and exceptional service in every cup.

MAJOR GROWTH CHALLENGES

- Highly competitive online tea market
- Convincing customers to buy tea without tasting it
- Building strong brand trust in a digital-first space
- Standing out with clear product benefits and messaging
- Growing organic visibility and consistent website traffic
- Turning visitors into repeat customers
- Overcoming the decline in clicks and impressions, ensuring every visit counts.



STRATEGY OVERVIEW

Our strategy focused on strengthening Tea Life's online presence while building trust and driving consistent sales.



LINK BUILDING

Built high quality backlinks from relevant websites to boost domain authority, referral traffic, and search credibility long-term growth.

LOCAL LISTINGS

Improved local search authority and visibility by submitting business information to reputable directories and local listings, enhancing credibility in regional search results.

GUEST POSTING

Enhanced brand credibility and reach by contributing articles to industry-relevant websites, generating quality backlinks and increasing exposure to target audiences

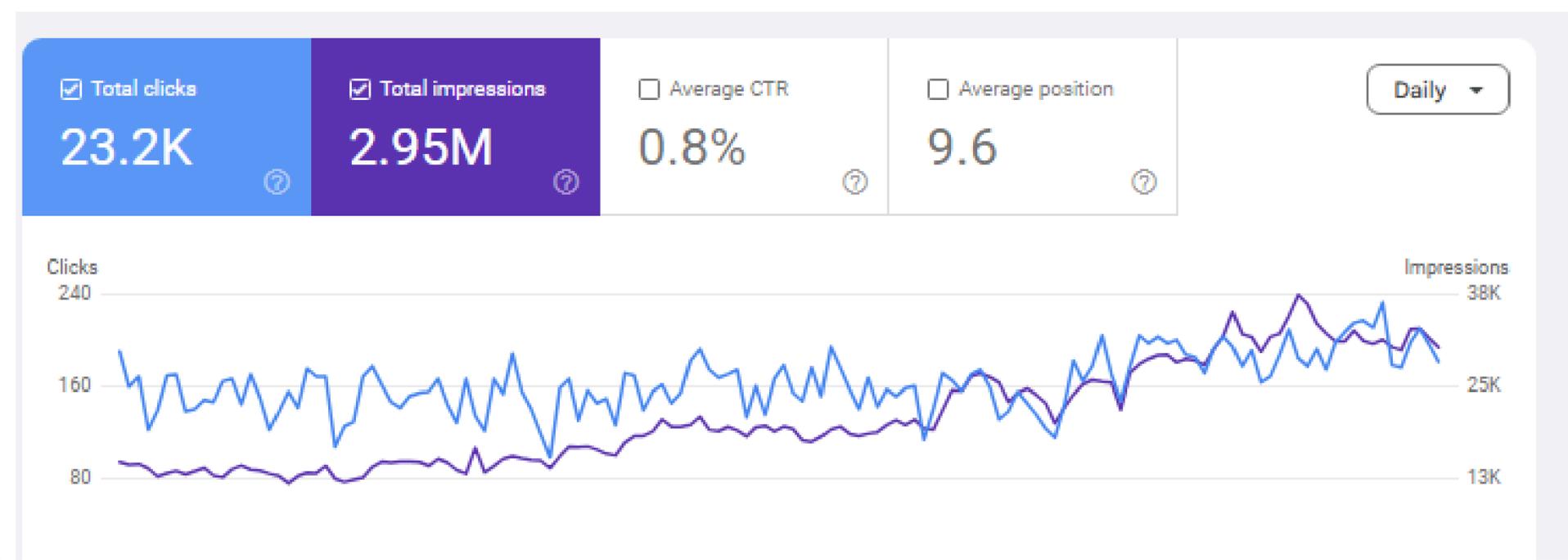
BLOG COMMENTING

Built industry connections and referral traffic by thoughtfully commenting on relevant blogs, contributing expertise, and earning contextual backlinks.

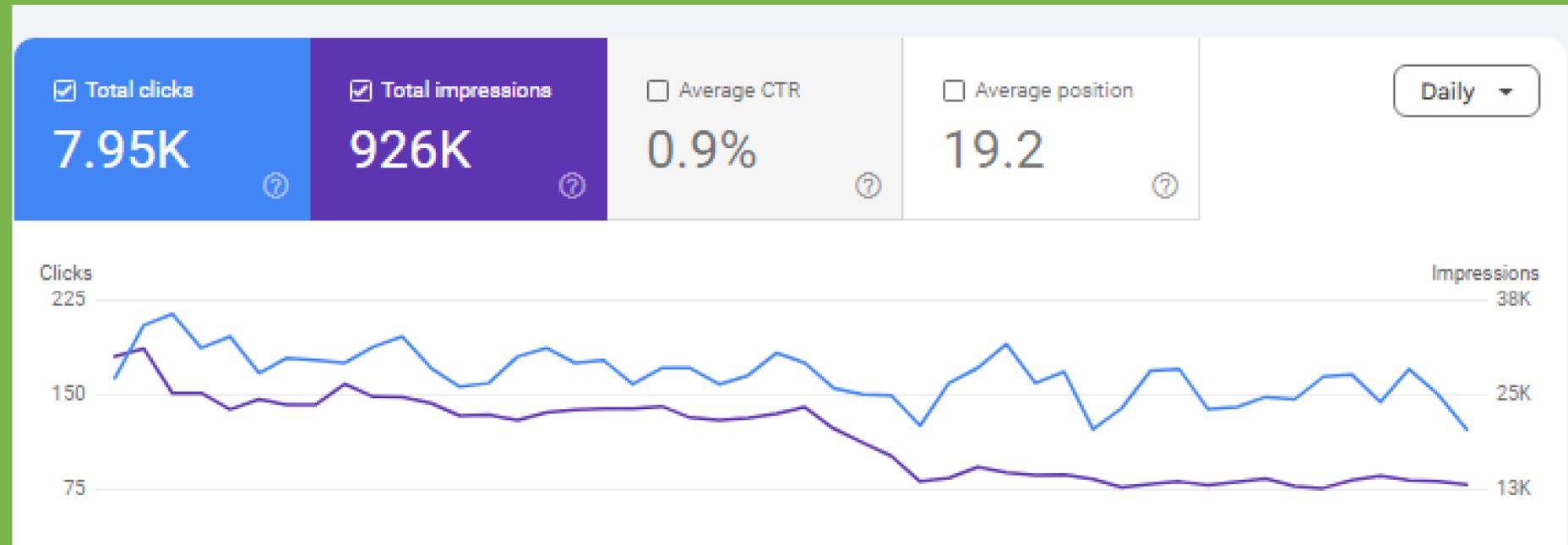


- Generated **23.2K** total organic clicks through consistent search growth
- Achieved **2.95M** search impressions, significantly improving online visibility
- Improved average ranking position to **9.6**, reaching first-page presence
- Maintained steady click-through performance at **0.8%** across key keywords
- Showed continuous upward trends in both clicks and impressions over time

RESULTS ACHIEVED

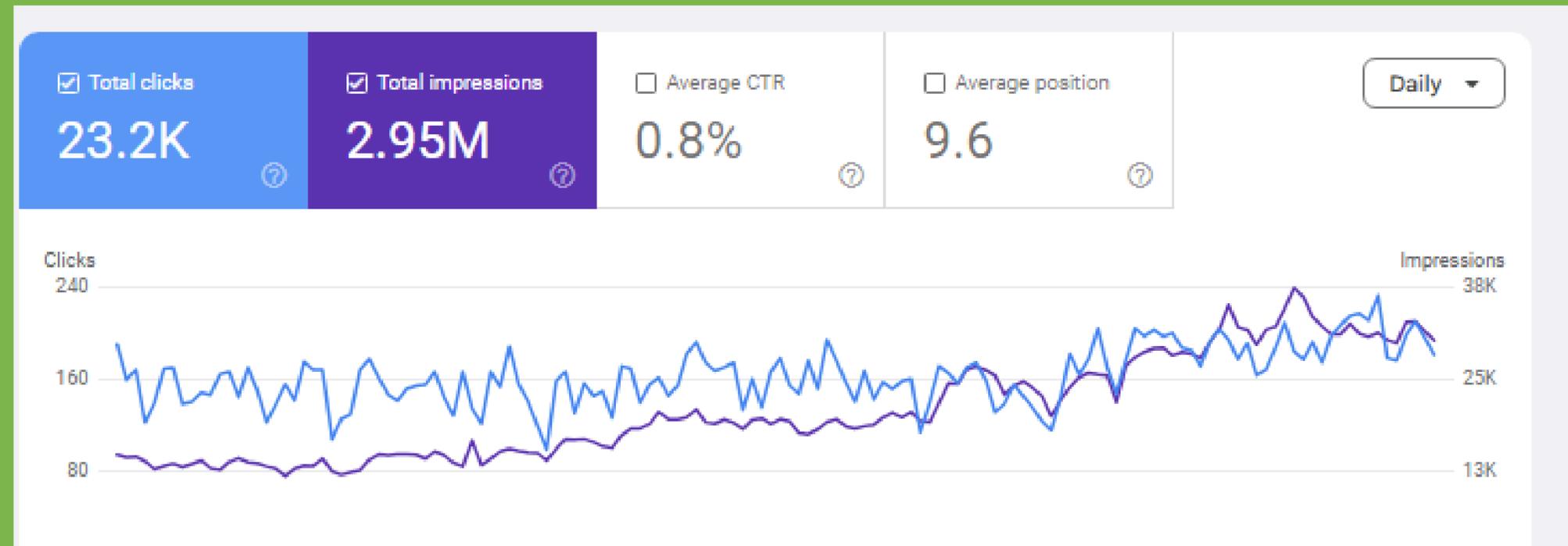


BEFORE VS AFTER SNAPSHOT



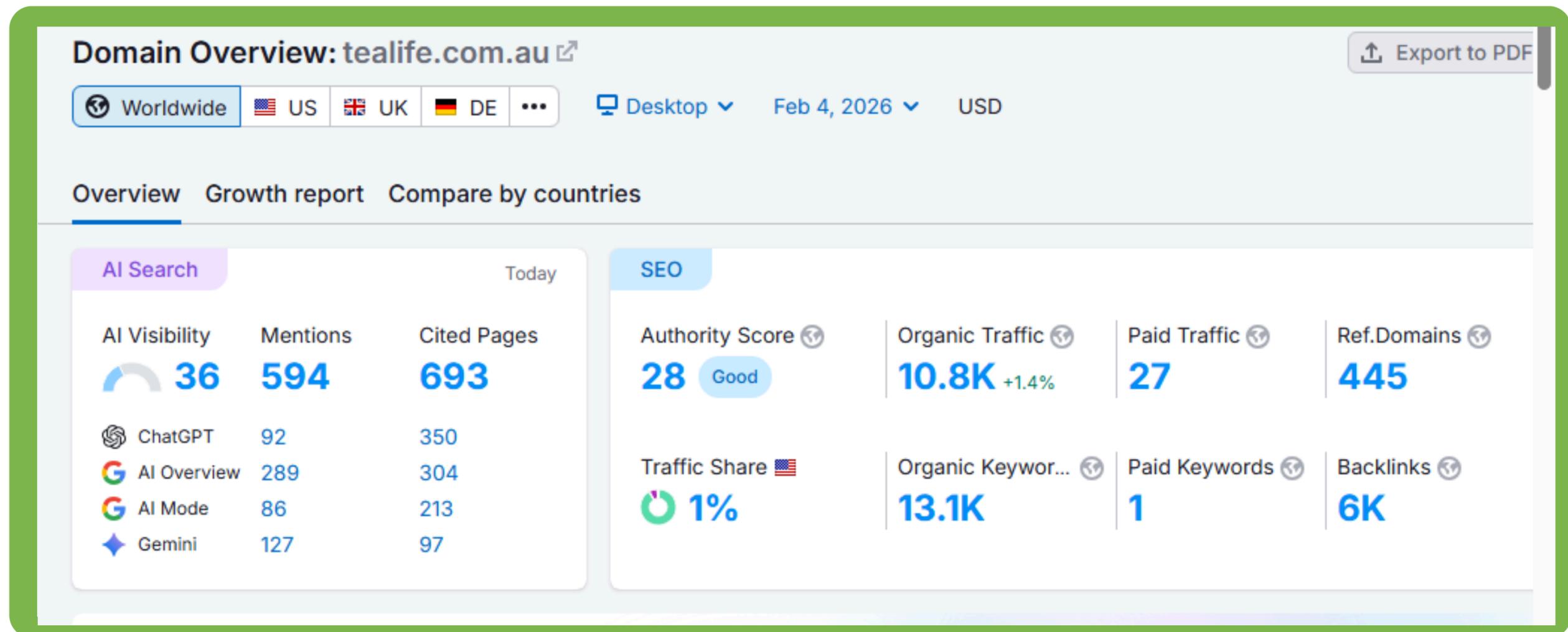
← BEFORE

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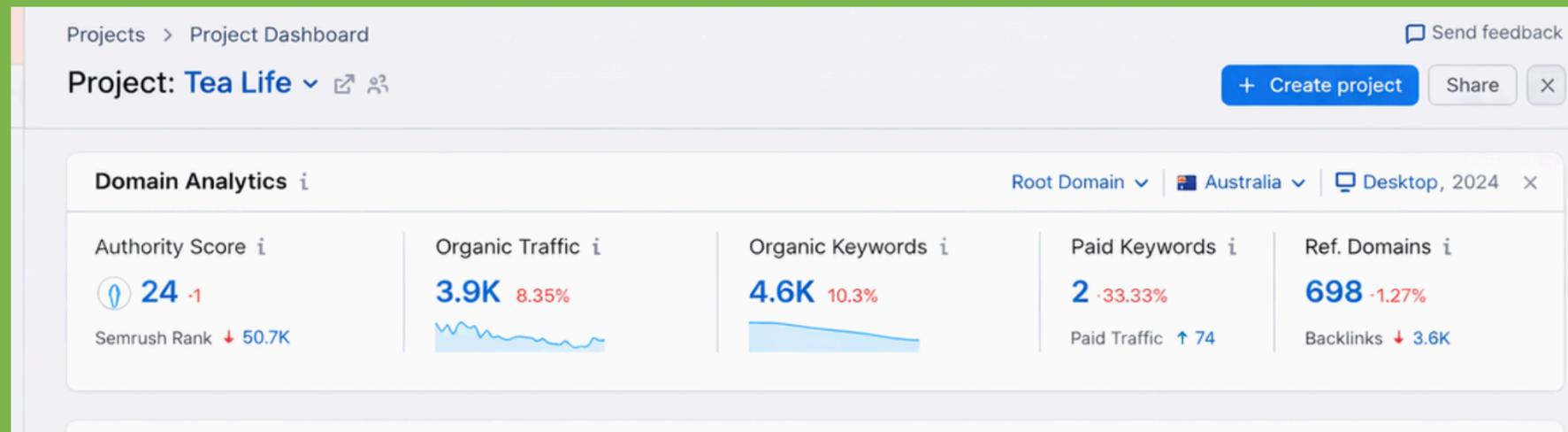


SEO RESULTS

- Organic Traffic: **10.8K**, showing a growth of **+1.4%**.
- Organic Keywords: **13.1K**, indicating a strong presence.
- Backlinks: **6K**, supporting authority, and SEO growth.
- Referring Domains: **445**, helping boost credibility.
- Authority Score: **28**, showing improving domain strength.



BEFORE VS AFTER SNAPSHOT



BEFORE

AFTER

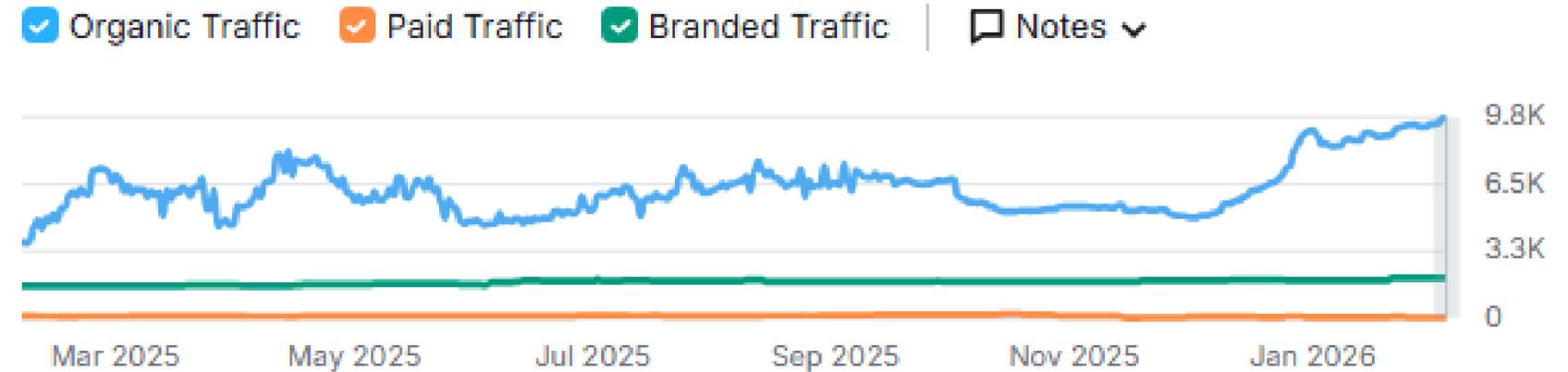


GROWTH RESULT

TRAFFIC GROWTH

- Organic traffic steadily grew, with a big jump
- Branded and paid traffic stayed mostly flat.
- Peak organic traffic reached - **9.8K**

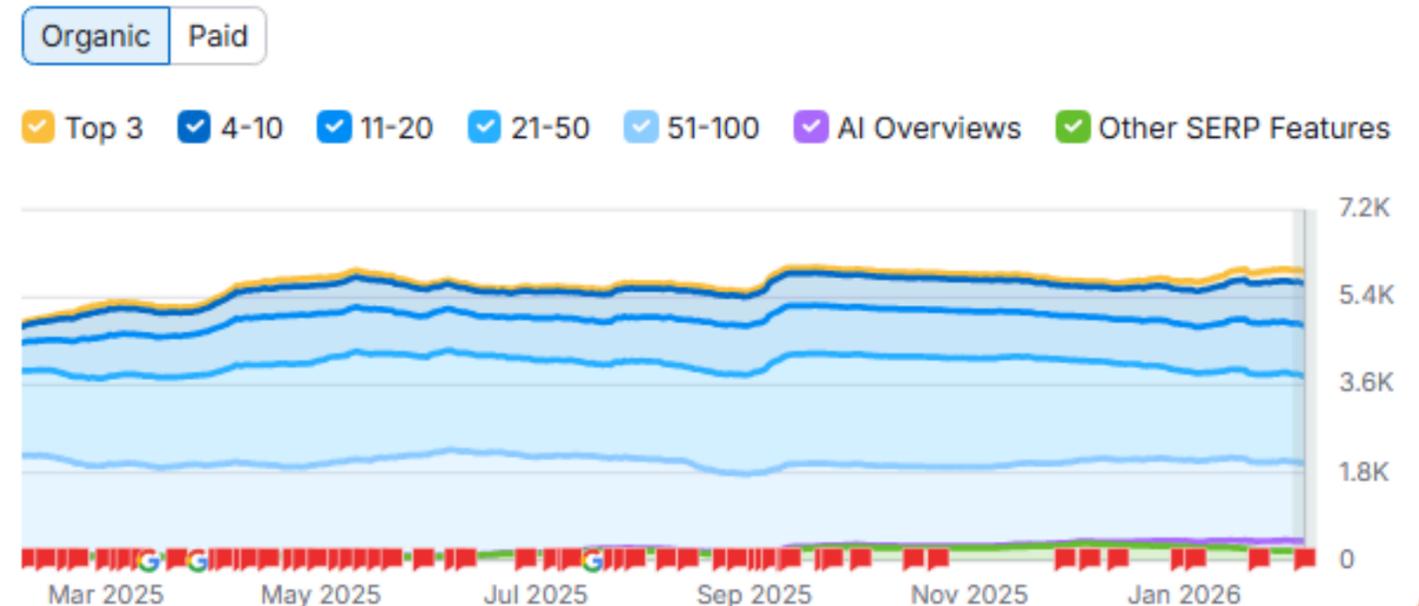
Traffic



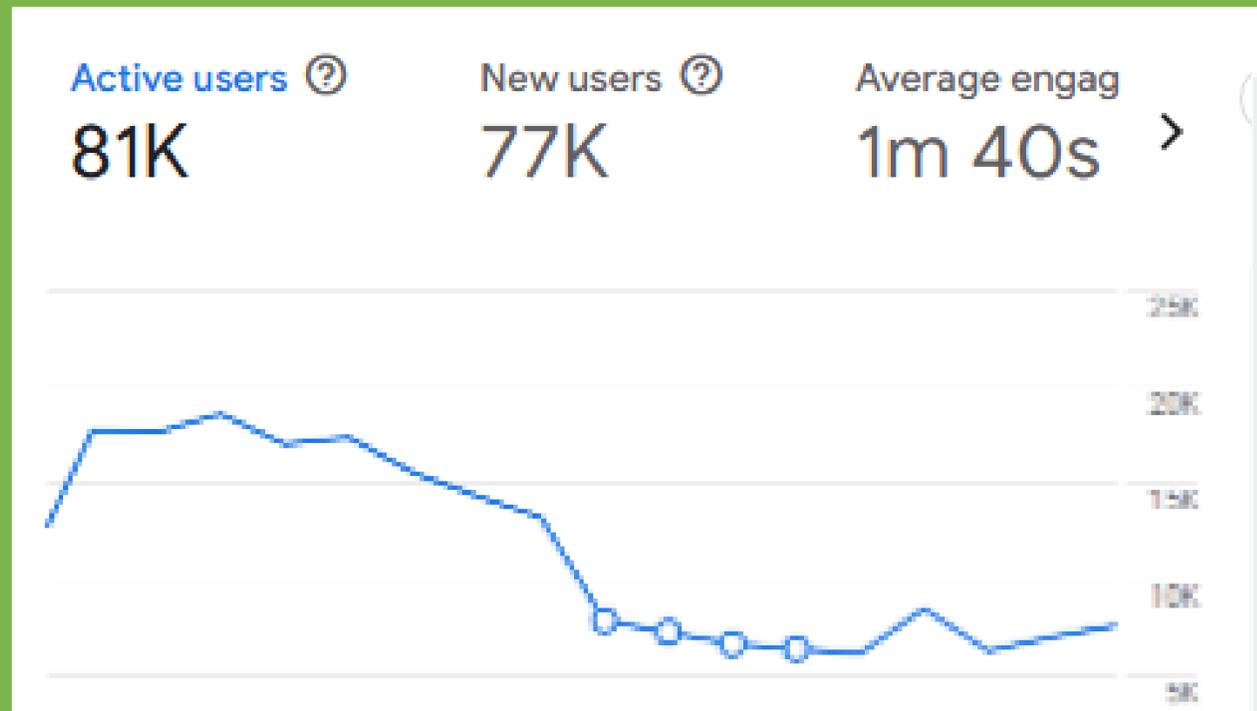
KEYWORDS GROWTH

- Top **3** and **4-10** positions gradually increased.
- Positions **11-50** were mostly stable.
- Growth in top keywords.

Keywords

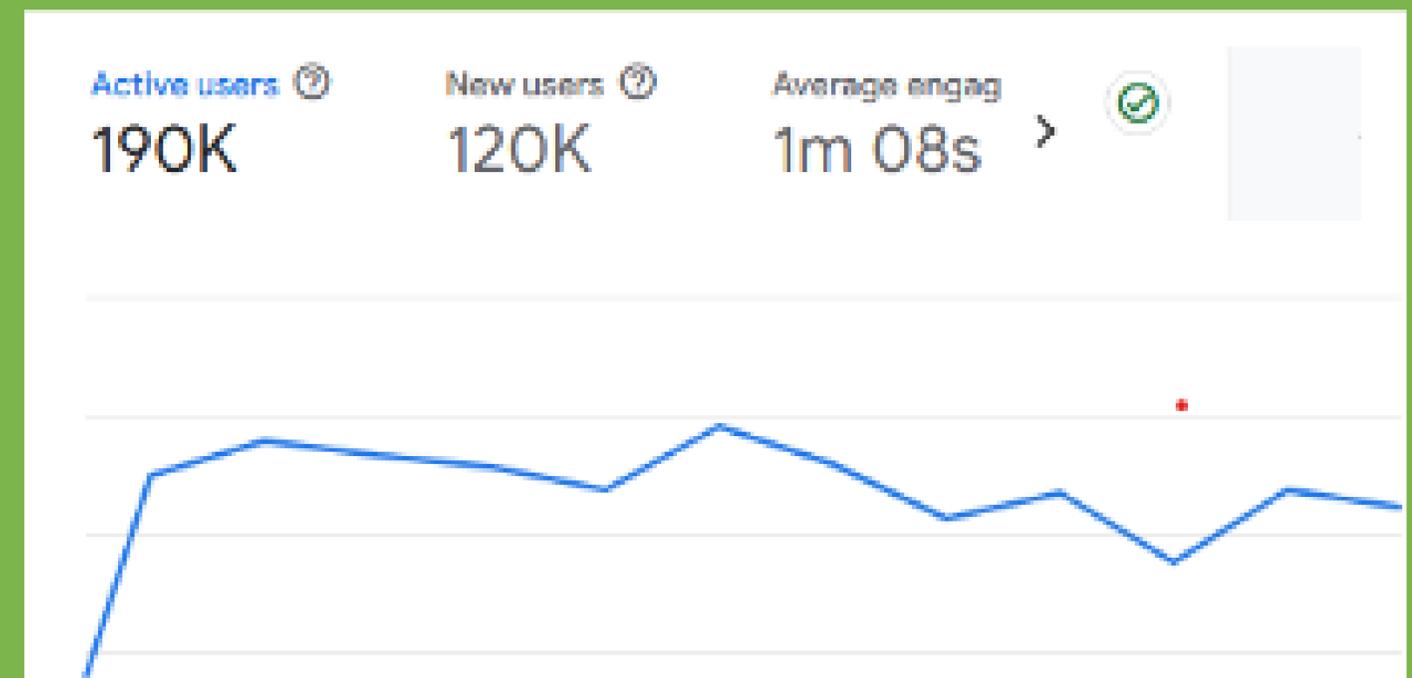


ANALYTICS: DECLINE TO GROWTH BEFORE VS AFTER SNAPSHOT



← BEFORE

AFTER →



ANALYTICS: DECLINE TO GROWTH

DOWNFALL PHASE

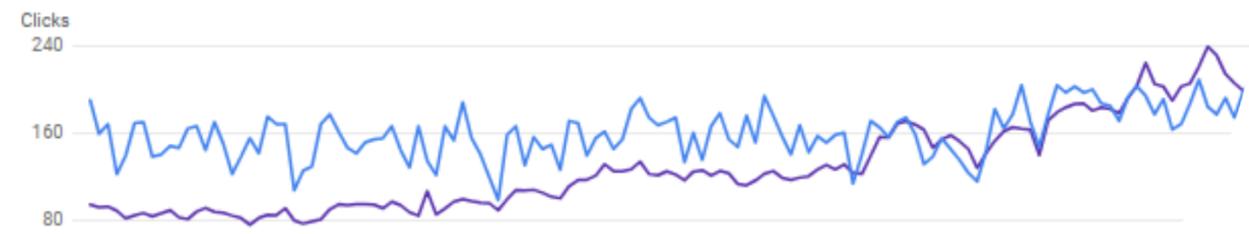
- Active users dropped to **18K**
- New users limited to **77K**
- Engagement stayed strong at **1m 40s**
- Indicates reach issues, not content quality

GROWTH PHASE

- Active users increased to **190K**
- New users grew to **120K**
- Engagement stabilized at **1m 08s**
- Strong recovery driven by improved acquisition



<input checked="" type="checkbox"/> Total clicks	<input checked="" type="checkbox"/> Total impressions	<input type="checkbox"/> Average CTR	<input type="checkbox"/> Average position
23.2K	2.95M	0.8%	9.6



CONCLUSION

Our SEO strategy delivered **23.2K** organic clicks, **2.95M** impressions, and lifted the average ranking to **9.6**, achieving strong first-page visibility. Steady growth in clicks and impressions shows the power of targeting the right keywords and optimizing content consistently. This approach built a solid foundation for continued organic growth and stronger online visibility.

Overview Growth report Compare by countries

AI Search Today

AI Visibility	Mentions	Cited Pages	Authority Score	Organic Traffic	Paid Traffic	Ref. Domains
36	594	693	28 Good	10.8K +1.4%	27	445

ChatGPT	92	350	Traffic Share	Organic Keywor...	Paid Keywords	Backlinks
AI Overview	289	304	1%	13.1K	1	6K
AI Mode	86	213				
Gemini	127	97				



THANK YOU

For your time and trust in our journey from decline to growth.



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