

SEO Success Case Study

Scaling a UK E-Commerce Platform to 47.1K+ Impressions in 2.5 Months

Agency

KDTechExperts

Website

kdtechexperts.com

Timeline

2.5 Months

Market / Niche

UK E-Commerce

1. Executive Summary

KDTechExperts executed a comprehensive technical and on-page SEO campaign for a leading UK-based e-commerce platform. Over a rigorous **2.5-month campaign window** (June 12 to September 11, 2026), our team optimized over **400 landing pages** and established prominent rankings across more than **1,300 high-intent search queries**.

47.1K

TOTAL IMPRESSIONS

312

TOTAL CLICKS

1,300+

RANKING KEYWORDS

2. Campaign Performance & Growth Trajectory

The organic search trajectory demonstrated rapid compounding growth following technical cleanups and robust metadata deployment. Weekly impressions peaked at over **4,375** during early September, driven by targeted UK consumer intent.

Google Search Console Performance Graph

Figure 1: Google Search Console overall performance graph showing rapid impression growth to 47.1K over 2.5 months.

3. Geographic & Device Optimization

A primary objective was locking in high-intent local traffic within the United Kingdom. Analytics confirm precise geographic targeting accuracy, with the vast majority of search visibility concentrated in the UK market alongside strong mobile and desktop engagement.

Country Breakdown

Figure 2: Country breakdown highlighting dominant search visibility across the United Kingdom (41,362 impressions).

Device Breakdown

Device Distribution (Mobile: 30.7K, Desktop: 16.1K impressions)

Insights 28 Days

Recent Momentum (+104% Clicks, +42% Impressions in 28 days)

4. Technical SEO & Rich Snippets Architecture

Flawless technical execution was crucial to maximizing click-through rates and search features. KDTechExperts implemented structured data across the entire site architecture, achieving zero critical errors and 100% valid status across product snippets, merchant listings, and breadcrumbs.

Search Appearance

Figure 3: Search appearance breakdown showing strong capture of Product Snippets (36K+ impressions).

Product Snippets Validation

Figure 4: Google Search Console validation report for Product Snippets (74 valid items, 0 critical issues).

Merchant Listings Validation

Figure 5: Merchant listings validation report (434 valid items, 0 errors).

Breadcrumbs Validation

Figure 6: Breadcrumbs schema validation confirming flawless hierarchical structure (97 valid items).

Key Takeaway: By combining robust technical schema markup, precise optimization across 400+ landing pages, and targeted keyword expansion, **KDTechExperts** (kdtechexperts.com) successfully accelerated organic acquisition for this UK e-commerce platform in under 3 months.