

SEO + ANALYTICS - CASE STUDY

Verdant

How organic traffic tripled in six months.

An SEO and analytics turnaround for an invented plant shop — audit, technical fixes, content, and the dashboards that prove what moved.

ORGANIC USERS

+182% in 6 months

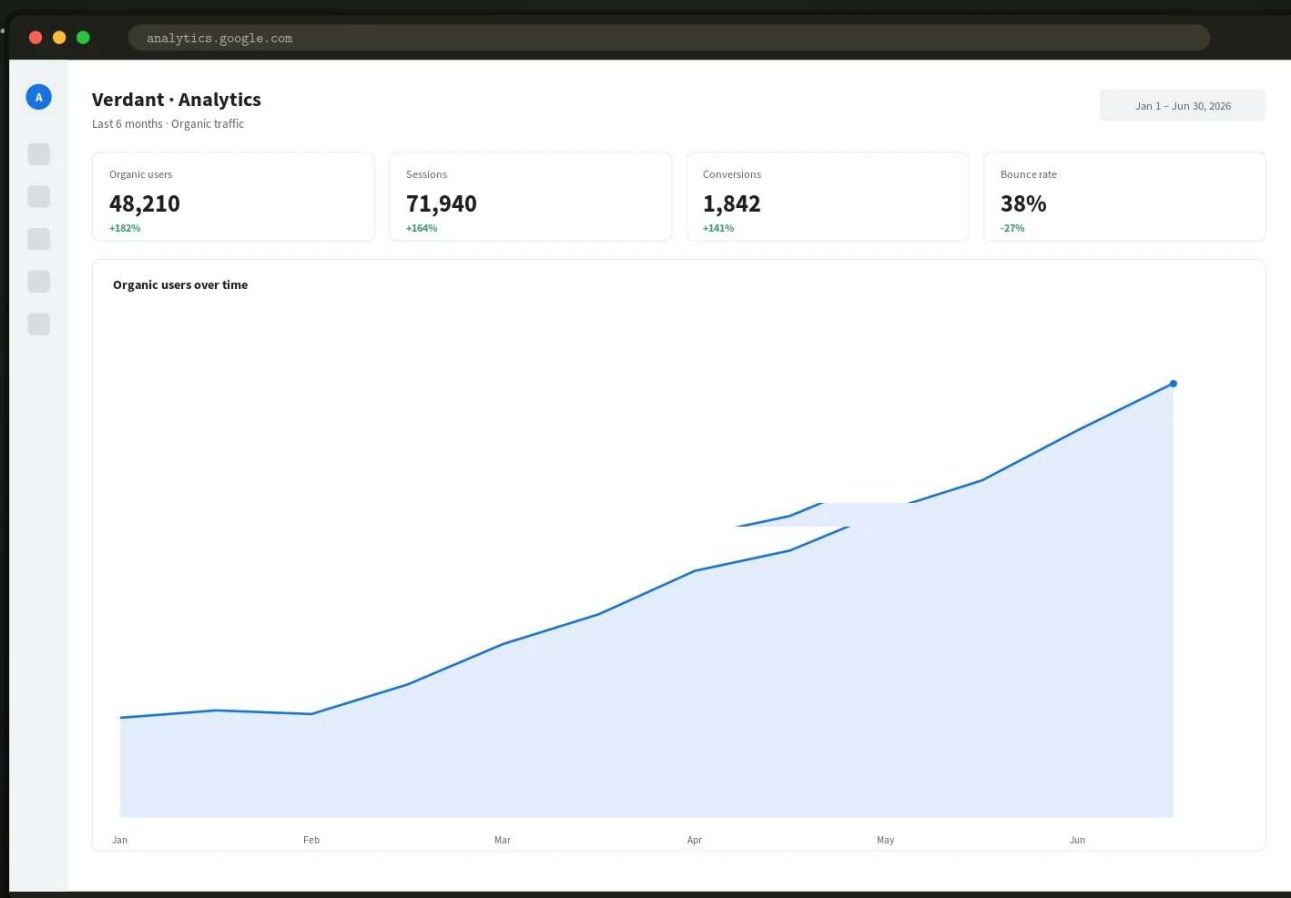
APPROACH

Audit → technical → content → measure

STACK

GA4 · Search Console · schema · CWV

Loli Mari Montalvo



Verdant

OVERVIEW

Verdant is an indoor-plant store with a beautiful catalogue and almost no organic traffic. I ran a full SEO and analytics turnaround — audit, technical fixes, a content engine, and the measurement to prove it — and tripled organic sessions over six months.

CHALLENGE

The site looked good and ranked nowhere. Core Web Vitals were failing, there was no structured data, hundreds of pages had no meta descriptions, and category copy was thin and duplicated. Worse, no one could say what was working, because analytics wasn't set up to answer the question.

STRATEGIC THINKING

SEO compounds, so I sequenced it: fix the foundation before chasing rankings. First the technical debt and measurement — GA4 and Search Console, Core Web Vitals, schema — then a keyword map built on intent: care guides for the questions people actually type, buying guides for the commercial terms. Content earns the traffic; technical makes sure Google can see it.

SEO AUDIT

What we found under the hood



ISSUES BY SEVERITY

Core Web Vitals failing (LCP 4.8s)	CRITICAL
No structured data (0 rich results)	CRITICAL
284 pages missing meta descriptions	HIGH
Thin / duplicate category copy	HIGH
Broken internal links & redirect chains	MEDIUM
No XML sitemap submitted	MEDIUM
Images unoptimised (no alt, no webp)	MEDIUM
Weak title tags (no keywords)	HIGH

Keyword research



KEYWORD RESEARCH

Intent first, volume second

KEYWORD	VOLUME	KD	INTENT	RANK →
indoor plants for low light	18,100	42	Commercial	28 → 3
how to care for a monstera	33,000	31	Info	- → 2
pet-safe houseplants	14,800	38	Commercial	41 → 5
best plants for beginners	22,300	45	Commercial	33 → 4
why are my leaves turning yellow	27,900	24	Info	- → 1
large indoor plants delivered	6,600	51	Transactional	19 → 2

6 pillar topics - 140 keywords clustered into content hubs (care guides, buying guides, troubleshooting)

Technical SEO & CWV

TECHNICAL SEO & CORE WEB VITALS

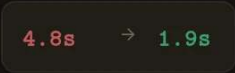
Make it fast, crawlable, and understood

FIXED

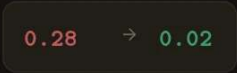
- ✓ XML sitemap + robots.txt submitted
- ✓ Canonicals & redirect chains resolved
- ✓ Mobile-first, responsive templates
- ✓ HTTPS + HSTS, clean URL structure
- ✓ Lazy-load + WebP images (874% weight)
- ✓ Internal linking to pillar pages

CORE WEB VITALS · BEFORE → AFTER

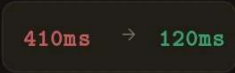
LCP



CLS



INP



Performance



Accessibility

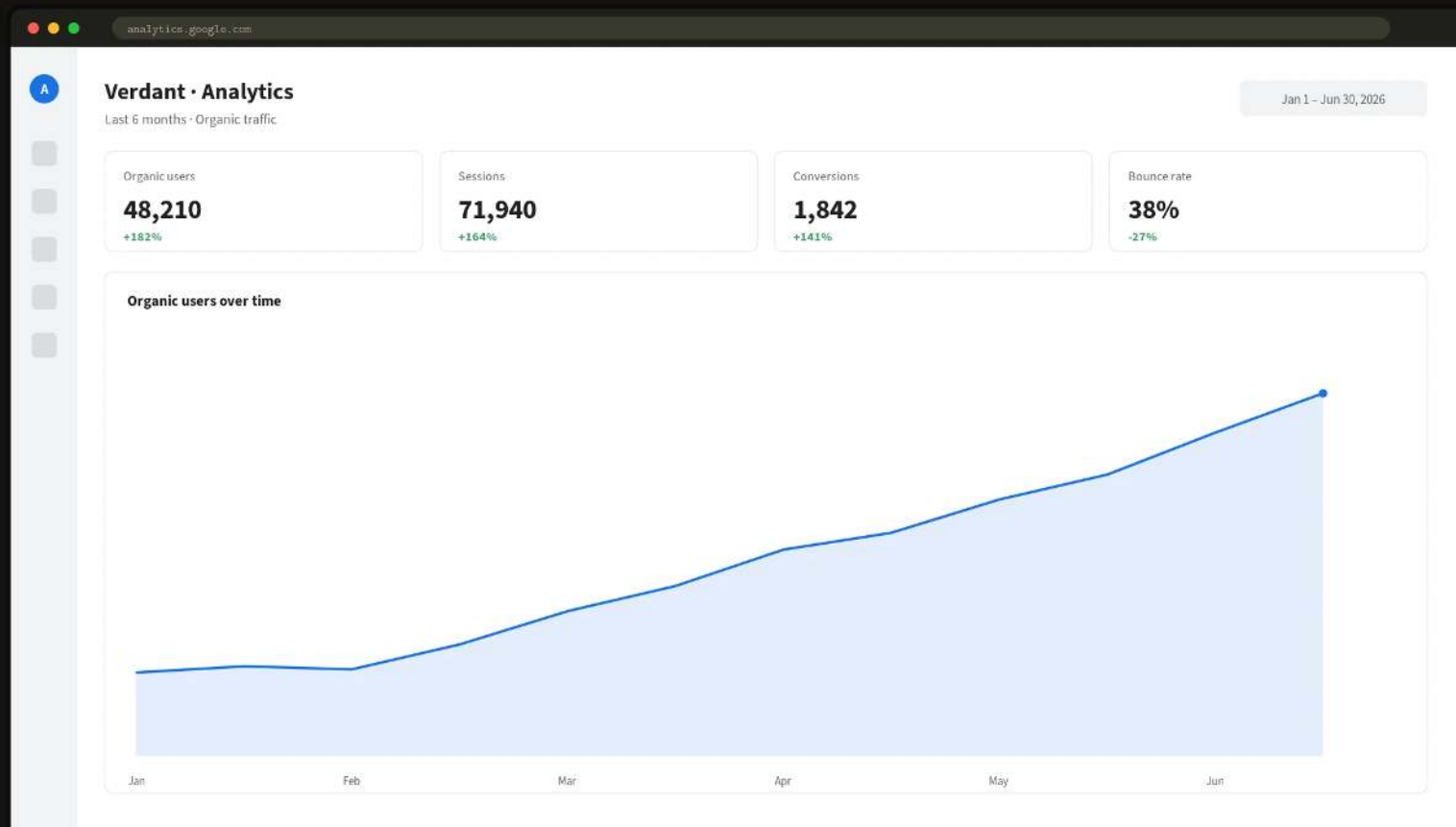


SEO

GA4 dashboard

GA4 - ANALYTICS DASHBOARD

What the traffic actually did



Metadata & structured data



METADATA & STRUCTURED DATA

Earn the click in the results page

SERP SNIPPET · BEFORE

verdant.shop › products

Products - Verdant

Verdant products page. Buy plants online.

SERP SNIPPET · AFTER

verdant.shop › plants › monstera-deliciosa

Monstera Deliciosa — Easy-Care Indoor Plant | Verdant

4.8 · 320 reviews · In stock · \$48

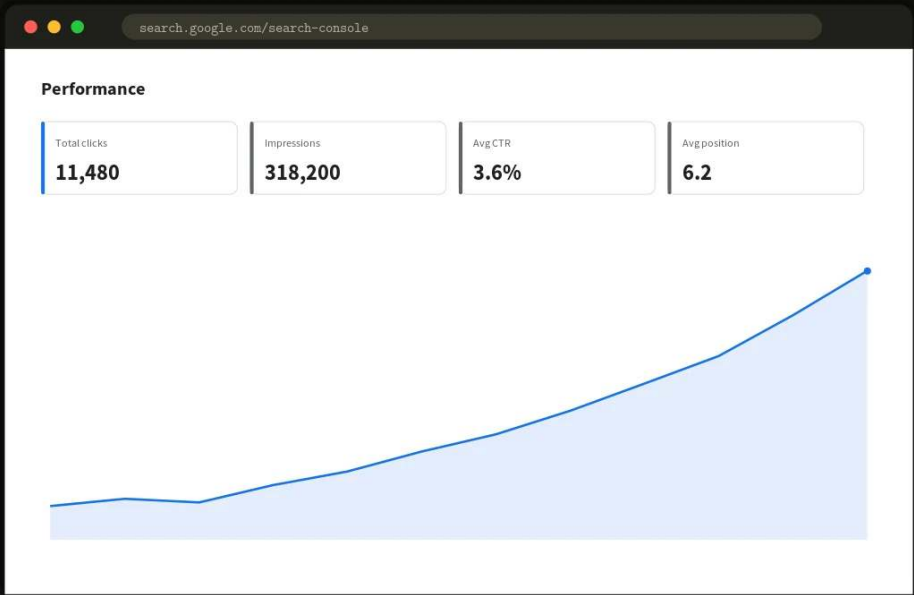
Bright, forgiving, and pet-tolerant. Free 48-hr delivery, 30-day leaf-health guarantee, and a care guide in every box.

JSON-LD · PRODUCT + FAQ + BREADCRUMB

```
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "Monstera Deliciosa",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.8", "reviewCount": "320"
  },
  "offers": {
    "@type": "Offer", "price": "48.00",
    "priceCurrency": "USD", "availability": "InStock"
  }
}
```

GOOGLE SEARCH CONSOLE

Clicks, impressions, and the queries behind them



TOP QUERIES (BY CLICKS)

how to care for a monstera		2,140	p2.1
pet-safe houseplants		1,680	p4.6
why leaves turn yellow		1,520	p1.3
indoor plants low light		1,180	p3.2
large indoor plants		860	p2.4

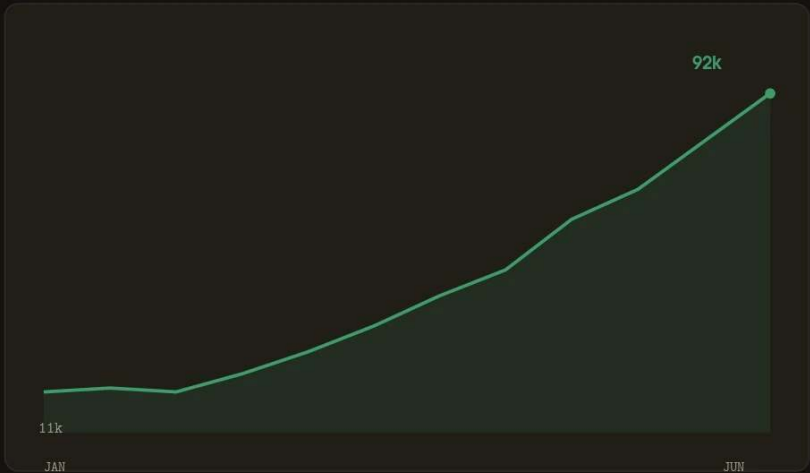
RESULTS · 6 MONTHS

Results · 6 months

RESULTS · 6 MONTHS

Before vs after, where it counts

ORGANIC SESSIONS / MONTH



ORGANIC USERS

17.1k → 48.2k

+182%

CONVERSIONS

760 → 1,842

+141%

BOUNCE RATE

52% → 38%

-27%

AVG. POSITION

14.6 → 6.2

+8.4

6-month roadmap

THE 6-MONTH ROADMAP

Audit, fix, publish, earn, measure



OUTCOMES & REFLECTION

The outcome

FINAL SOLUTION

Product and guide pages that load fast, describe themselves to Google with Product, FAQ and Breadcrumb schema, and target real queries — ‘how to care for a monstera’, ‘pet-safe houseplants’, ‘why are my leaves turning yellow’. The result is a catalogue that finally shows up where people are searching.

RESULTS

Over six months: organic users +182%, sessions +164%, conversions +141%, bounce rate down 27%, and average position from 14.6 to 6.2. Core Web Vitals moved from failing to green (LCP 4.8s to 1.9s), and dozens of care-guide keywords reached page one.

LESSONS LEARNED

SEO is a measurement discipline wearing a content costume. The wins were real because the analytics were honest — set up first, watched weekly, and used to kill what didn’t work. Rankings follow when you fix the foundation and answer the exact question, faster than anyone else.

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