

SEO CASE STUDIES REPORT



Prepared by: **Jameseo**

Period covered: Jul 1, 2024 - Present

About the Company

Website: <https://www.cloudnineclothing.ca>

Cloud Nine Clothing is a wellness-focused fashion brand offering innovative apparel designed to bring calm and comfort. Based in California with nationwide delivery, their standout product—the anxiety hoodie—features sensory-friendly designs and built-in stress balls, crafted to help ease anxiety and promote emotional well-being. Their clothing blends style and functionality, making them a go-to choice for those seeking daily stress relief through fashion.

What we did?

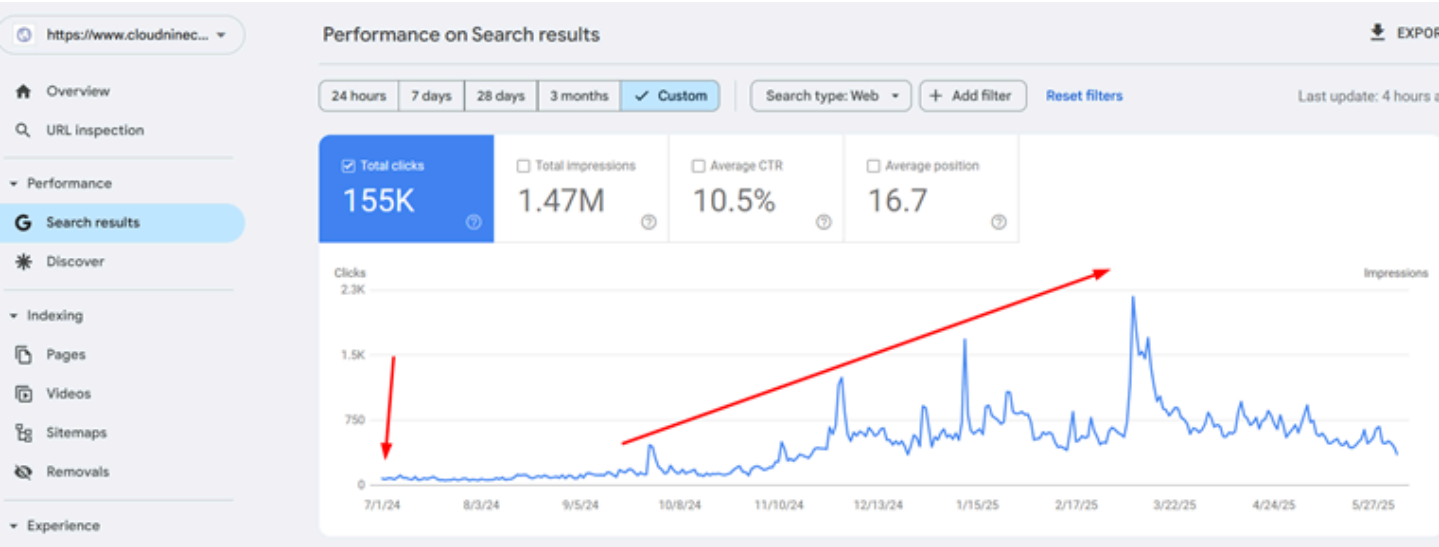
Our team handled the complete website creation from the ground up, delivering a fast, user-friendly, and SEO-optimized platform. We also provide comprehensive on-page SEO services, including keyword research, content optimization, metadata structuring, internal linking, and technical enhancements. In addition, we support their growth through quality and relevant backlink acquisition, ensuring strong domain authority and visibility across search engines.

1. **Website Creation** – Improved site speed performance and ensured the website is fully responsive and mobile-friendly.
2. **SEO (On-Page Optimization)** – We checked the whole website for technical problems and fixed them. Then, we improved the content using keywords that people search for a lot — especially around clothing and mental health — to help more people find our anxiety hoodies.
3. **Link Building** – Acquired high-quality and relevant backlinks targeting Local cities in California and nationwide in the US.

Project Outcome

Google Search Console Click Growth

- From July 2024 to May 2025 (10 months), the website got around **155,000 clicks** from Google Search. That's an **average of about 15,500 clicks per month**, showing strong and steady growth in online traffic.



SEMrush Metric Progress

- The chart below shows the organic search traffic results from the SEMrush tool. One of the biggest increases happened in June, where the website reached its highest organic traffic of **38,000 visits** due to high demand.



Relevant Keywords Dominating the Rankings

<input type="checkbox"/> KEYWORD	SEARCH INTENT	PREV	CURR	DIFF	Position Serps	TRAFFIC	MONTHLY S. VOLUME
<input type="checkbox"/> how to wear a hoodie	I	1	1	-		2	170
<input type="checkbox"/> hoodie celebrity	C	-	1	new		1	70
<input type="checkbox"/> hoodie selfie	C I	1	1	-		2	140
<input type="checkbox"/> license hoodie	I	1	1	-		1	90
<input type="checkbox"/> tight hoodies	I	1	1	-		3	260
<input type="checkbox"/> hoodies pullover	C I	1	1	-		0	40
<input type="checkbox"/> hoodie spring	T	1	1	-		0	40
<input type="checkbox"/> hoodie with mouth	I T	1	1	-		1	70
<input type="checkbox"/> what is a sun hoodie	I	1	1	-		0	50
<input type="checkbox"/> hoodies like broken planet	C	1	1	-		0	40
<input type="checkbox"/> cooling hoodie	I T	1	1	-		8	720
<input type="checkbox"/> hoodie on hoodie	C	1	1	-		1	210
<input type="checkbox"/> solar hoodie	C	1	1	-		1	90
<input type="checkbox"/> shirt hoodie	T	1	1	-		5	480

<input type="checkbox"/> KEYWORD	SEARCH INTENT	PREV	CURR	DIFF	Position Serps	TRAFFIC	MONTHLY S. VOLUME
<input type="checkbox"/> pacifico hoodie	I T	-	1	new		1	50
<input type="checkbox"/> compression sweater	C I	1	1	-		2	110
<input type="checkbox"/> hoodie blouse	C I	1	1	-		0	30
<input type="checkbox"/> mental awareness hoodie	T	1	1	-		0	40
<input type="checkbox"/> ceeps can't be bothered ho...	I	-	1	new		0	40
<input type="checkbox"/> black hoodie with hood	I T	1	1	-		1	70
<input type="checkbox"/> guys in hoodies	I	1	1	-		7	320
<input type="checkbox"/> shorts hoodie	C I	1	1	-		2	110
<input type="checkbox"/> seashell hoodie	T	1	1	-		2	320
<input type="checkbox"/> team 10 hoodies	C	1	1	-		1	50
<input type="checkbox"/> cloud 9 sweater	C N	1	1	-		42	170
<input type="checkbox"/> cute designs for hoodies	C	1	1	-		1	90
<input type="checkbox"/> hoodies to buy	T	1	1	-		1	110
<input type="checkbox"/> why do babies like tags	I	1	1	-		2	90

<input type="checkbox"/> KEYWORD	SEARCH INTENT	PREV	CURR	DIFF	Position Serps	TRAFFIC	MONTHLY S. VOLUME
<input type="checkbox"/> good deals on hoodies	T	1	1	-		0	30
<input type="checkbox"/> blocked hoodie	C I	1	1	-		1	90
<input type="checkbox"/> hoodie suede	T	1	1	-		1	50
<input type="checkbox"/> wood hoodies	C I	1	1	-		1	50
<input type="checkbox"/> no strings hoodie	C I	1	1	-		1	70
<input type="checkbox"/> golden hoodie	C I	1	1	-		1	110
<input type="checkbox"/> cloud 9 sweatshirts	N	1	1	-		136	170
<input type="checkbox"/> hoodie sweatshirts	I T	1	1	-		13	880
<input type="checkbox"/> taking off hoodie	C I	1	1	-		0	40
<input type="checkbox"/> thin hoodie shirt	T	1	1	-		0	30
<input type="checkbox"/> light tan hoodie	C I	1	1	-		0	70
<input type="checkbox"/> hard hoodies	C	1	1	-		4	390
<input type="checkbox"/> women wearing hoodies	C I	1	1	-		1	70
<input type="checkbox"/> luck hoodie	C I	1	1	-		1	70

*Jameseo helped my business grow fast with their SEO and web design services.
We even had a hard time keeping up with the number of orders coming in.
Really happy with the results!*

— Vansh Sobti

Reach Out

For questions, comments, or suggestions, email the team at kingjamescarl@gmail.com

