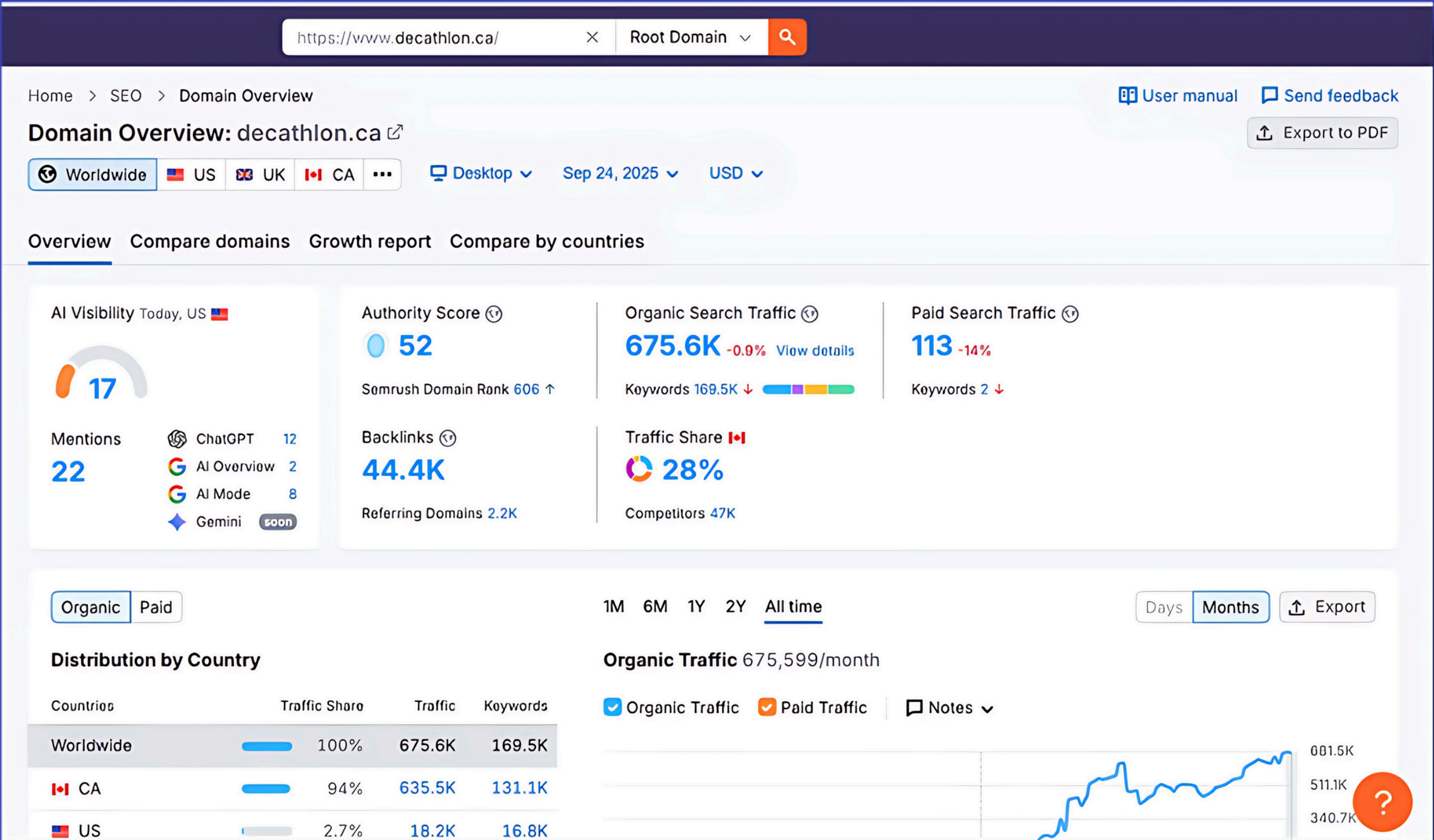


# AI-Driven Visibility & Authority

Leveraged advanced AI-driven strategies to refine content planning and strengthen Decathlon's local search authority. Implemented structured data and on-page SEO best practices to improve discoverability and user engagement.

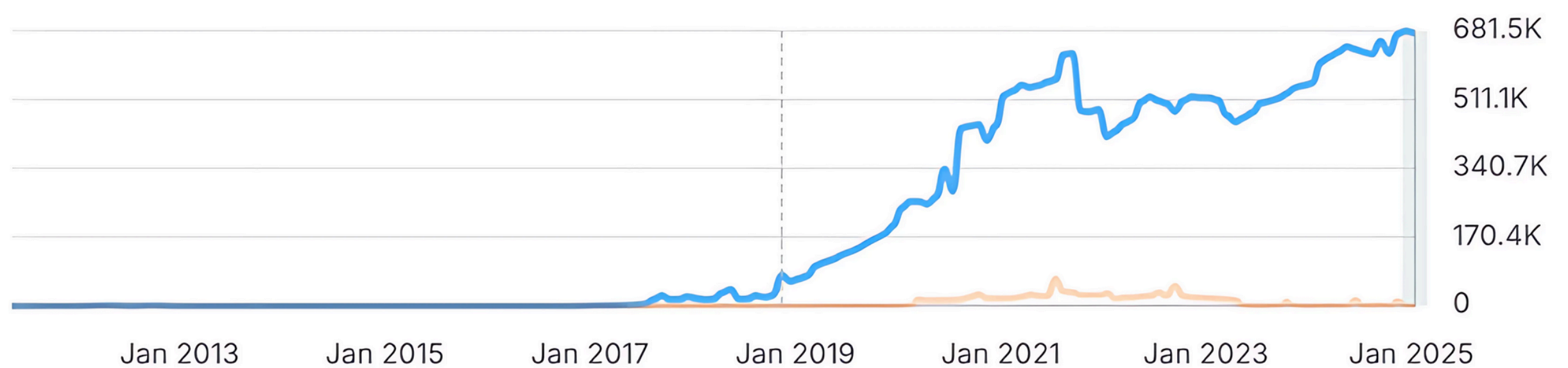


# Traffic Growth

Delivered consistent and measurable growth in organic traffic through targeted keyword research, optimized content creation, and proactive performance monitoring.

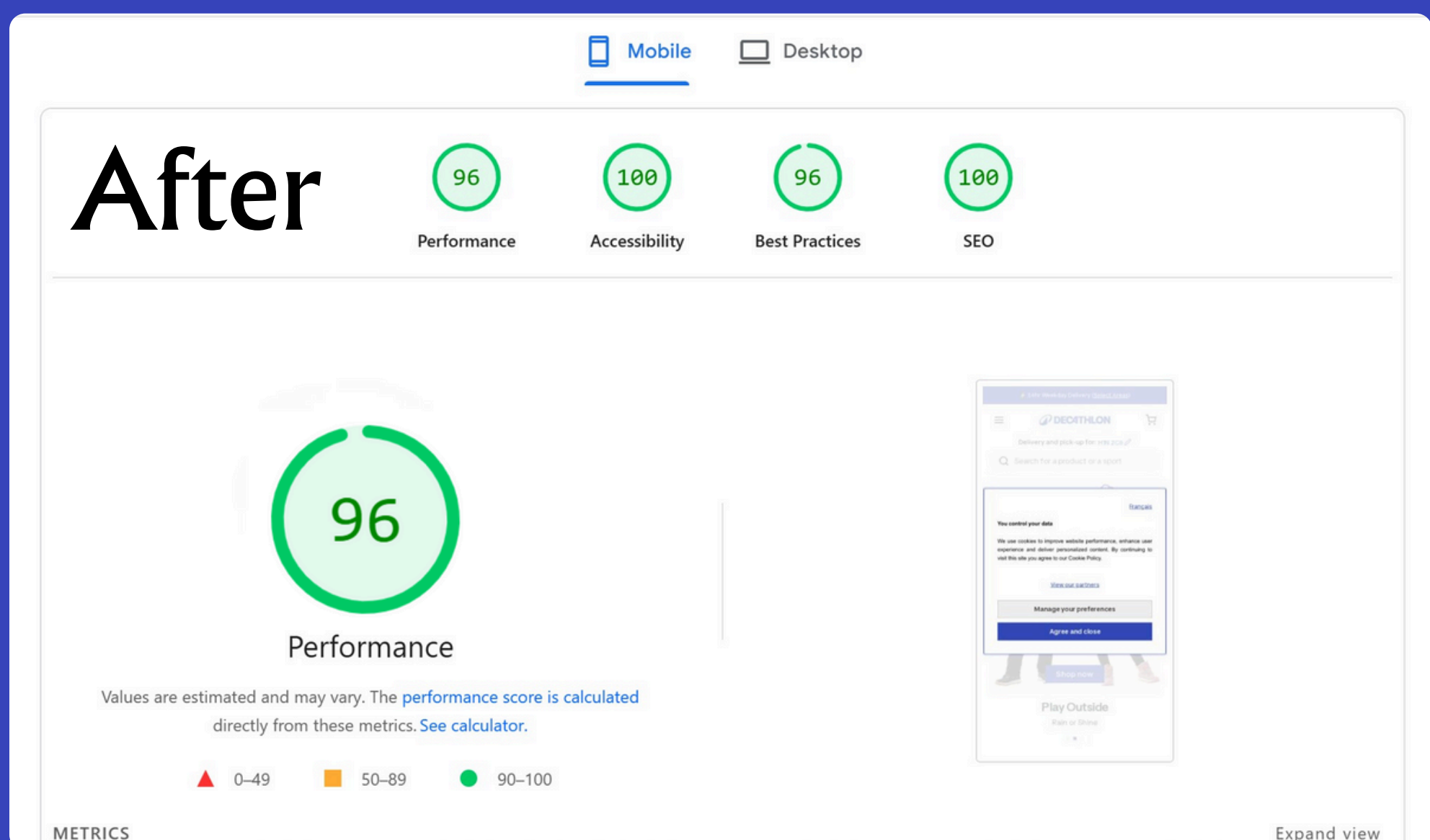
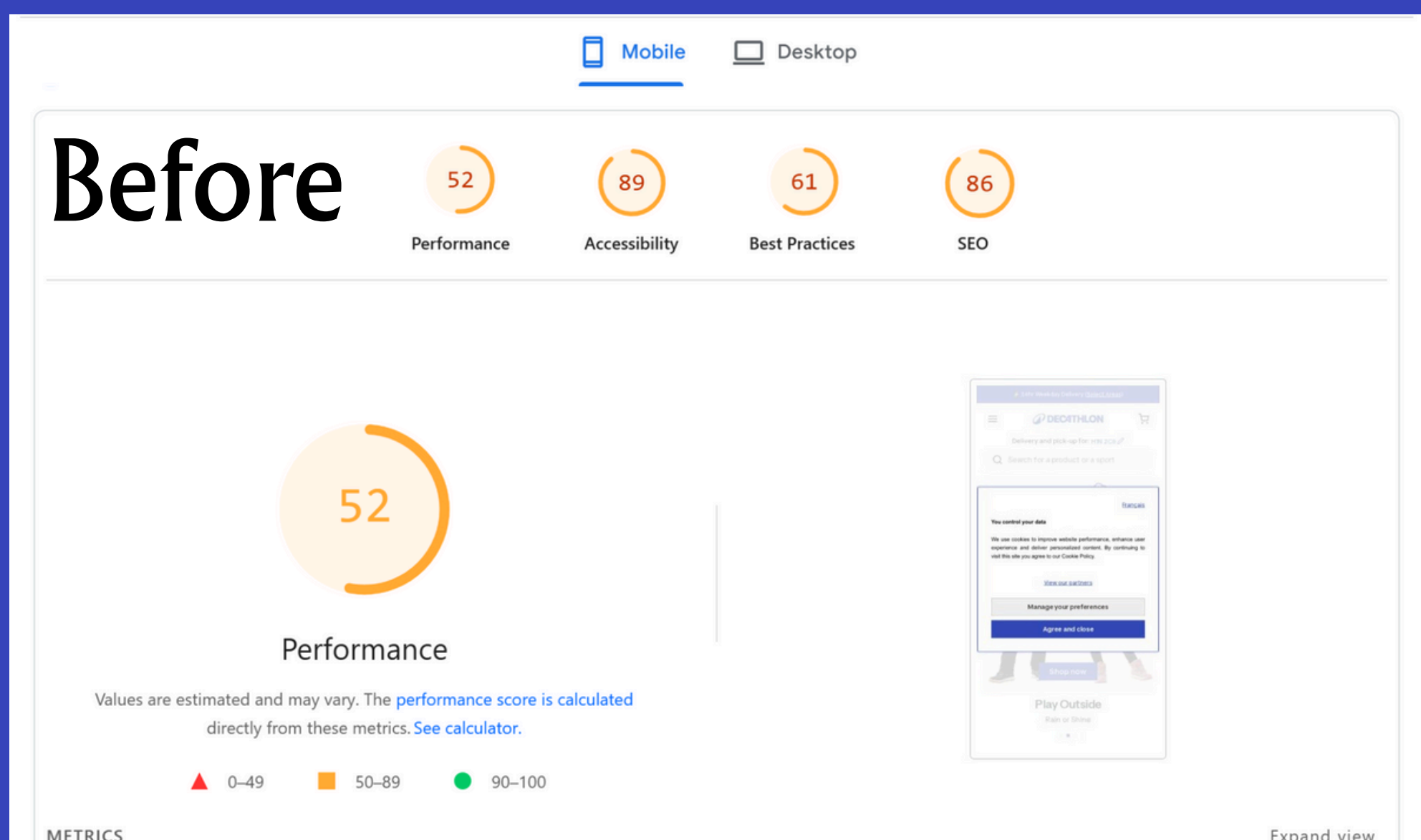
**Organic Traffic** 675,599/month

☒ Organic Traffic ☒ Paid Traffic | ☐ Notes ▾



# Page Speed Optimization

Enhanced site speed and Core Web Vitals by compressing media, optimizing server responses, and implementing smart caching. This resulted in faster load times and improved user experiences across all devices.





# Keyword Rankings

Achieved first-page rankings for key terms related to sporting goods and outdoor equipment, driving highly qualified organic traffic.

Organic Search Positions: 131,091

+ Add to keyword list

Manage columns 10/15

Export

<input type="checkbox"/>	Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL	Updated
> <input type="checkbox"/>	<input checked="" type="checkbox"/> decathlon quebec	I T	1 5		9.7K	1.52	12.1K	34	www.decathlon.ca/fr	Sep 18
> <input type="checkbox"/>	<input checked="" type="checkbox"/> decathlon brossard	I T	1 6		7.9K	1.24	9.9K	26	www.decathlon.ca/fr/stores/decathlon-brossard	Sep 19
> <input type="checkbox"/>	<input checked="" type="checkbox"/> decathlon ottawa	I T	1 7		6.5K	1.01	8.1K	40	www.decathlon.ca/en/stores/decathlon-ottawa	Sep 18
> <input type="checkbox"/>	<input checked="" type="checkbox"/> decathlon laval	I T	1 5		5.3K	0.83	6.6K	39	www.decathlon.ca/fr/stores/decathlon-laval	Sep 15
> <input type="checkbox"/>	<input checked="" type="checkbox"/> decathlon montreal	N	1 5		5.3K	0.83	6.6K	36	www.decathlon.ca/fr	Sep 18
> <input type="checkbox"/>	<input checked="" type="checkbox"/> decathlon	N	1 7		4.3K	0.67	5.4K	86	www.decathlon.ca/en	Sep 19
> <input type="checkbox"/>	<input checked="" type="checkbox"/> decathlon sherbrooke	n/a	1 6		4.3K	0.67	5.4K	29	www.decathlon.ca/fr/stores/decathlon-sherbrooke	Sep 16
> <input type="checkbox"/>	<input checked="" type="checkbox"/> decathlon near me	N T	5		4.3K	0.67	5.4K	47	www.decathlon.ca/en?utm_source=google&utm_medium=organic&ut...	Sep 18
> <input type="checkbox"/>	<input checked="" type="checkbox"/> decathlon calgary	N	1 5		3.5K	0.55	4.4K	36	www.decathlon.ca/en/stores/decathlon-calgary	Sep

# Backlink Profile

Developed a strong and diverse backlink profile through outreach to reputable sports blogs, industry publications, and relevant directories, boosting domain authority and overall search engine trust.

