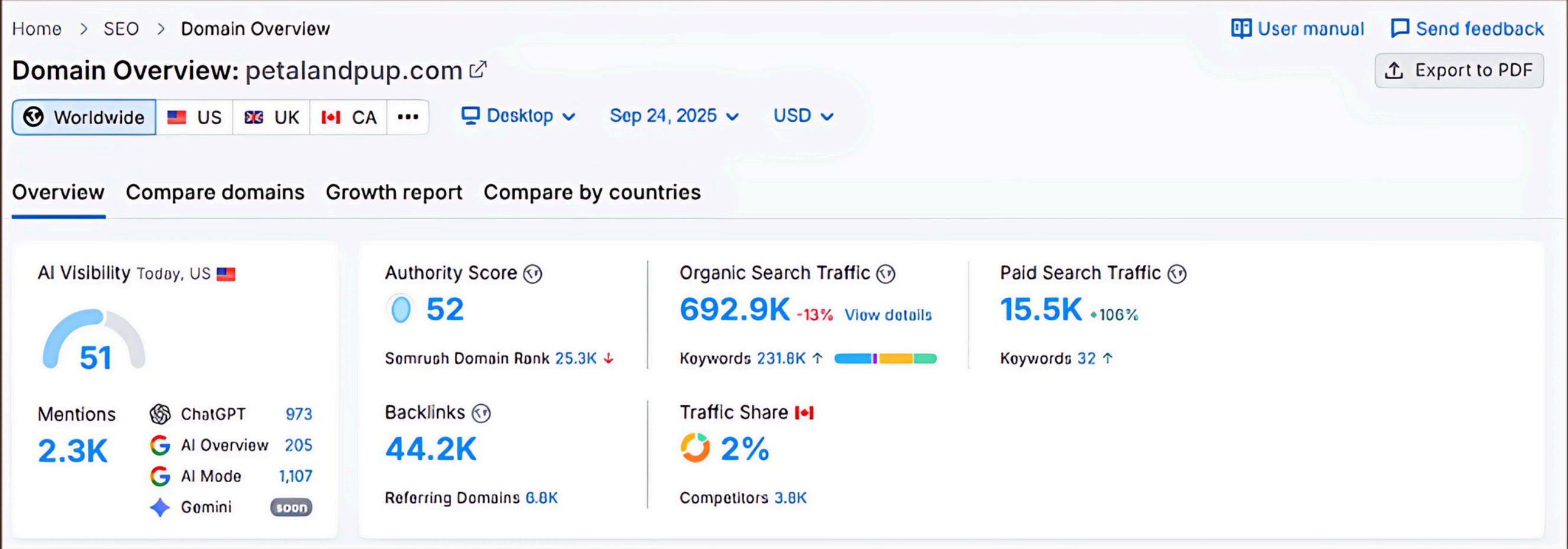


AI-Driven Visibility & Authority

Applied advanced AI-driven insights to refine content strategy and boost local search authority. Implemented structured data and on-page SEO best practices to improve overall visibility.

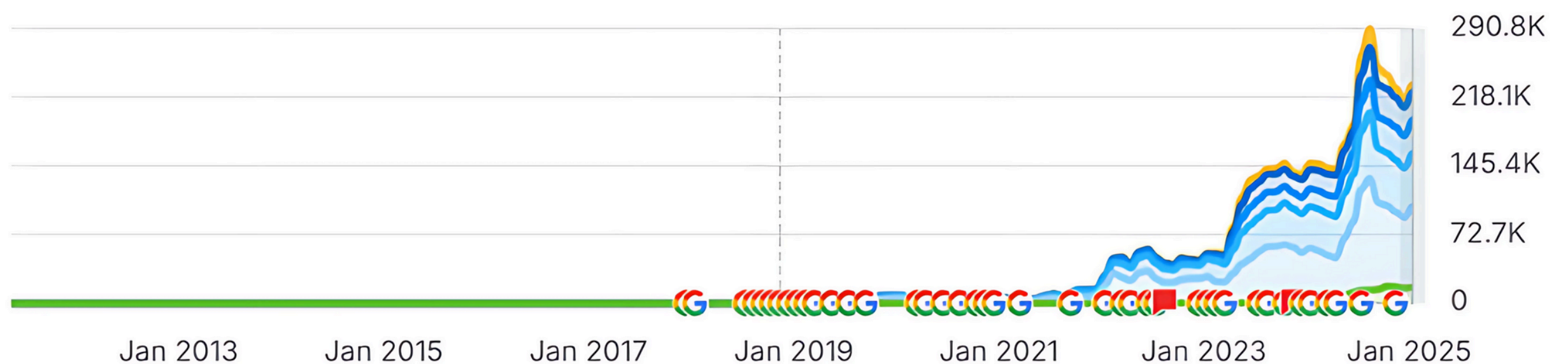


Traffic Growth

Achieved steady and measurable increases in organic traffic through targeted keyword research, optimized content creation, and continuous performance tracking.

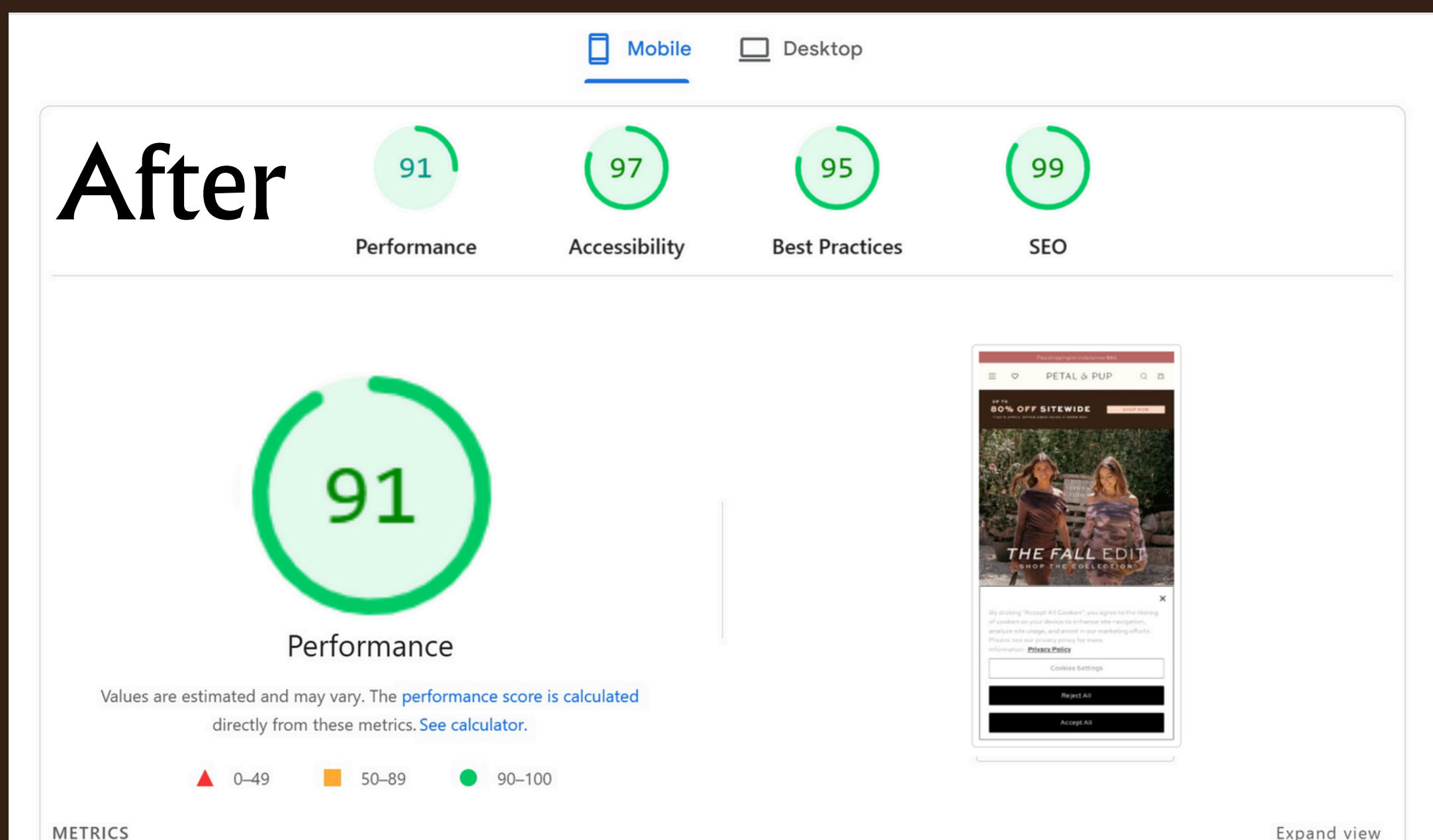
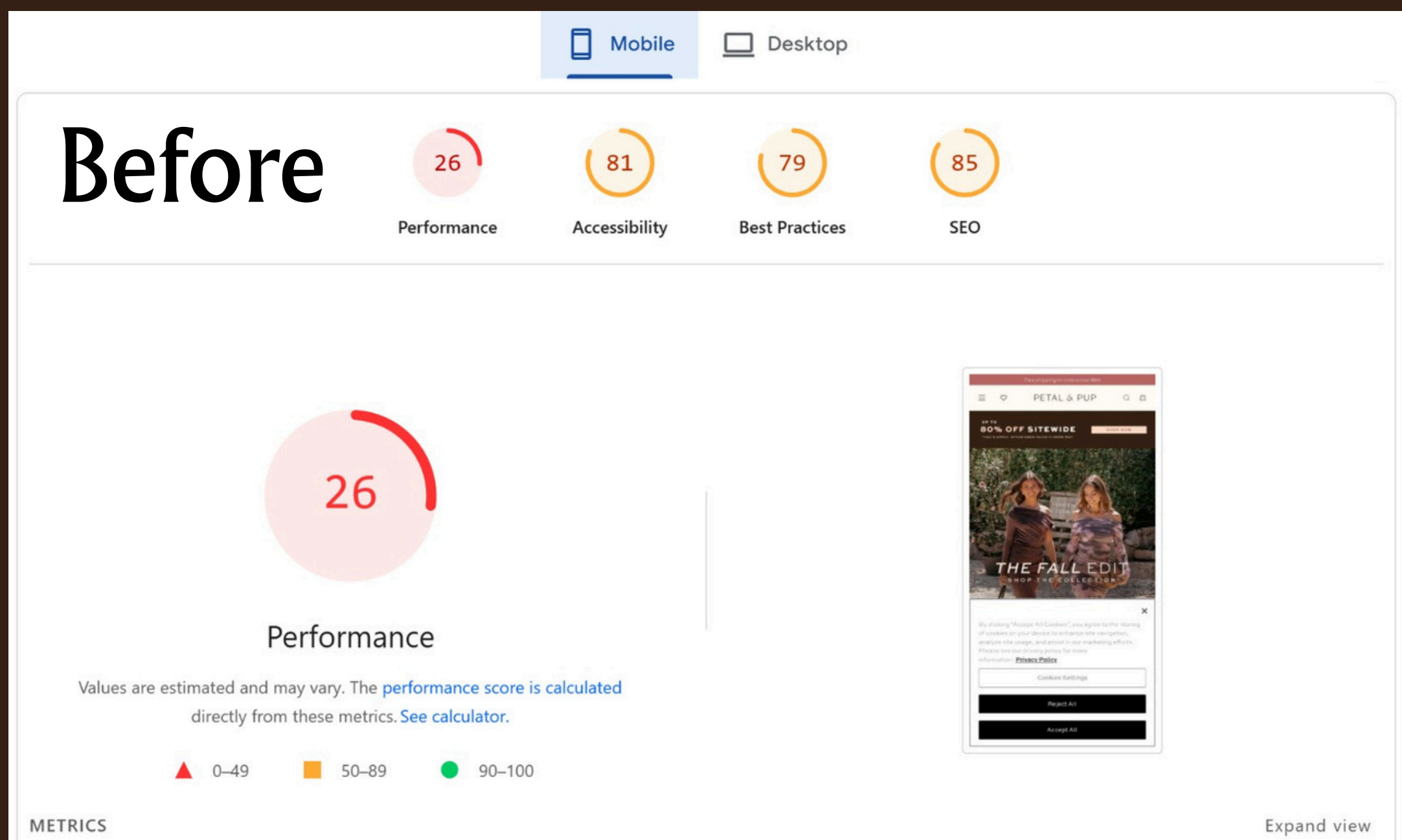
Organic Keywords 231,756

✓ Top 3 ✓ 4-10 ✓ 11-20 ✓ 21-50 ✓ 51-100 ✓ SERP Features



Page Speed Optimization

Enhanced Core Web Vitals by optimizing images, improving server response times, and leveraging efficient caching. Resulted in faster load times and an improved user experience across all devices.



Keyword Rankings

Secured high-value keyword positions relevant to the client’s niche, elevating key search terms to the first page and driving qualified traffic.

Organic Search Positions: 1,128						+ 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"/>	⊕ petal and pup	N	1	7	1.9K	17.98	2.4K	44	petalandpup.com/	Sep 19
> <input type="checkbox"/>	⊕ petal and pup canada	N	1	5	704	6.59	880	39	petalandpup.com/	Sep 09
> <input type="checkbox"/>	⊕ petal & pup	N	1	5	704	6.59	880	37	petalandpup.com/	Sep 12
> <input type="checkbox"/>	⊕ petal and pup dresses	C N	1	5	136	1.27	170	37	petalandpup.com/collections/dresses	Sep 09
> <input type="checkbox"/>	⊕ holiday dresses	C	4	5	123	1.15	1.9K	25	petalandpup.com/collections/holiday-dresses	Sep 19
> <input type="checkbox"/>	⊕ baby shower dresses	C	5	7	83	0.77	1.9K	19	petalandpup.com/collections/bump-friendly-collection	Sep 18
> <input type="checkbox"/>	⊕ bride second dress	C	1	7	64	0.59	260	22	petalandpup.com/collections/for-the-bride	Sep 04
> <input type="checkbox"/>	⊕ holiday party dress	C	4	5	57	0.53	880	23	petalandpup.com/collections/holiday-dresses	Sep 10
> <input type="checkbox"/>	⊕ fall dresses	C	7	6	57	0.53	1.9K	21	petalandpup.com/collections/fall-dresses	1 d ?

Backlink Profile

Built a diverse and authoritative backlink profile through outreach to reputable blogs, industry directories, and related publications, strengthening domain authority and search engine trust.

Backlinks

Export

Referring Page Title / Referring Page URL	Anchor Text / Link URL	Type
What Is The Sea Witch Aesthetic? TikTok's B... https://www.elitedaily.com/fashion/sea-witc...	Melody Plisse Halter Mini Dress Blue Gradient ... https://petalandpup.com/products/melody-pli...	nofollow
How To Nail 'White Lotus' - Core, 2025's Buz... https://www.elitedaily.com/fashion/white-lot...	Corfu Midi Dress Blue Stripe Petal + Pup Sizes ... https://petalandpup.com/products/corfu-midi...	nofollow
a.k.a. Brands - Next Generation Fashion Bran... https://www.aka-brands.com/	Petal + Pup https://www.petalandpup.com/	follow
a.k.a. Brands - Next Generation Fashion Bran... https://www.aka-brands.com/	- https://www.petalandpup.com/	follow
The 16 Best Beach Wedding Guest Dresses ... https://www.brides.com/beach-wedding-gu...	Petal & Pup Leighton One Shoulder Midi Dress https://petalandpup.com/products/leighton-on...	nofollow

View details

Follow vs Nofollow

Follow links

36.98K

Nofollow links

7.21K

View details

Backlink Types

Text

33%

14.3K

Image

67%

29.2K

Form

0%

0

Frame

<1%

1

View full report