SEO Case Study: Urban Rugs UK

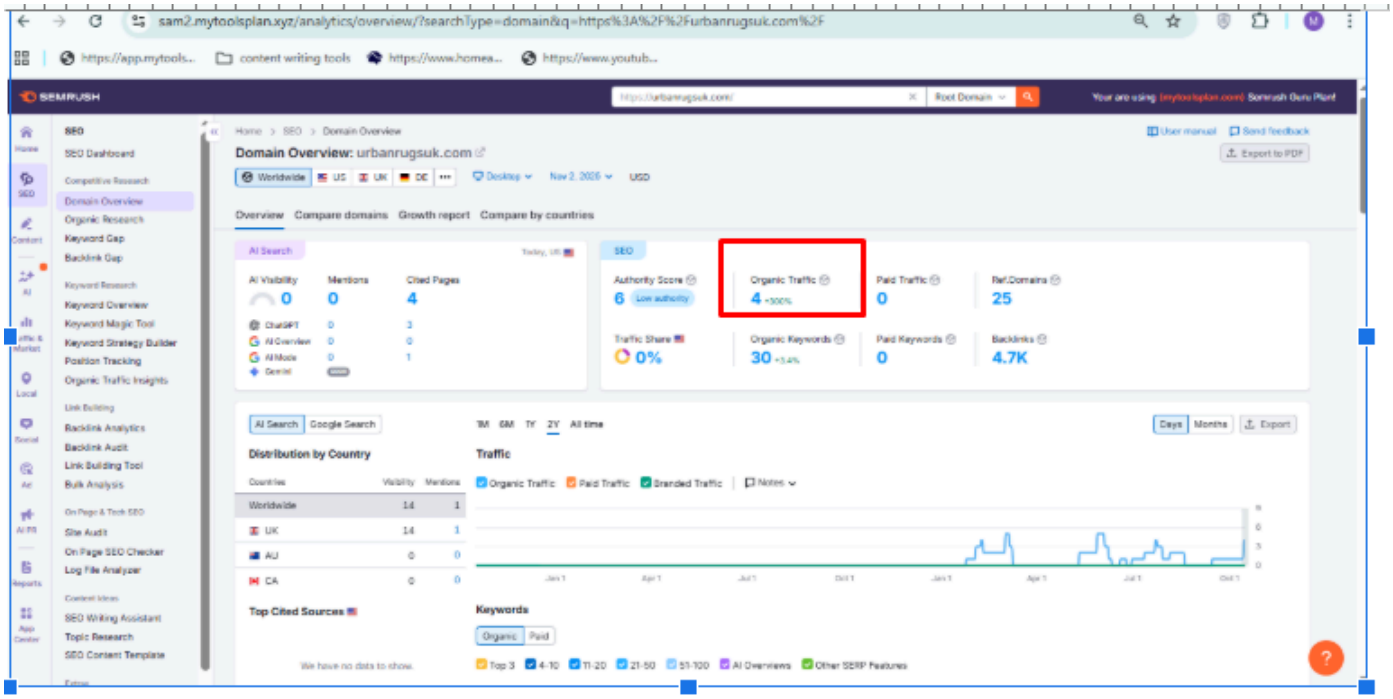
Website: urbanrugsuk.com
Industry: Prayer Mat E-commerce
Target Location: United Kingdom
SEO Duration: 3 Months
Tools Used: SEMrush, Google Search Console, Ahrefs

Project Overview

This SEO project focused on improving the organic search visibility of a UK-based e-commerce website selling prayer mats.

The main goal of the campaign was to increase organic traffic, improve keyword rankings, and strengthen the overall authority of the website in Google search results.

Within three months, the website achieved significant improvements in organic traffic, keyword rankings, and domain authority.



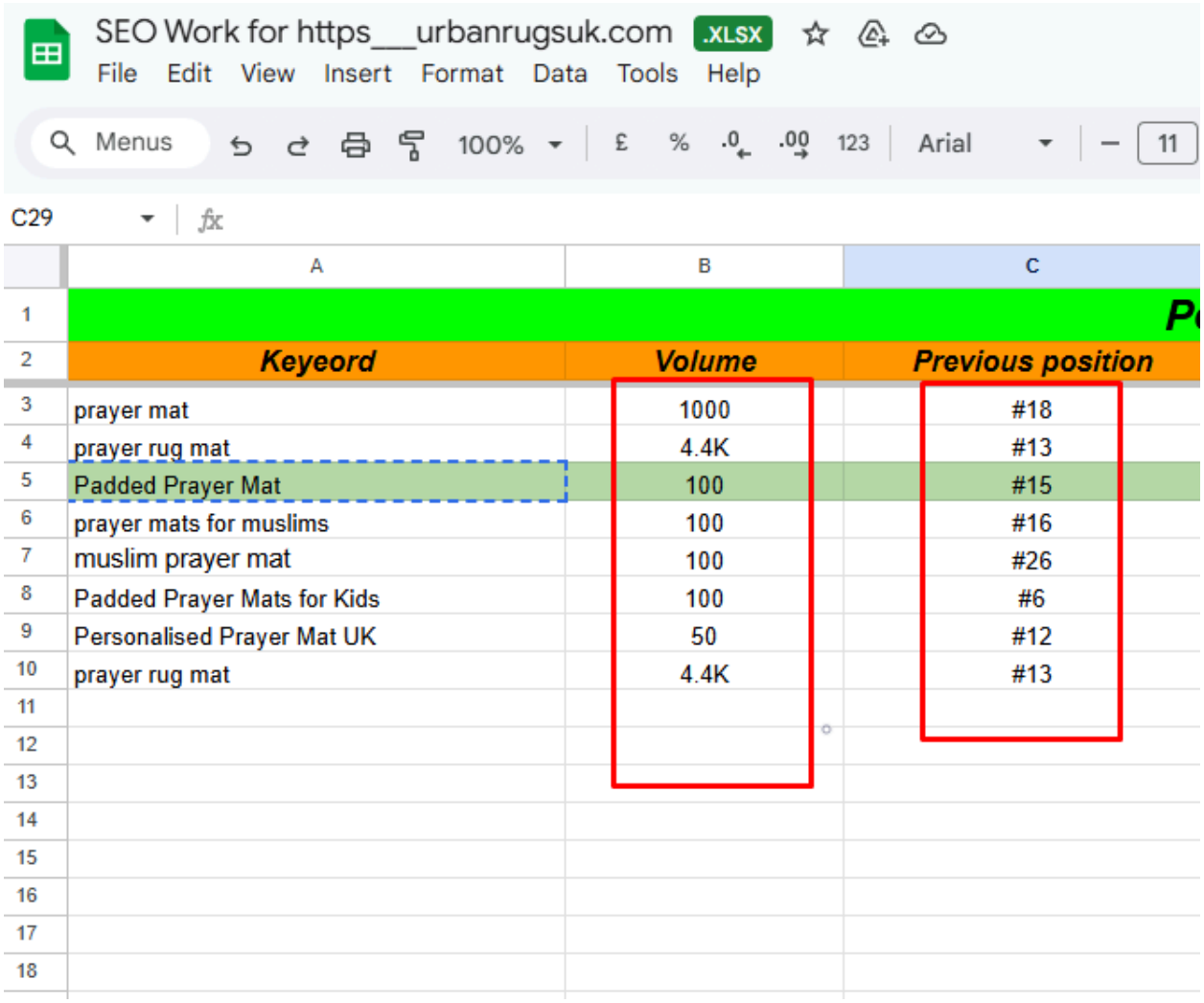
Website Condition Before SEO

Before starting the SEO campaign, the website had very limited search visibility and minimal organic traffic.

According to data from SEMrush:

- **Organic Traffic:** 4/month
- **Authority Score:** 6
- **Organic Keywords:** 30
- **Referring Domains:** 25

Most important keywords were ranking on **page 2 or page 3 of Google**, which significantly limited organic traffic and sales potential.

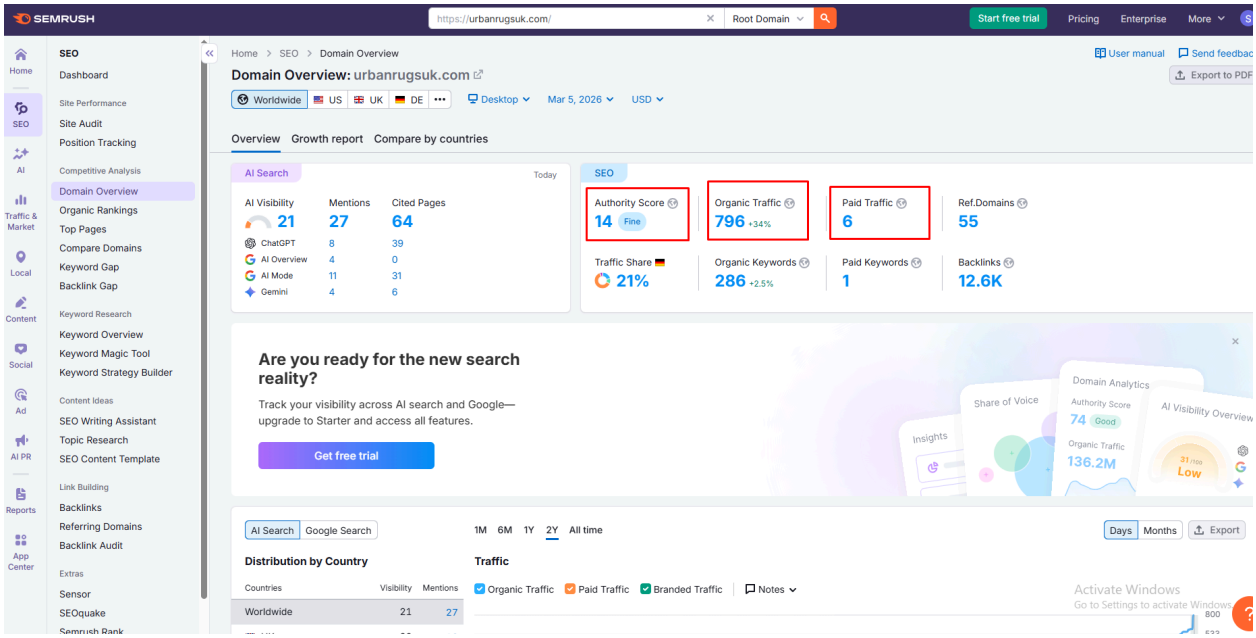


	A	B	C
1			P
2	Keyeord	Volume	Previous position
3	prayer mat	1000	#18
4	prayer rug mat	4.4K	#13
5	Padded Prayer Mat	100	#15
6	prayer mats for muslims	100	#16
7	muslim prayer mat	100	#26
8	Padded Prayer Mats for Kids	100	#6
9	Personalised Prayer Mat UK	50	#12
10	prayer rug mat	4.4K	#13
11			
12			
13			
14			
15			
16			
17			
18			

Keyword Rankings Before SEO

Keyword	Search Volume	Previous Position
prayer mat	1K	#18
prayer rug mat	4.4K	#13
padded prayer mat	100	#15
prayer mats for muslims	100	#16
muslim prayer mat	100	#26
padded prayer mats for kids	100	#6
personalised prayer mat UK	50	#12

Because most keywords were ranking outside the top 10, the website was missing a large amount of potential organic traffic.



SEO Strategy Implemented

During the 3-month SEO campaign, the following strategies were implemented:

1. Keyword Research

High-intent keywords related to prayer mats in the UK market were identified and targeted.

2. On-Page SEO Optimization

Key improvements included:

- Optimizing title tags and meta descriptions
- Improving heading structure (H1, H2, H3)
- Keyword optimization for product and category pages
- Improving product page content

3. Technical SEO Improvements

SEO Work for https__urbanrugsuk.com .XLSX

ON-Page- SEO fixing					
Problem Name	Work Description	Page Link	work proof	Type	Fixed?
Technical SEO					
sitemap_index.xml				Techni...	YES
robots.txt				Techni...	YES
Google search console				Techni...	YES
google analytics				Techni...	YES
home page				Techni...	YES
ON-Page SEO					
all collections page optimaztion Done					
websie URL	Keyword	Index Date	Image ALT Text	Title	Meta Description
https://urbanrugsuk.com/collections/premium-padded-prayer-mats-series	Premium Padded Prayer Mats	04/03/2026	YES	YES	YES
https://urbanrugsuk.com/collections/islamic-prayer-mats	Islamic Prayer Mats	04/03/2026	YES	YES	YES
https://urbanrugsuk.com/collections/luxury-madinah-padded-prayer-mats	Luxury Madinah Padded Prayer Mats	04/03/2026	YES	YES	YES
https://urbanrugsuk.com/collections/prayer-mats	Prayer Mats	04/03/2026	YES	YES	YES
https://urbanrugsuk.com/collections/padded-prayers-mat	Padded Prayer Mat	04/03/2026	YES	YES	YES
https://urbanrugsuk.com/collections/prayer-mats-for-muslims	Prayer mats for Muslims UK	04/03/2026	YES	YES	YES
https://urbanrugsuk.com/collections/muslim-prayer-mats	Muslim Prayer Mat	04/03/2026			
https://urbanrugsuk.com/collections/luxury-padded-prayer-mats	Luxury Padded Prayer Mats				
https://urbanrugsuk.com/collections/original-padded-prayer-mats-series	Original Padded Prayer Mats				
https://urbanrugsuk.com/collections/padded-prayer-mats-for-kids	Padded Prayer Mats for Kids				
https://urbanrugsuk.com/collections/padded-prayer-mats-for-children	Padded Prayer Mats for Kids				
https://urbanrugsuk.com/collections/prayer-mats-for-kids	Padded Prayer Mat Toddlers	04/03/2026	YES	YES	YES
			YES	YES	YES
all product page optimaztion Done					
https://urbanrugsuk.com/products/adult-padded-prayer-mat-with-madinah-arch-design-by-urban-rugs-uk	Adult Padded Prayer Mat	26/11/2025	YES	YES	YES
https://urbanrugsuk.com/products/adult-padded-prayer-mat-with-madinah-rawdah-design-by-urban-rugs-uk			YES	YES	YES

Technical issues affecting search performance were fixed, including:

- Crawlability improvements
- Site structure optimization
- Indexing fixes
- Page speed improvements

4. Content Optimization

Existing pages were optimized with relevant keywords and additional content to improve topical relevance and search visibility.

5. Internal Linking Strategy

Internal linking was improved to help search engines better understand the website structure and distribute authority across important pages.

6. Backlink & Authority Building

High-quality backlinks were acquired to increase domain authority and improve search rankings.

Results After 3 Months

After implementing the SEO strategy, the website experienced strong organic growth.

According to SEMrush data:

- **Organic Traffic:** 4 → **796/month**
- **Authority Score:** 6 → **14**
- **Organic Keywords:** 30 → **286**
- **Referring Domains:** 25 → **55**
- **Backlinks:** 12.6K

This demonstrates significant improvement in organic search visibility within a short period.

SEO Work for https___urbanrugsuk.com .XLSX

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Position Tracking					
Keyeord	Volume	Previous position	Current position	Index date	URL
prayer mat	1000	#18	#9		https://urbanrugsuk.com/
prayer rug mat	4.4K	#13	#5		https://urbanrugsuk.com/collections/prayer-mats-for-muslims
Padded Prayer Mat	100	#15	#2		https://urbanrugsuk.com/blogs/news/padded-prayer-mats-from-uk
prayer mats for muslims	100	#16	#7		https://urbanrugsuk.com/collections/prayer-mats-for-muslims
muslim prayer mat	100	#26	#9		https://urbanrugsuk.com/collections/prayer-mats-for-muslims/
Padded Prayer Mats for Kids	100	#6	#2		https://urbanrugsuk.com/collections/padded-prayer-mats-for-children
Personalised Prayer Mat UK	50	#12	#7		https://urbanrugsuk.com/blogs/news/personalized-padded-prayer-mat-uk-comfort
prayer rug mat	4.4K	#13	#4		https://urbanrugsuk.com/collections/prayer-mats-for-muslims

Keyword Ranking Improvements

Keyword	Previous Position	Current Position
prayer mat	#18	**#9**
prayer rug mat	#13	**#5**
padded prayer mat	#15	**#2**
prayer mats for muslims	#16	**#7**
muslim prayer mat	#26	**#9**
padded prayer mats for kids	#6	**#2**
personalised prayer mat UK	#12	**#7**

Many keywords moved from **page 2–3 to page 1**, significantly increasing organic traffic potential.

SEO Growth Summary

✔ Organic traffic increased **almost 200×**
✔ Domain authority **more than doubled**
✔ Organic keyword rankings increased **9×**
✔ Referring domains increased **more than 2×**

This SEO campaign successfully improved the website's **Google visibility, keyword rankings, and long-term organic traffic growth**.

This case study demonstrates how a structured SEO strategy combining **technical SEO, on-page optimization, content improvement, and backlink building** can significantly improve search rankings and organic traffic within a relatively short period.

SEO Results?

If you want similar SEO growth for your website, feel free to contact me for a **custom SEO strategy tailored to your business.**