

URBAN RUGS UK

6-Month SEO Improvement Report

Organic visibility, keyword rankings, content performance and authority growth

WEBSITE	https://urbanrugsuk.com/
TARGET MARKET	United Kingdom
PREPARED	August 2026

433	37.5K	17	1,400
Organic clicks	Impressions	Top-10 keywords	Backlinks created
+587%	+673%	12 in Top 5	DA reported: 16

Prepared from the Search Console, Analytics and campaign information supplied by the client.

Executive Summary

Six-month organic search improvement campaign

Urban Rugs UK achieved substantial organic visibility growth during the campaign. Based on the supplied Google Search Console snapshots, organic clicks increased from 63 to 433 (+587%), while impressions rose from 4.85K to 37.5K (+673%).

Keyword performance also strengthened: all 17 selected tracked keywords now rank within Google's top 10, with 12 appearing in the top five. The median improvement across the selected keyword set was 17 ranking positions.

The campaign covered keyword research and mapping, blog optimization, collection and product-page optimization, image alt text, image compression, meta title and meta description improvement, internal relevance signals, AEO/QEO alignment, E-E-A-T strengthening, and backlink acquisition.

The visibility expansion is strong, although click-through rate moved from 1.3% to 1.2% and average position shifted from 7.8 to 8.7. The next phase should focus on improving SERP snippets, consolidating overlapping keyword targets, strengthening commercial landing pages, and converting the new impression base into qualified traffic and sales.

Campaign at a Glance

Area	Campaign Output	Result / Status
Organic visibility	GSC before/after comparison	Clicks +587%; impressions +673%
Keyword rankings	17 selected keywords	12 Top-5; 17 Top-10
Content	21 blog URLs	Optimized/published around prayer-mat search themes
Commercial pages	12 collection + 16 product URLs	On-page and metadata optimization
Authority	1,400 backlinks created	Reported Domain Authority: 16

Data basis

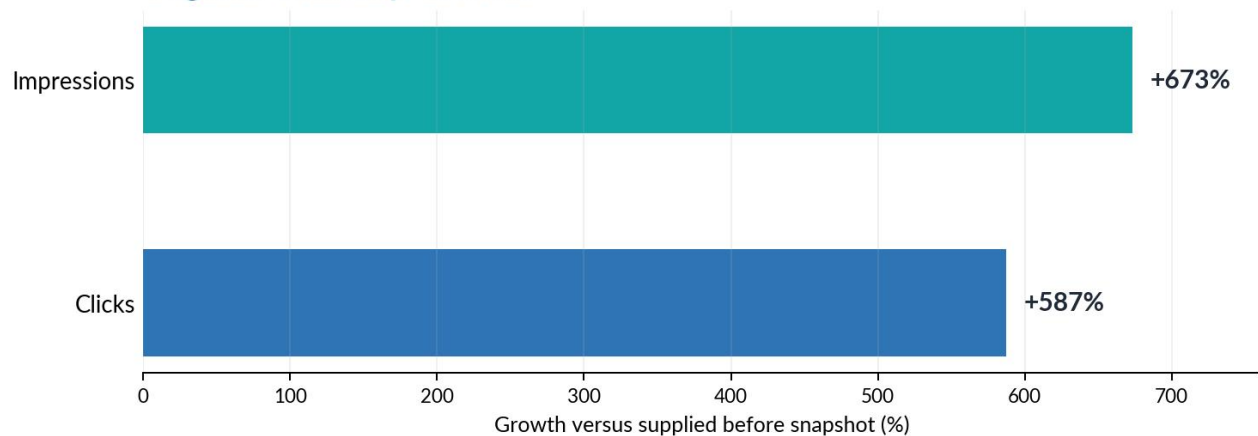
The performance comparison uses the two Search Console screenshots supplied as the before and after evidence. For audit-grade reporting, the final client version should use exported data with identical date-range lengths and the exact campaign start/end dates.

Google Search Console Performance

Before versus after organic search visibility

Metric	Before SEO	After SEO	Change
Total clicks	10	433	+370 (+587%)
Total impressions	1.62K	37.5K	+32.65K (+673%)
Average CTR	0.6%	1.2%	-0.1 percentage points
Average position	32.6	8.7	+0.9 positions

Organic Visibility Growth



Source: Google Search Console screenshots supplied for the report.

Performance Interpretation

- Clicks grew nearly 6.9 times, indicating that the expanded visibility translated into materially more organic visits.
- Impressions grew approximately 7.7 times, showing significantly broader coverage across relevant search queries.
- CTR declined slightly by 0.1 percentage points. The next stage should test stronger page titles, descriptions and SERP messaging on high-impression pages.
- Average position moved from 7.8 to 8.7. A plausible explanation is that the website began ranking for many additional queries at mixed positions; this should be validated with query-level exports.

Search Console Evidence

Screenshots supplied for the campaign report

Before SEO snapshot

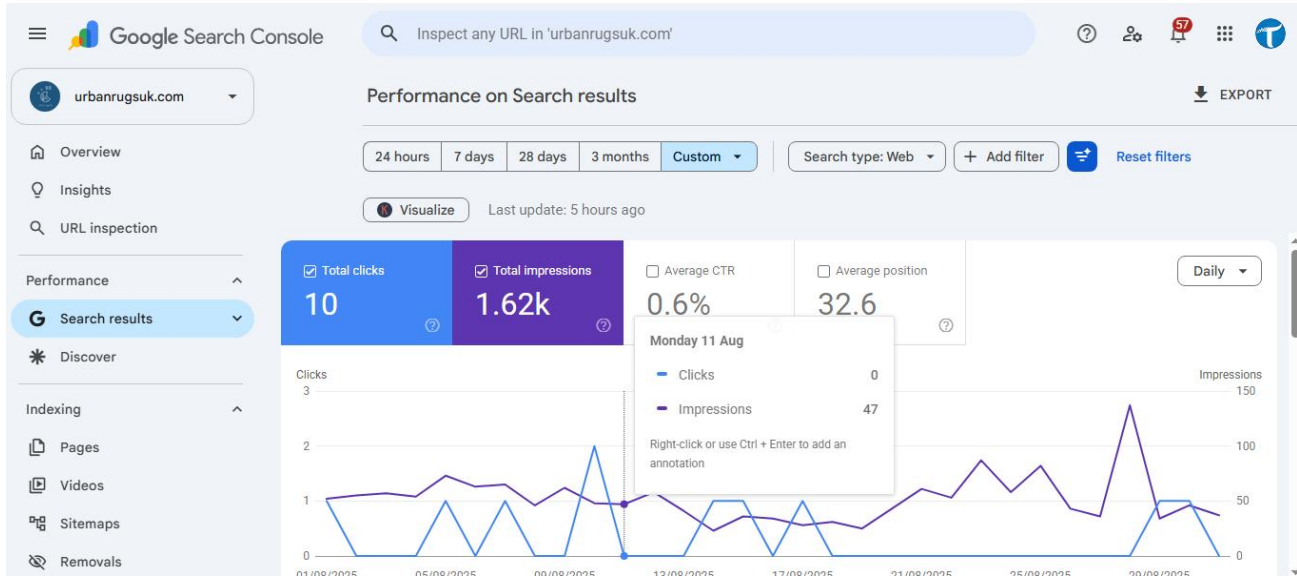


Figure 1. Google Search Console before snapshot: 63 clicks, 4.85K impressions, 1.3% CTR and 7.8 average position.

After SEO snapshot

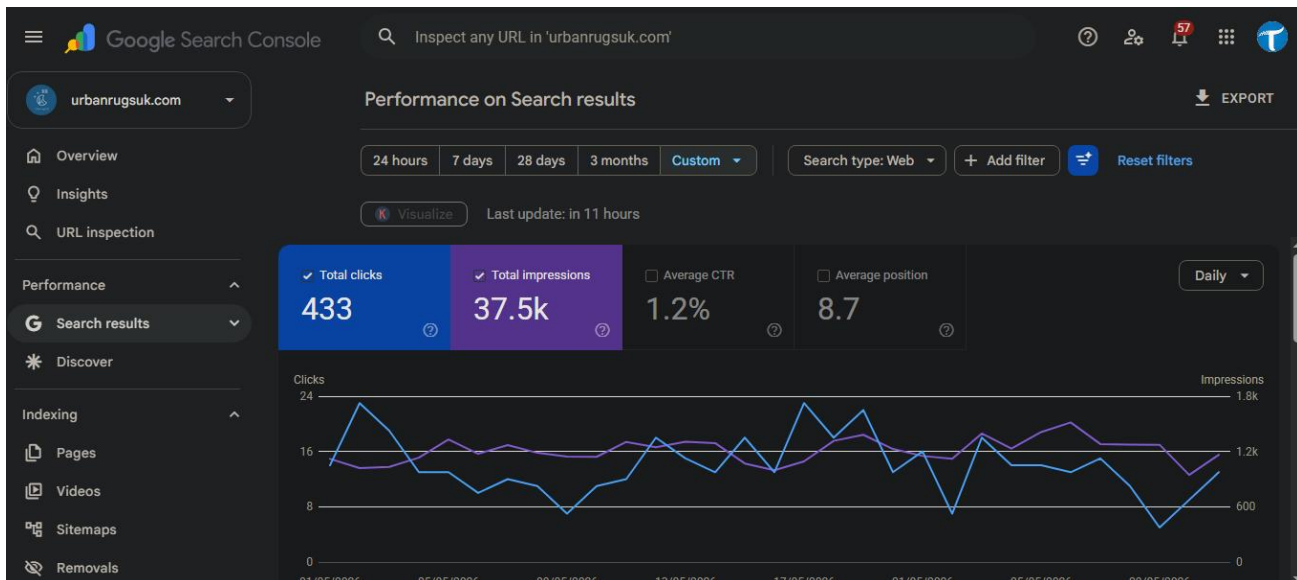
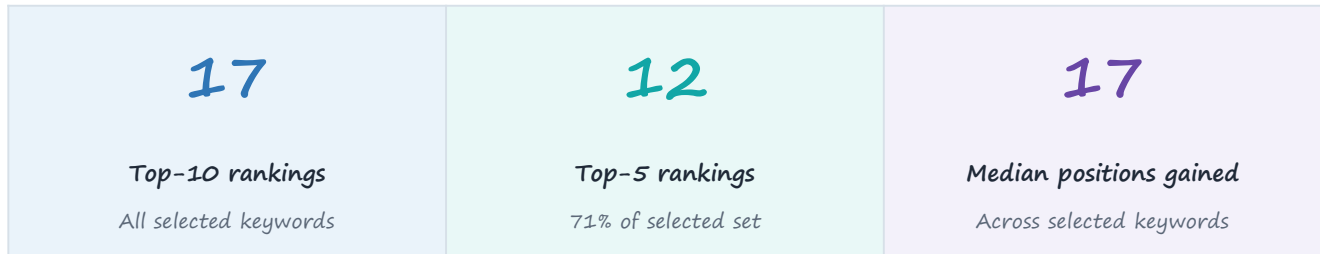


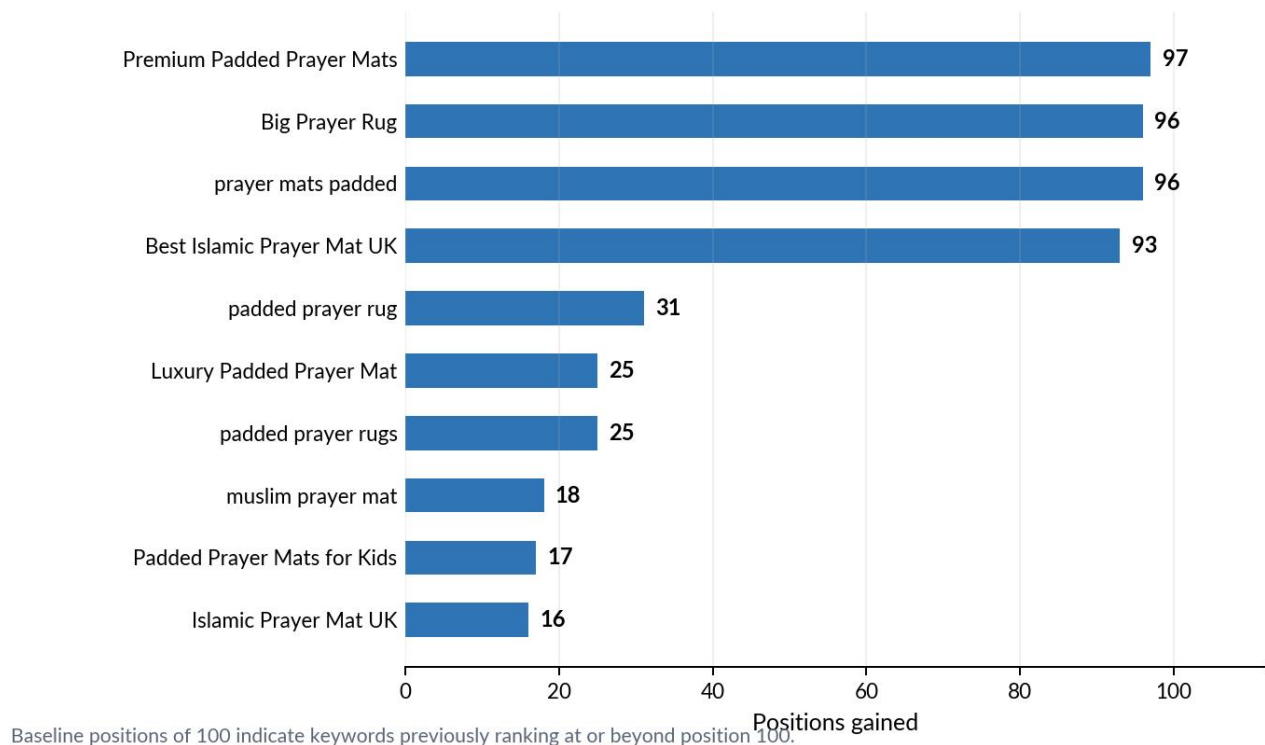
Figure 2. Google Search Console after snapshot: 433 clicks, 37.5K impressions, 1.2% CTR and 8.7 average position.

Keyword Ranking Achievements

Selected non-branded and commercial prayer-mat keywords



Largest Keyword Ranking Gains



Keyword targeting note

The raw data included duplicate keyword checks and tracking-parameter URLs. This report consolidates the clearest unique ranking movements and uses canonical target URLs where possible. Multiple URLs ranking for the same phrase should be reviewed for keyword cannibalization.

Detailed Keyword Ranking Table

Selected unique keyword movements supplied for the campaign

Keyword	Previous	Current	Positions gained	Target page
Personalised Prayer Mat UK	#12	#5	+7	/blogs/news/personalized-padded-prayer-mat-uk-comfort
prayer rug mat	#13	#4	+9	/collections/prayer-mats-for-muslims
personalised prayer mat	#16	#9	+7	/blogs/news/personalized-padded-prayer-mat-uk-comfort
Padded Prayer Mat	#15	#3	+12	/blogs/news/padded-prayer-mats-from-uk
Big Prayer Rug	#100	#4	+96	/blogs/news/big-prayer-rug-a-comfortable-and-spacious-choice-...
Padded Prayer Mats for Kids	#20	#3	+17	/collections/padded-prayer-mats-for-kids
prayer mats for muslims	#16	#6	+10	https://urbanrugsuk.com/?
muslim prayer mat	#26	#8	+18	https://urbanrugsuk.com/?
Premium Padded Prayer Mats	#100	#3	+97	/blogs/news/padded-prayer-mats-from-uk
Luxury Padded Prayer Mat	#30	#5	+25	/blogs/news/padded-prayer-mats-from-uk
padded prayer rug	#35	#4	+31	https://urbanrugsuk.com/?
prayer mats padded	#100	#4	+96	/blogs/news/padded-prayer-mats-from-uk
cushioned prayer mat	#13	#5	+8	https://urbanrugsuk.com/?
Best Islamic Prayer Mat UK	#100	#7	+93	/blogs/news/ultimate-guide-to-islamic-prayer-mats-in-the-uk
Islamic Prayer Mat UK	#25	#9	+16	https://urbanrugsuk.com/?
padded prayer rugs	#29	#4	+25	/blogs/news/padded-prayer-mats-from-uk
Personalized Padded Prayer Mat UK	#10	#4	+6	/blogs/news/personalized-padded-prayer-mat-uk-comfort

SEO Work Completed

On-page, content, image, semantic and authority improvements

Keyword research and mapping

Mapped commercial and informational prayer-mat search terms to relevant collection, product and blog pages.

Meta title optimization

Improved page titles to align with search intent, UK modifiers and priority keyword themes.

Meta description optimization

Reworked descriptions for clearer relevance, stronger benefits and improved click-through potential.

Product and collection-page SEO

Optimized 12 collection pages and 16 product pages supplied for the campaign.

Blog content optimization

Optimized or published 21 blog URLs around padded, personalised, luxury, kids and Islamic prayer-mat topics.

Image SEO

Added or improved descriptive alt text and compressed images to reduce file weight and support accessibility and search relevance.

AEO and GEO alignment

Structured content to answer natural-language questions and improve eligibility for answer engines and generative search experiences.

E-E-A-T improvement

Strengthened topical depth, trust signals, page usefulness and content relevance across informational and commercial pages.

Internal relevance signals

Connected related blogs, collections and products to support crawl paths and topical authority.

Authority building

Created approximately 1,400 backlinks; reported Domain Authority reached 16.

Quality focus for the next phase

Because a large number of backlinks were created, ongoing link-quality review is important. Prioritize relevant referring domains, natural anchor text, editorial placements and removal or disavowal only where a genuine risk is identified.

Content and Commercial Footprint

How the campaign supported discovery and conversion

Content Strategy

The blog portfolio builds topical coverage around padded prayer mats, personalised prayer mats, kids' products, luxury options, travel use, UK buying intent and seasonal Ramadan themes. This supports both discovery-stage searches and commercial research before purchase.

Commercial Page Strategy

Collection and product optimization strengthened landing pages where search demand can convert into product discovery and sales. The supplied scope includes 12 collection pages and 16 product pages.

Search stage	Content role	Examples from campaign
Informational	Answer questions and build topical authority	Guides, comfort articles, Islamic context and travel topics
Commercial research	Compare options and support buying decisions	Luxury, premium, personalised and UK-focused articles
Transactional	Present products and collections for purchase	Collection pages and individual padded prayer-mat products

Recommended Internal Linking Model

- Guide articles should link to the most relevant collection page using descriptive, varied anchor text.
- Collection pages should link to supporting guides that answer comfort, sizing, gifting and material questions.
- Product pages should include contextual links to the parent collection and selected educational content.
- Overlapping articles targeting the same core keyword should be consolidated or differentiated to reduce cannibalization.

Google Analytics Snapshot

Latest seven-day view shown in the supplied GA4 screenshot

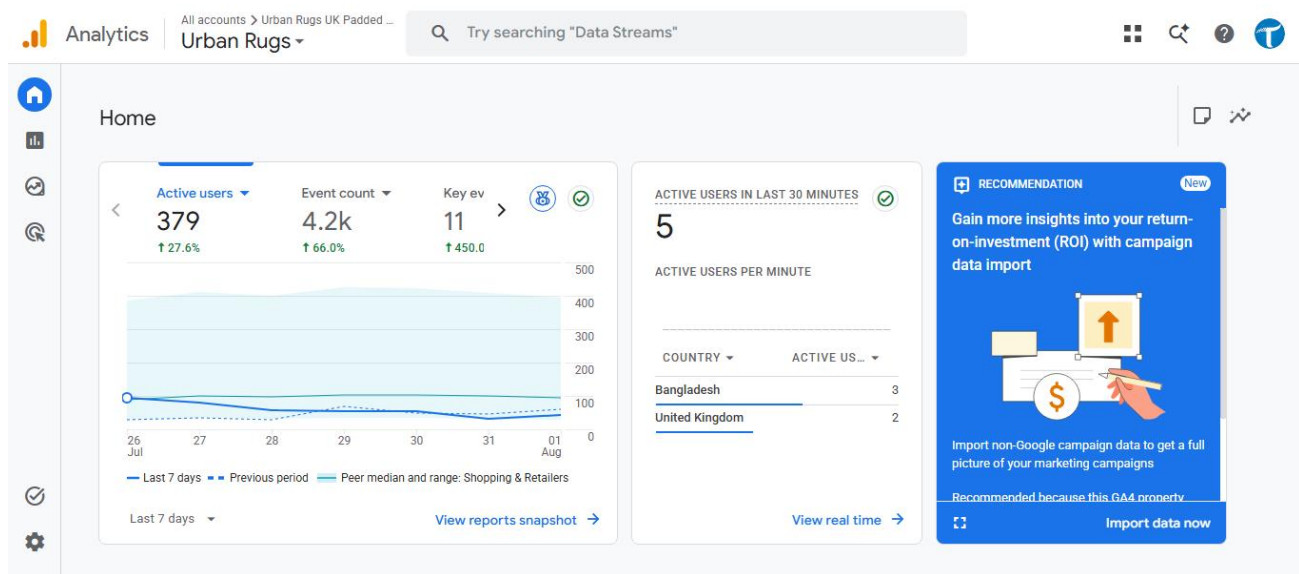


Figure 3. GA4 home snapshot supplied for Urban Rugs UK. The screenshot is set to the latest seven days versus the previous period.

Measurement opportunity

Add a dedicated organic-search dashboard for sessions, landing pages, add-to-cart actions, checkout starts, purchases, revenue and assisted conversions. This will connect ranking growth to business outcomes.

Key Findings and Next-Phase Priorities

Turning wider visibility into stronger clicks and revenue

Visibility expanded rapidly	Clicks and impressions increased substantially, confirming that the site is being discovered for a much broader range of relevant queries.
Page-one keyword coverage is strong	All 17 selected keywords rank in the top 10, including 12 in the top five.
CTR needs focused improvement	The small CTR decline means metadata and SERP messaging should now be optimized on high-impression pages.
Average position requires query-level review	The shift to 8.7 may reflect broader query coverage, but exports are needed to identify pages and terms losing ground.
Potential keyword cannibalization	Repeated keyword/URL combinations suggest that some blog, home and collection pages may compete for the same intent.
Business impact tracking is incomplete	GA4 engagement is improving, but e-commerce revenue and organic conversion reporting should be part of the next client update.

Recommended 6-Month Roadmap

Timing	Priority	Recommended action
Month 1	Data and cannibalization audit	Export matching GSC periods, map queries to landing pages, identify duplicate targets and confirm canonical page ownership.
Month 2	CTR optimization	Rewrite titles and descriptions on high-impression, low-CTR pages; test clearer UK, comfort, gift and product-benefit messaging.
Month 3	Commercial landing pages	Expand collection copy, FAQs, trust signals, internal links and product-discovery paths on priority categories.
Month 4	Content consolidation	Merge, redirect or differentiate overlapping articles; strengthen the main topic clusters for padded, personalised, kids and luxury prayer mats.

Timing	Priority	Recommended action
Month 5	Authority quality	Audit backlink relevance and referring-domain diversity; pursue editorial links from UK Muslim, lifestyle, gifting and home-interior publications.
Month 6	Conversion and reporting	Build an organic dashboard for revenue, purchases, assisted conversions and landing-page performance; compare matched six-month periods.

Conclusion

The six-month SEO campaign materially strengthened Urban Rugs UK's organic search footprint in the United Kingdom. The most visible achievements are the rise in clicks and impressions, page-one rankings across the selected keyword set, growth in content coverage, and optimization of priority commercial pages.

The next phase should protect these gains by improving CTR, resolving overlapping keyword targets, strengthening high-intent collection pages, auditing backlink quality and connecting organic traffic to e-commerce revenue. With those actions, the expanded visibility can be converted into a more efficient and measurable acquisition channel.

Appendix A – Blog Content Portfolio

21 supplied blog URLs

#	Topic / article	URL
1	Padded Prayer Mat	/blogs/news/prayer-mats-for-muslim-devotion-and-practice
2	Prayer Rug Mat	/blogs/news/premium-prayer-rug-mats-for-home-mosque
3	Travel Prayer Mat	/blogs/news/travel-prayer-mat-padded
4	Padded Prayer Mats from the UK	/blogs/news/padded-prayer-mats-from-uk
5	Personalized Padded Prayer Mat UK	/blogs/news/personalized-padded-prayer-mat-uk-comfort
6	Padded Prayer Mats for All Ages	/blogs/news/padded-prayers-mats-for-all-ages
7	Prayer Mats Padded	/blogs/news/prayer-mats-padded-muslim-prayer-mats
8	Padded Prayer Mat for Muslims UK	/blogs/news/padded-prayer-mat-for-muslims-uk
9	Why a Padded Prayer Mat Is Essential for Comfort	/blogs/news/why-a-padded-prayer-mat-is-essential-for-comfort-during-your-prayers
10	Why a Padded Prayer Rug Is Essential for Comfort	/blogs/news/why-a-padded-prayer-rug-is-essential-for-comfort-during-your-prayers
11	Best Ramadan Gifts 2026	/blogs/news/best-ramadan-gifts-2026-meaningful-ideas-for-family-and-friends
12	Understanding Islam's Role in Modern Society	/blogs/news/understanding-islams-role-in-modern-society
13	Muslim Prayer Mat	/blogs/news/muslim-prayer-mat-islamic-prayer-mats-for-prayer-by-urban-rugs
14	Personalised Prayer Mat	/blogs/news/personalised-prayer-mat
15	Premium Padded Prayer Mat	/blogs/news/premium-padded-prayer-mat-experience-comfort-and-serenity-in-every-prayer
16	Ultimate Guide to Islamic Prayer Mats in the UK	/blogs/news/ultimate-guide-to-islamic-prayer-mats-in-the-uk
17	Prayer Rug Islam UK	/blogs/news/prayer-rug-islam-uk
18	Soft Padded Prayer Mat UK	/blogs/news/soft-padded-prayer-mat-uk
19	Islamic Prayer Mat UK	/blogs/news/islamic-prayer-mat-uk

#	Topic / article	URL
20	Best Islamic Prayer Mat UK	/blogs/news/best-islamic-prayer-mat-uk-quality-and-affordable-prices
21	Luxury Prayer Mat UK	/blogs/news/luxury-prayer-mat-uk-is-it-worth-buying

Appendix B – Collection Pages Optimized

12 supplied collection URLs

#	Collection	URL
1	Premium Padded Prayer Mats Series	/collections/premium-padded-prayer-mats-series
2	Islamic Prayer Mats	/collections/islamic-prayer-mats
3	Luxury Madinah Padded Prayer Mats	/collections/luxury-madinah-padded-prayer-mats
4	Prayer Mats	/collections/prayer-mats
5	Padded Prayers Mat	/collections/padded-prayers-mat
6	Prayer Mats For Muslims	/collections/prayer-mats-for-muslims
7	Prayer Mat	/collections/prayer-mat
8	Luxury Padded Prayer Mats	/collections/luxury-padded-prayer-mats
9	Original Padded Prayer Mats Series	/collections/original-padded-prayer-mats-series
10	Padded Prayer Mats For Kids	/collections/padded-prayer-mats-for-kids
11	Prayer Mat Kids	/collections/prayer-mat-kids
12	Prayer Mats For Kids	/collections/prayer-mats-for-kids

Appendix C – Product Pages Optimized

16 supplied product URLs

#	Product page	URL
1	Adult Padded Prayer Mat With Blue Crescent Moon Design	/products/adult-padded-prayer-mat-with-blue-crescent-moon-design
2	Padded Kids Prayer Mat With Twilight Masjid Design	/products/padded-kids-prayer-mat-with-twilight-masjid-design
3	Adult Padded Prayer Mat With Luxury Rose Arch Design By Urban Rugs UK 1	/products/adult-padded-prayer-mat-with-luxury-rose-arch-design-by-urban-rugs-uk-1
4	Adult Padded Prayer Mat With Luxury Coal Arch Design By Urban Rugs UK	/products/adult-padded-prayer-mat-with-luxury-coal-arch-design-by-urban-rugs-uk
5	Adult Padded Prayer Mat With Madinah Elegance Design By Urban Rugs UK	/products/adult-padded-prayer-mat-with-madinah-elegance-design-by-urban-rugs-uk
6	Padded Kids Prayer Mat With Pink Mumbai Mosque Design By Urban Rugs UK	/products/padded-kids-prayer-mat-with-pink-mumbai-mosque-design-by-urban-rugs-uk
7	Padded Toddler Prayer Mat With Midday In Mecca Design By Urban Rugs UK	/products/padded-toddler-prayer-mat-with-midday-in-mecca-design-by-urban-rugs-uk
8	Adult Premium Padded Prayer Mat With Masjid Al Haram Design	/products/adult-premium-padded-prayer-mat-with-masjid-al-haram-design
9	Adult Padded Prayer Mat With Madinah Arch Design	/products/adult-padded-prayer-mat-with-madinah-arch-design
10	Adult Padded Prayer Mat With Crystal Dome Design By Urban Rugs UK	/products/adult-padded-prayer-mat-with-crystal-dome-design-by-urban-rugs-uk
11	Adult Padded Prayer Mat With Dark Arabic Calligraphy Design By Urban Rugs UK	/products/adult-padded-prayer-mat-with-dark-arabic-calligraphy-design-by-urban-rugs-uk
12	Adult Padded Prayer Mat With Andalus Flowers Design By Urban Rugs UK	/products/adult-padded-prayer-mat-with-andalus-flowers-design-by-urban-rugs-uk
13	Adult Padded Prayer Mat With Palestinian Kufiya Design By Urban Rugs UK	/products/adult-padded-prayer-mat-with-palestinian-kufiya-design-by-urban-rugs-uk
14	Padded Kids Prayer Mat With Blush Pink Design	/products/padded-kids-prayer-mat-with-blush-pink-design

#	Product page	URL
15	Adult Padded Prayer Mat With Madinah Rawdah Design By Urban Rugs UK	/products/adult-padded-prayer-mat-with-madinah-rawdah-design-by-urban-rugs-uk
16	Adult Padded Prayer Mat With Reddish Flory Design By Urban Rugs UK	/products/adult-padded-prayer-mat-with-reddish-flory-design-by-urban-rugs-uk

Report note

Domain Authority and backlink totals are presented as supplied campaign figures. Search Console and Analytics metrics are drawn from the screenshots provided. Exact dates, exported query data, conversion data and revenue were not supplied, so no unsupported business outcome claims have been added.