



Seo Case Study of Block Brick World

Project Overview

Block Brick World is a global e-commerce store specializing in high-quality building block sets from leading Chinese brands such as Mould King, CaDA, Panlos, Mork, KBOX, and TGL. Established by passionate building block enthusiasts, the brand was created to offer collectors and hobbyists a reliable and transparent alternative to common marketplace issues like delayed shipping, poor packaging, and lack of communication.

With over three years of operation, Block Brick World has built strong factory partnerships, allowing them to supply brand-new, official, first-class quality products at competitive distributor pricing. The store ships worldwide, including Europe, Australia, and America, partnering with trusted logistics providers such as DHL, DPD, UPS, 4PX, and SF Express to ensure secure and timely delivery.

The objective of the SEO campaign was to increase global organic visibility, position Block Brick World as a trustworthy building block store, and drive qualified international traffic that converts into consistent online sales.

Block Brick World: A Need for Growth

- Difficulty targeting the right keywords
- Low ranking and organic traffic compared to competitors
- Technical SEO issues hindering website crawlability
- Lack of high-quality backlinks impacting SERP visibility

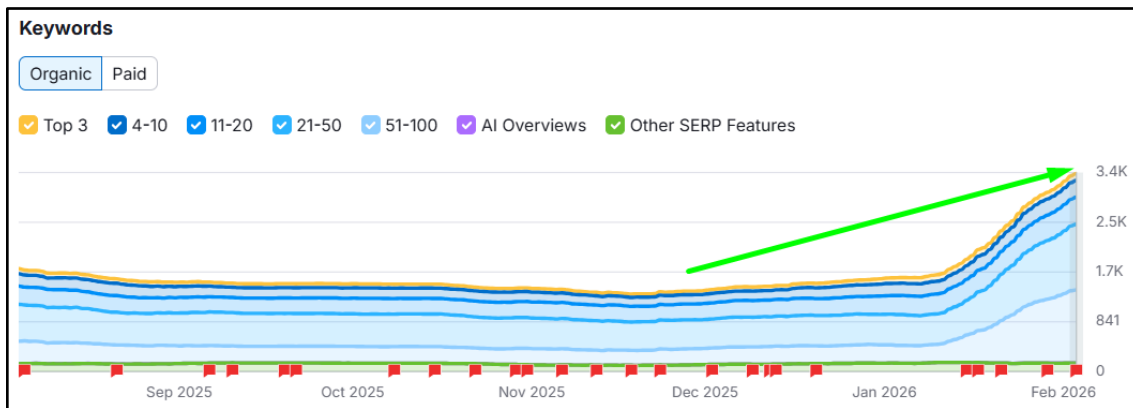
Crafting the Solution: A Strategic SEO Plan

- Conducting in-depth keyword research
- Analyzing competitors' strengths and weaknesses
- Performing a comprehensive technical SEO audit
- Implementing a link-building strategy for high-quality backlinks

Achievements

- **Enhanced Keyword Rankings:** Significant improvements in keyword rankings.

Keywords	Current Rank
Block Bricks Toys	1
Brick Blocks	1
Block Bricks	1
block brick world	1
C61508	2



Block Bricks Toys

Keyword difficulty: 86.81% (for google.com database) — View full report for this keyword

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Building Ages 4 – 8 years and up Over Ages 8 years and up Ages 2 – 4 years and up Ages 12 months and up – 2 ...

1. Block Brick World: Block Bricks Online Store | Block To Bricks

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0

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L: 0 LD: 4.00K I: n/a whois </> source Rank: 756K


We, Block Brick World, are considered one of the best brick online stores. Brick toys are too popular among kids, even some adults enjoy playing this game ...

Brick Blocks

Keyword difficulty: 84.50% (for google.com database) — View [full report](#) for this keyword

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Nearby Building Video Games For Sale Red On sale Get it tomorrow Under \$100

 Block Brick World
<https://www.blockbrickworld.com>

1. [Block Brick World: Block Bricks Online Store | Block To Bricks](#)

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Block Bricks

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Red Nearby Gray For Sale Building Cement On sale Get it tomorrow Size Stone

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<https://www.blockbrickworld.com>

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block brick world

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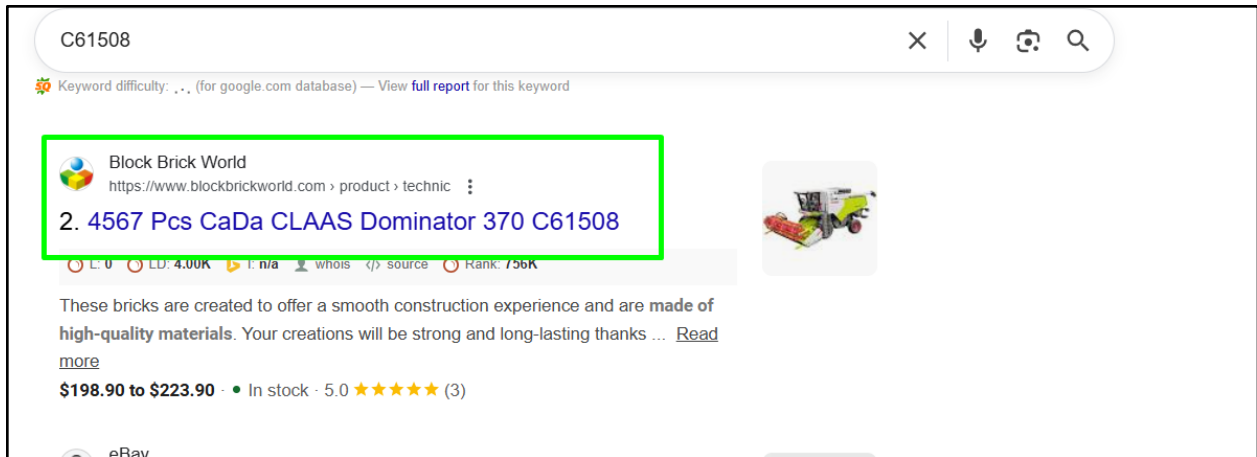
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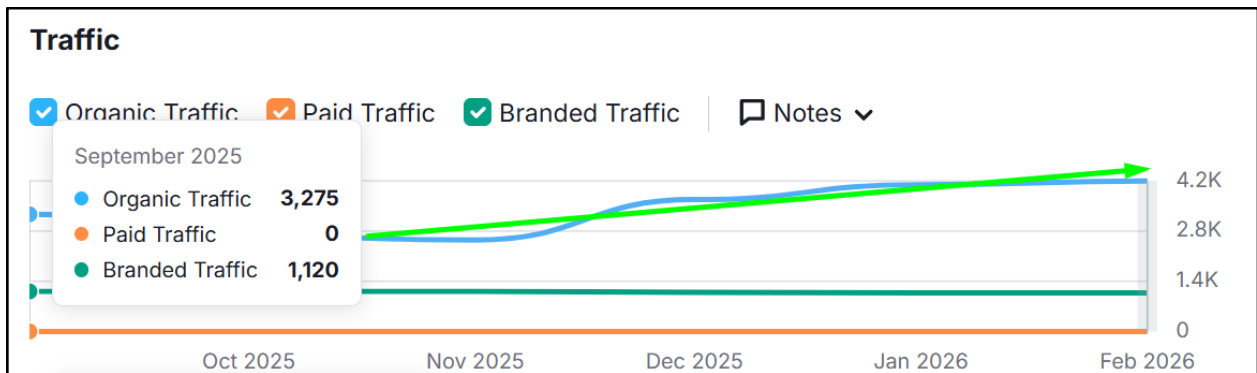
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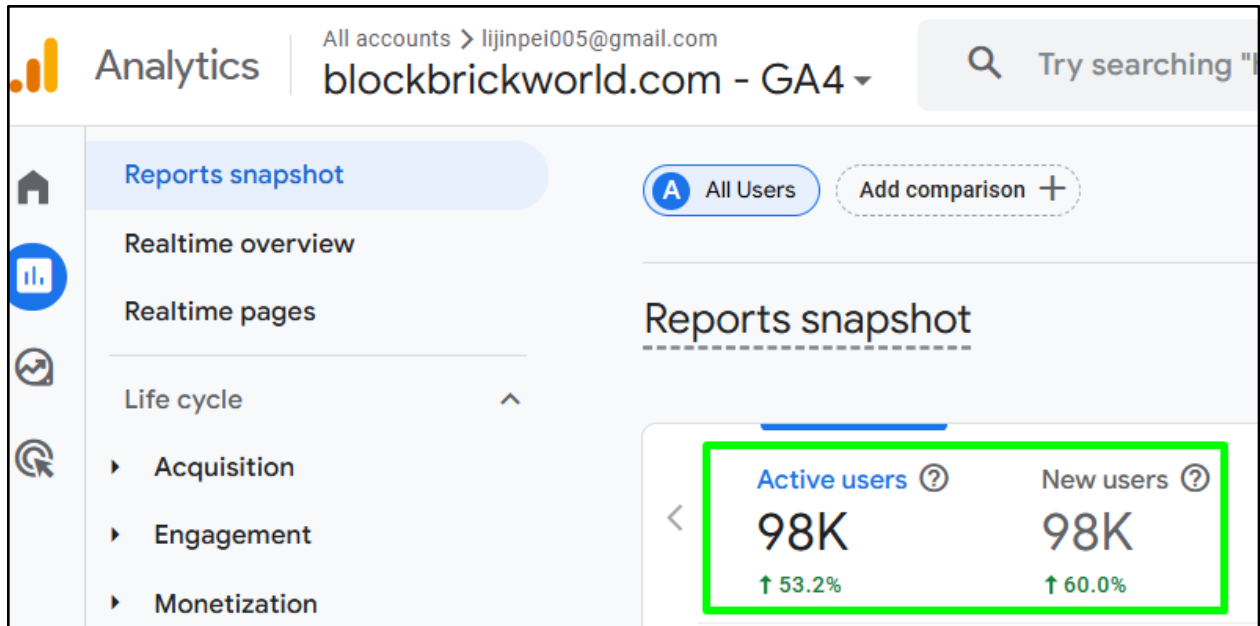
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- **Organic Traffic Growth** - By focusing on technical SEO, content quality, and link authority, **Switch2us** helped the client achieve steady and measurable organic traffic growth, resulting in:



- **Google Analytics Highlights - Metrics After SEO Campaign**
 1. **Active users: 98K (53% increase)**
 2. **New users: 98K (60% increase)**



- **Google Search Console Highlights - Metrics After SEO Campaign**

1. **Clicks Increase**
2. **Impression Increase**
3. **CTR Increase**
4. **Average Position Increase**

