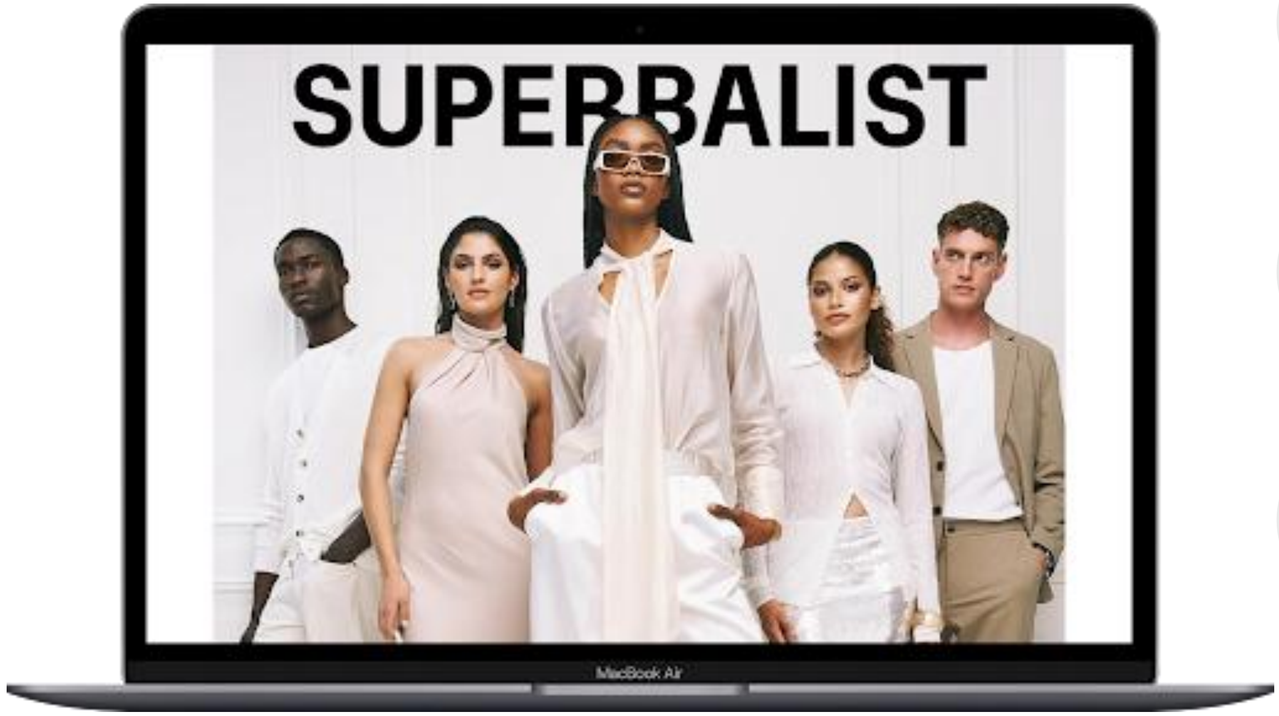
SUPERBALIST

From Vision to Victory: 8 Months of Brands Excellence



01 Objective

02 Implementations

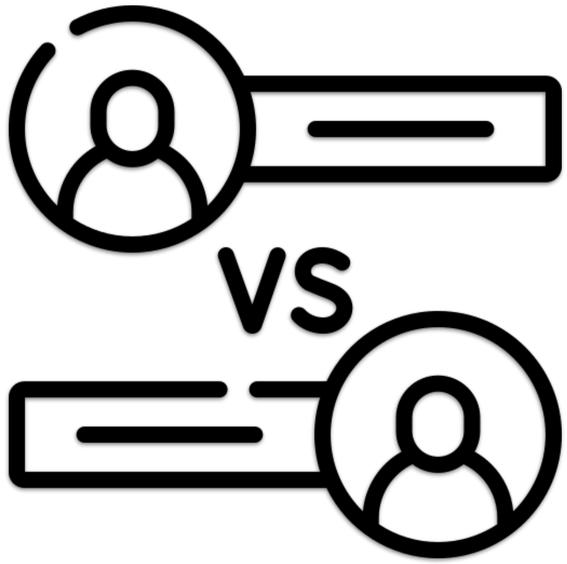
03 Achievements

04 Results

About the brand

SUPERBALIST

A mecca for South Africa's style-savvy crowd, this place embraces all fashionistas by curating an inclusive range of looks, fits, and budgets under one roof.

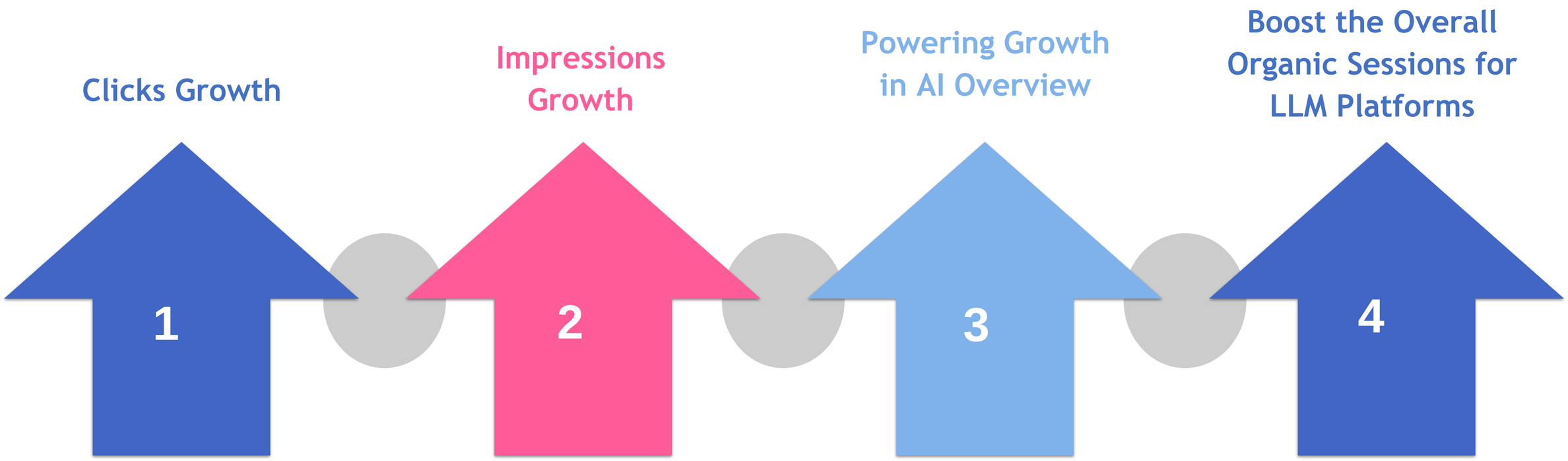


Bash

Marko

Takealot

Client Ask: Organic Traffic Growth by 70% for Top Brands



Challenges

Implement redirection brand pages to premium brand pages to maintain crawl flow, consolidate authority, and avoid duplicate indexation issues.

Redirection to the brand pagination

After the implementing redirection, we noticed that the new brand page was deindexed because of the absence of content top brands.

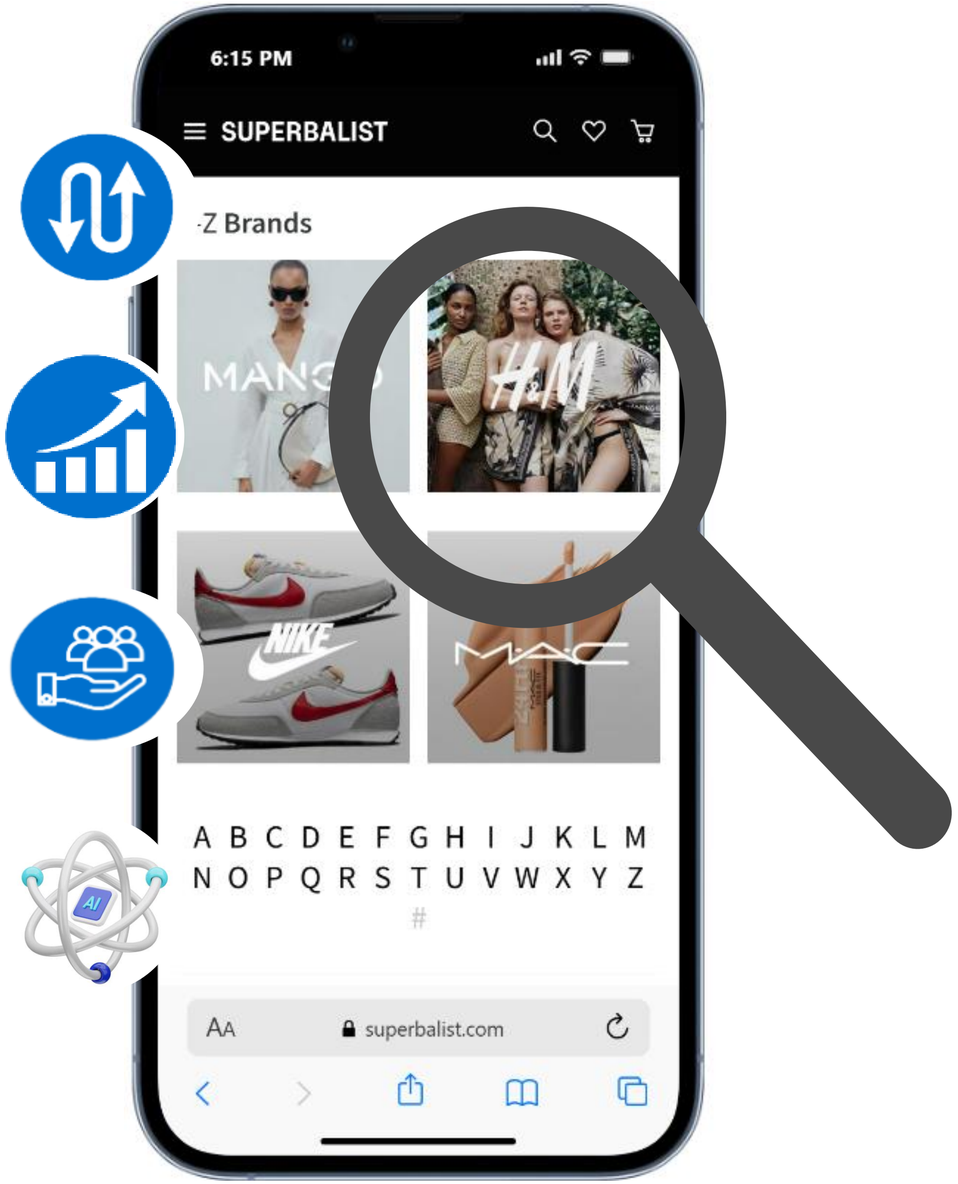
High Competitions Brand

Due to the deindexing, we experienced a loss of visibility for a crucial keyword, resulting in a decline in both sessions and revenue generated from that page.

Lost Visibility

Ensuring sustainable visibility across evolving LLM platforms (ChatGPT, Gemini, Perplexity, etc.) posed a challenge due to frequent algorithmic shifts, lack of established SEO frameworks, and the need for continuous optimization beyond traditional SERPs.

Visibility across all LLM Platforms



Strategy



Decoding Technicalities

- Implemented FAQ Schema on the brand page.
- Changing internal links from old URLs to updated URLs.
- Updating the images on the website linking to old URLs to updated URLs.
- Ensure efficient crawling and indexing by optimizing site architecture, internal linking, and technical signals for search engines. We have also created brand-specific clusters and added them to the sitemaps for faster discovery and indexation.



Tailored On-Page SEO

- Page Gap Analysis
- Suggesting new Meta Tags
- Suggesting Multiple New Cluster Pages for Each Brands
- Suggesting new Header Tags
- High-quality content for the /brand/nike page with E-E-A-T framework
- AI-first SEO approach—leveraging content clusters, schema, and LLM-optimized assets to secure lasting visibility across both SERPs and emerging AI platforms.



Outer Bounds Approach

- Using Q&A forums
- Identifying domains for backlink activities to build authority for the new page.
- Identifying target keywords and potential bloggers
- Identified unlinked mentions of across domains and converting them into hyperlinks to boost SEO equity, referral traffic, and brand visibility.

Implementations

Using AI to streamline the SEO process

RU

Write Meta Titles for the given URLs, as per the SEO Perspective. Also, while recommending meta tags, you must stick to the following guidelines:
1. Keep the Meta Title between 55 and 60 characters and the meta description between 155 and 165 characters. (Do not exceed the character limit)
2. In the meta title, use the targeted primary and secondary keywords.
3. The Intent of Meta Tags should be commercial and transactional
4. Make it specific and relevant, use an active voice
5. The Meta Title should end with the given term "| SUPERBALIST"

Given URLs with Primary and Secondary Keywords for writing Meta Tags:
1. URL: https://superbalist.com/brand/nike
Primary Keyword: Nike
Secondary Keywords: Nike shoes, Nike clothing, Nike for men, Nike for women, Nike Accessories, etc.

Here are the meta titles and meta descriptions for the given URL with primary and secondary keywords following the SEO guidelines:

Meta Title:

1. For the Nike Brand: Shoes, Clothing, and More | SUPERBALIST
2. Discover Nike Products for Men & Women | SUPERBALIST
3. Nike Sneakers, Apparel, and Accessories | SUPERBALIST

Meta Descriptions:

1. Explore Nike's extensive range of shoes, clothing, and accessories at SUPERBALIST. Find the latest Nike products for men and women. Shop now for the best Nike deals!
2. Shop Nike for men and women at SUPERBALIST. Find a wide selection of Nike products, including sneakers, clothing, and more. Get the latest Nike styles today!
3. Get your Nike fix at SUPERBALIST. Browse Nike sneakers, apparel, and accessories for a complete sporty look. Find your favorites here. Shop now!

AIPRM

We streamline our SEO processes harnessing the power of ChatGPT and BARD for the following purposes:

- Enhancing Meta Titles & Descriptions
- Improving Off-page Optimization
- Conducting Keyword Research
- Creating Schemas
- Staying on top of Industry Trends

"Innovative Visibility Enhancement: Meta Tags in the AI Era"

Implementations

FAQs Schemas: AI-Fueled Schema Generation

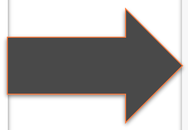
‹ 2 / 2 ›

RU

can you help me generate FAQs microdata schema
<div itemscope itemprop="mainEntity" itemtype="https://schema.org/Question">
<h3 itemprop="name">What is unique about the Nike brand?</h3>
<div itemscope itemprop="acceptedAnswer" itemtype="https://schema.org/Answer">

The Nike brand is all about great quality products, product innovation, and competitive marketing. While their shoes have made the brand famous, what makes Nike stand out even more is their bold stance when it comes to their brand positioning. At the core of their brand is inspiration, which is seen in their collaborations with major stars like Michael Jordan, Travis Scott, and Billie Eilish. Their shoes are also built with innovation front in mind, which continues to set the standard for the industry. They are also on a journey to be more environmentally conscious, and are moving towards zero carbon and zero waste to help protect the future of sport against climate change.

<div itemscope itemprop="mainEntity" itemtype="https://schema.org/Question">



html Copy code

```
<div itemscope="" itemtype="http://schema.org/FAQPage">
    <div itemscope itemprop="mainEntity" itemtype="https://schema.org/Questi
        <p><strong><h3 itemprop="name">What is unique about the Nike brand?<
        <div itemscope itemprop="acceptedAnswer" itemtype="https://schema.or
            <p>
                <div itemprop="text">The Nike brand is all about great quali
            </p>
        </div>
    </div>
    <div itemscope itemprop="mainEntity" itemtype="https://schema.org/Questi
        <p><strong><h3 itemprop="name">What is Nike's most popular products?
        <div itemscope itemprop="acceptedAnswer" itemtype="https://schema.or
            <p>
                <div itemprop="text">While style is constantly changing, som
            </p>
        </div>
    </div>
    <div itemscope itemprop="mainEntity" itemtype="https://schema.org/Questi
        <p><strong><h3 itemprop="name">Does Nike also sell clothes?</h3></st
        <div itemscope itemprop="acceptedAnswer" itemtype="https://schema.or
            <p>
                <div itemprop="text">While Nike is best known for their snea
            </p>
        </div>
    </div>
</div>
```

Implementations

Unleashing AI for Keywords Insights

RU

"Suggest Secondary Keywords for the given URL, as per the SEO Perspective. Also, while recommending Secondary Keywords, you must stick to the following guidelines:
1. Target Country is South Africa
2. The Secondary Keyword should be related to the given Primary keyword for each URL
3. Suggest 5 secondary keywords.
4. Three short-tail and two long-tail keywords must be suggested
5. The intent of the keywords should be commercial or transactional specific For E.g - If the Give, Primary Keyword is Nike, then the suggested secondary keywords can be Nike for women, Nike online, Women Nike, etc.) Note: This is an example of sample secondary keywords. The given URL with their primary keywords for generating secondary keywords: URL: https://superbalist.com/brand/nike Primary Keywords: Nike"

Please write in English language.



Certainly! Here are five secondary keywords for the given URL "https://superbalist.com/brand/nike" with a primary keyword "Nike" based on the provided guidelines for SEO targeting South Africa:

Short-Tail Secondary Keywords:

1. "Nike South Africa"
2. "Nike Online Store"
3. "Nike Shop"

Long-Tail Secondary Keywords:

4. "Buy Nike Shoes in South Africa"

1. "Nike Clothing for Men and Women"

These secondary keywords are related to the primary keyword "Nike" and have a commercial or transactional intent, which can help improve the SEO performance of the website for users in South Africa.

Implementations

New Clusters Pages for Each Brands



Nike Airmax



Nike Air





Nike Air force 1



Nike Slides



Adidas Bags



Adidas Track Pants





Adidas Socks



Adidas Sneakers



H&M Purse



H&M Dress





H&M Heels



H&M Jeans

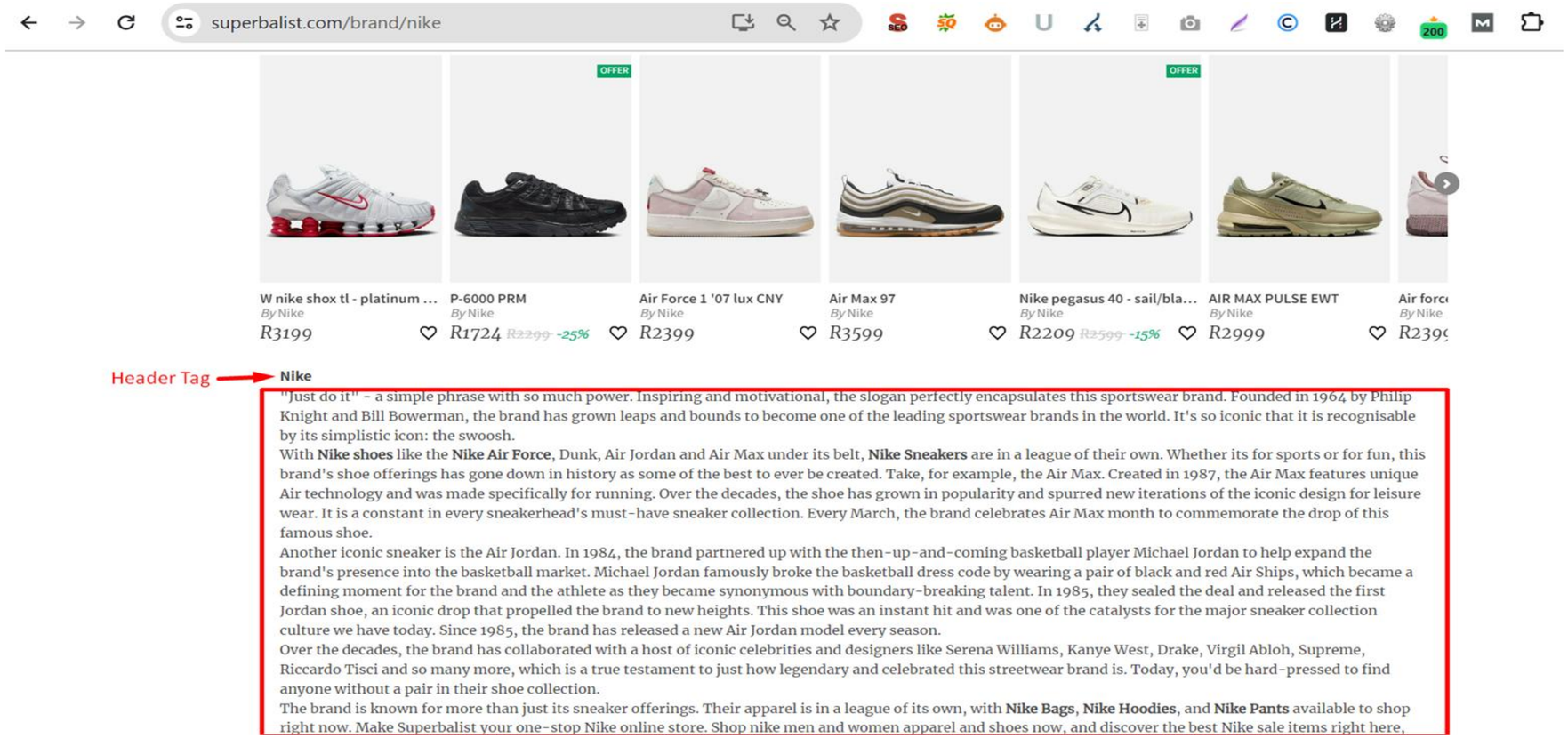
Implementations

Comprehensive On-Page Strategy

After redirection, the brand nike page was deindexed due to lack of content on the page, we have recommended the content to provide users with the most relevant and up-to-date information on the topic which caused the page to get indexed instantly.

Header Tags Optimization

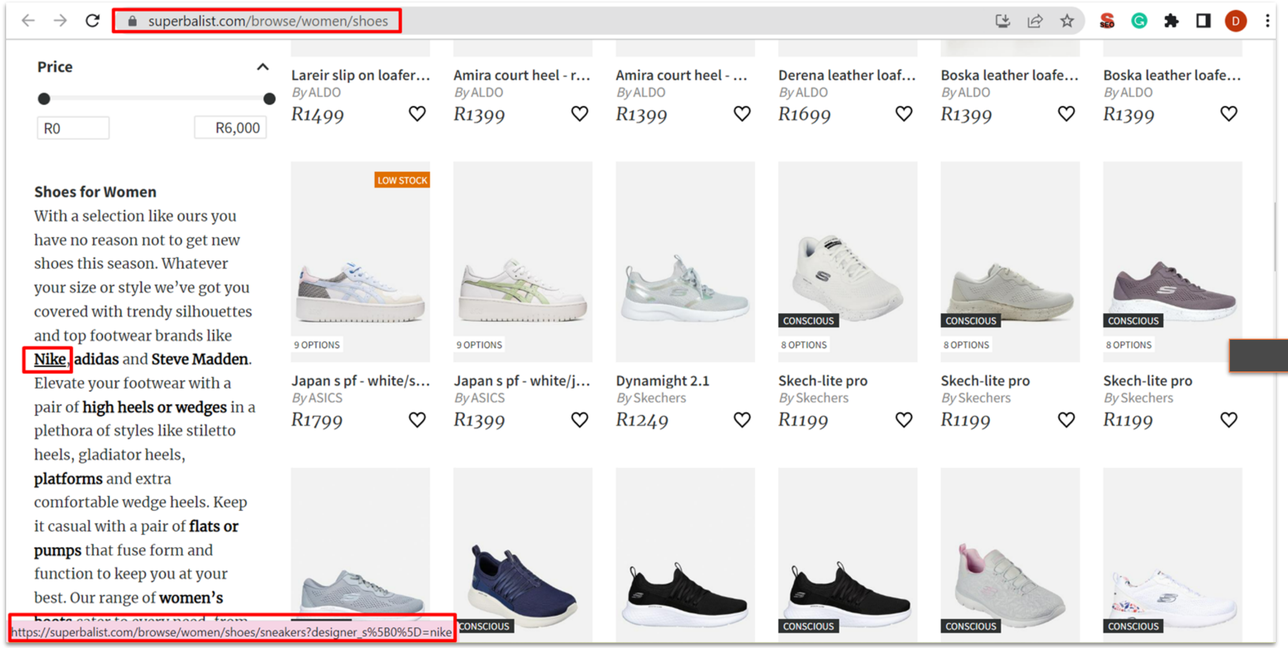
Revamping the H1 for Collections was a calculated step that yielded notable SEO advantages. This optimization not only aligned the content better with search intent but also enriched the page's keyword relevance.



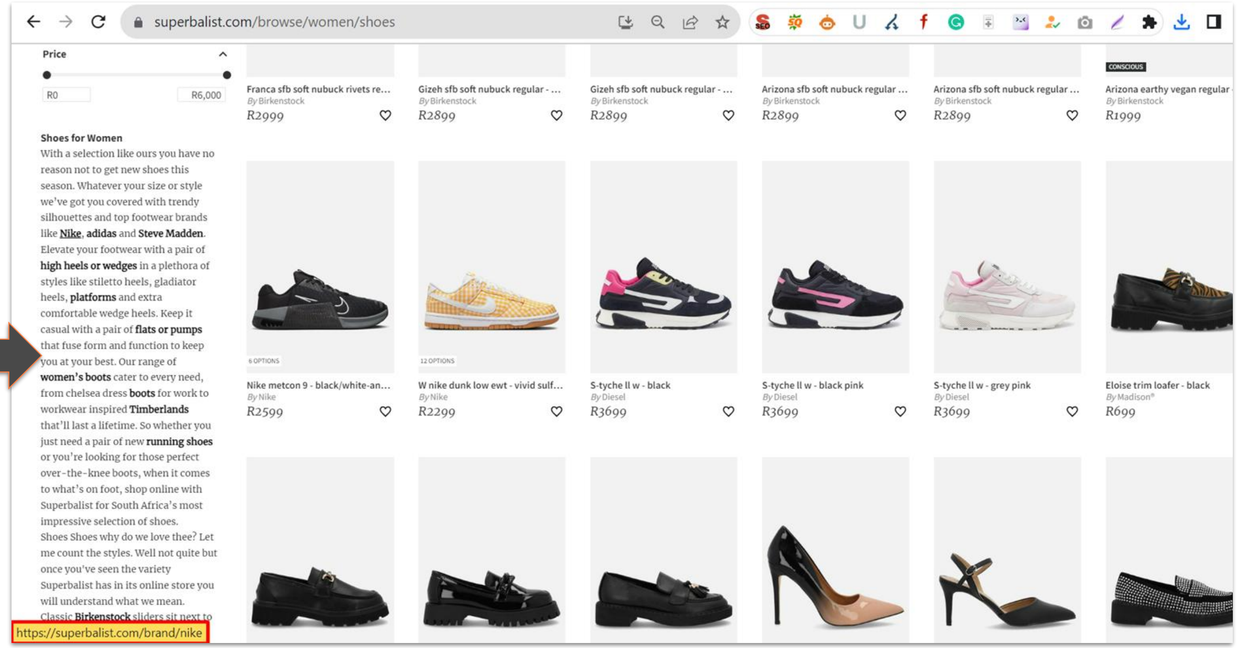
Implementations

Internal Links

Incorrect Links:-
https://superbalist.com/browse/women/shoes/sneakers?designer_s%5B0%5D=nike



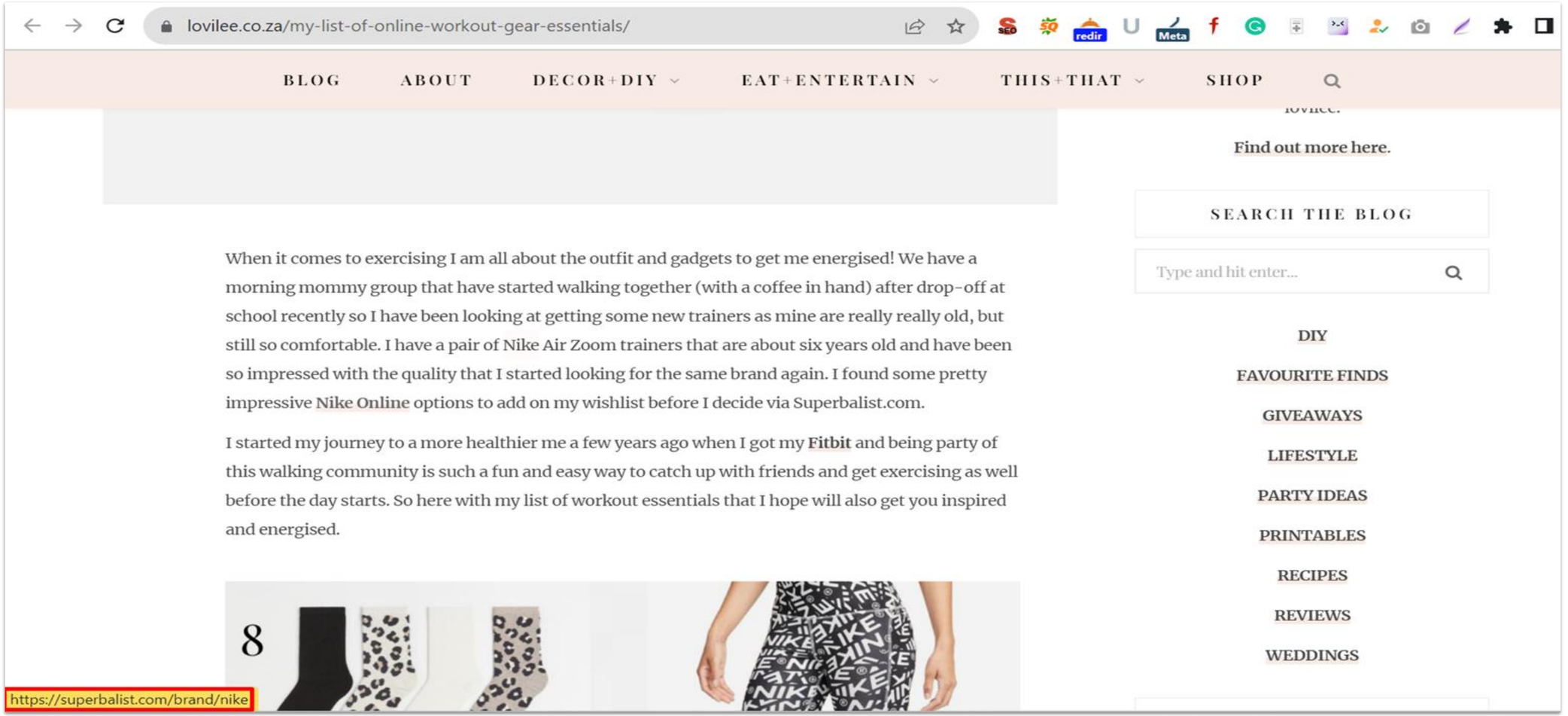
Correct Links:-
https://superbalist.com/brand/nike`



Corrected internal links by updating brand anchors to point to their dedicated brand URLs, ensuring accuracy, authority, and improved user journey.

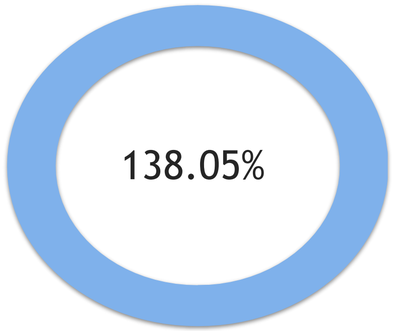
Implementations

Comprehensive Off-Page Strategy

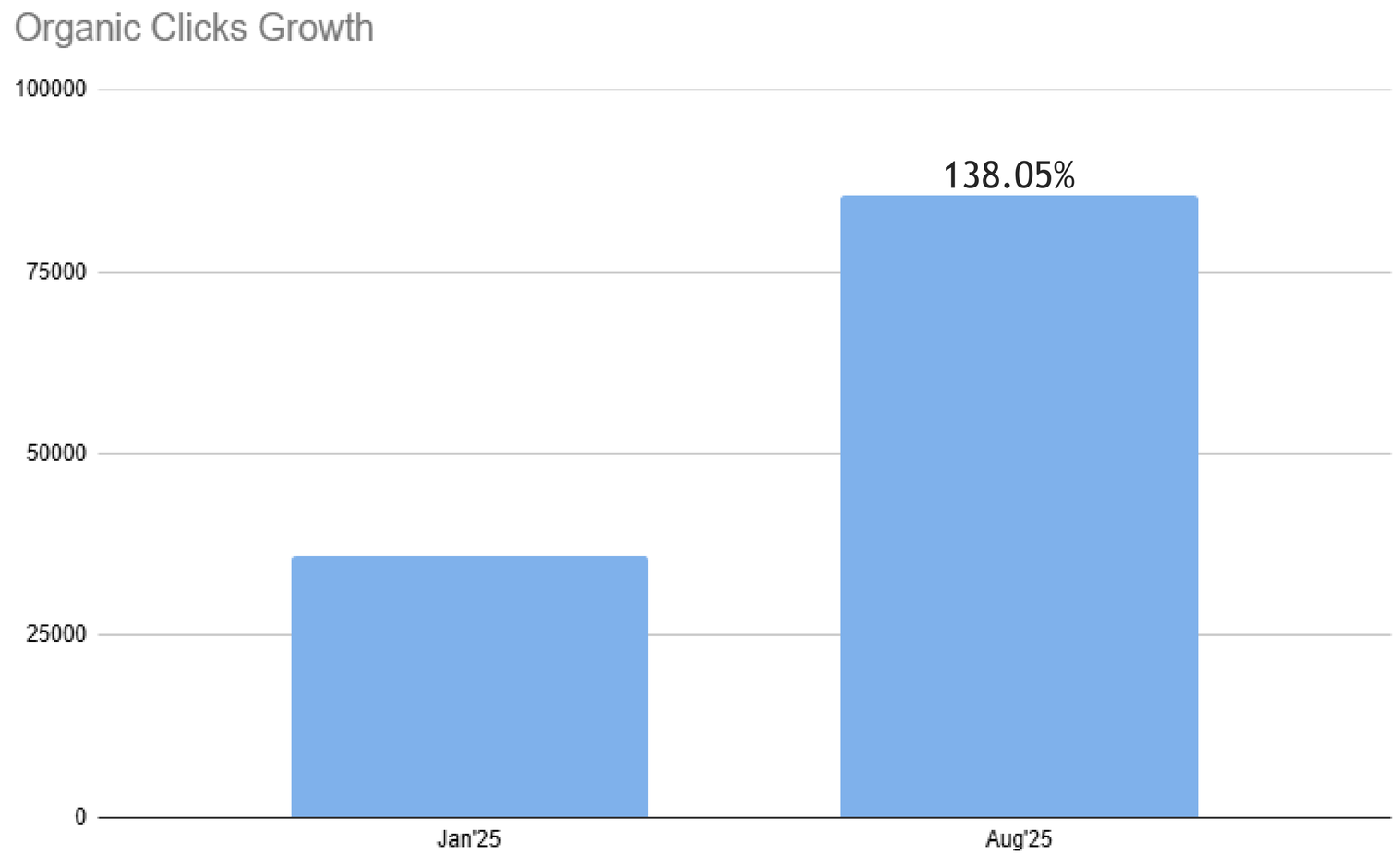


We have also conducted Off-Page SEO activities on high Domain Authority (DA) and Page Authority (PA) websites for all premium brand pages, in order to enhance our backlink profile.

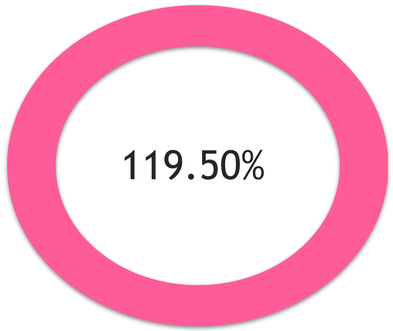
Our Achievements



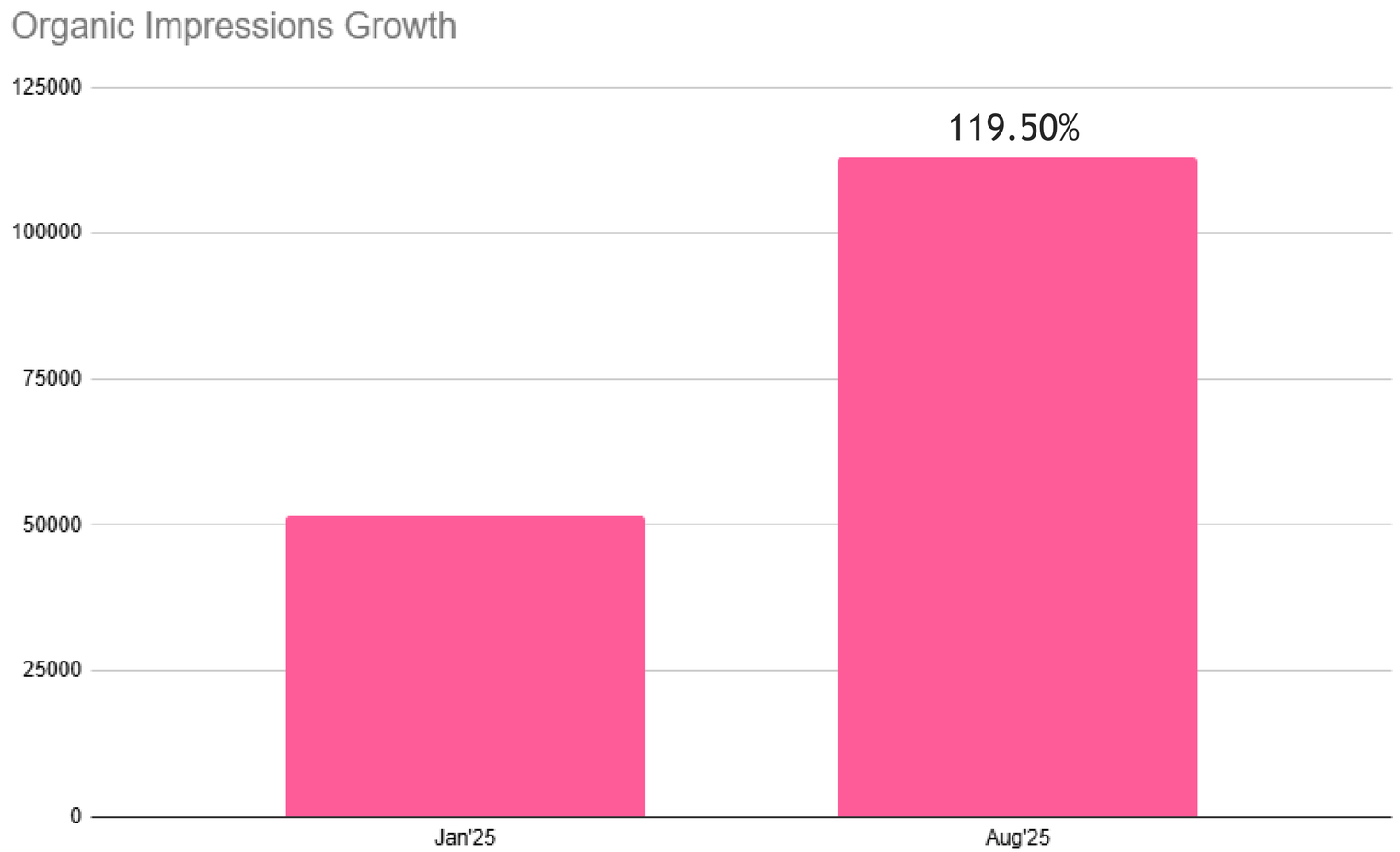
Organic Clicks Growth as compared to January 2025



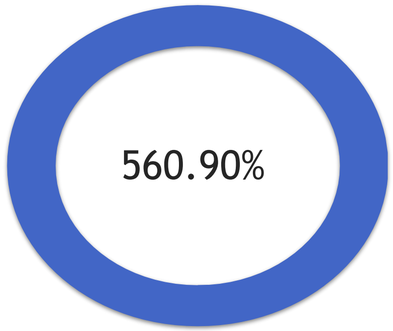
Our Achievements



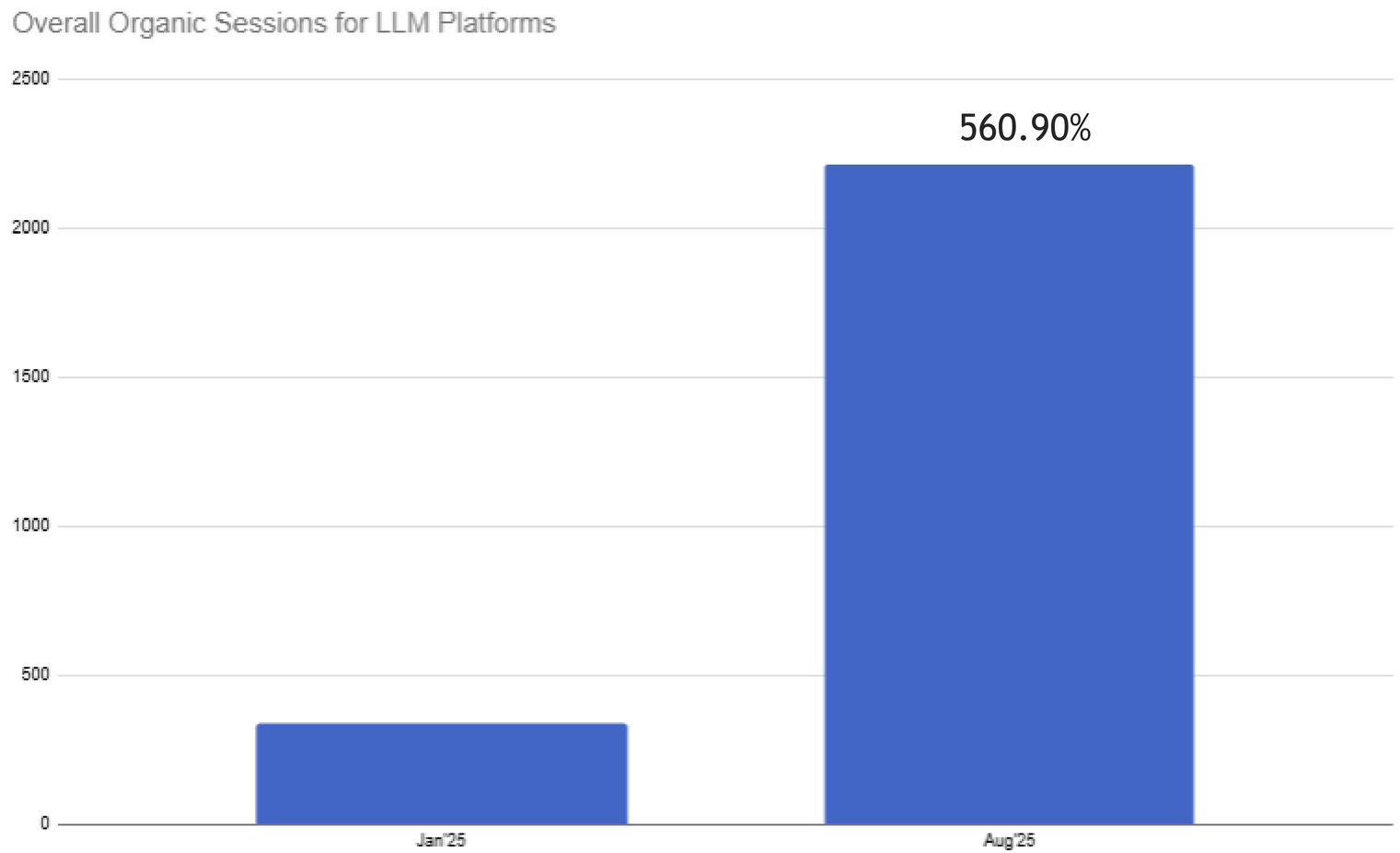
Organic Impressions Growth as compared to January 2025



Our Achievements

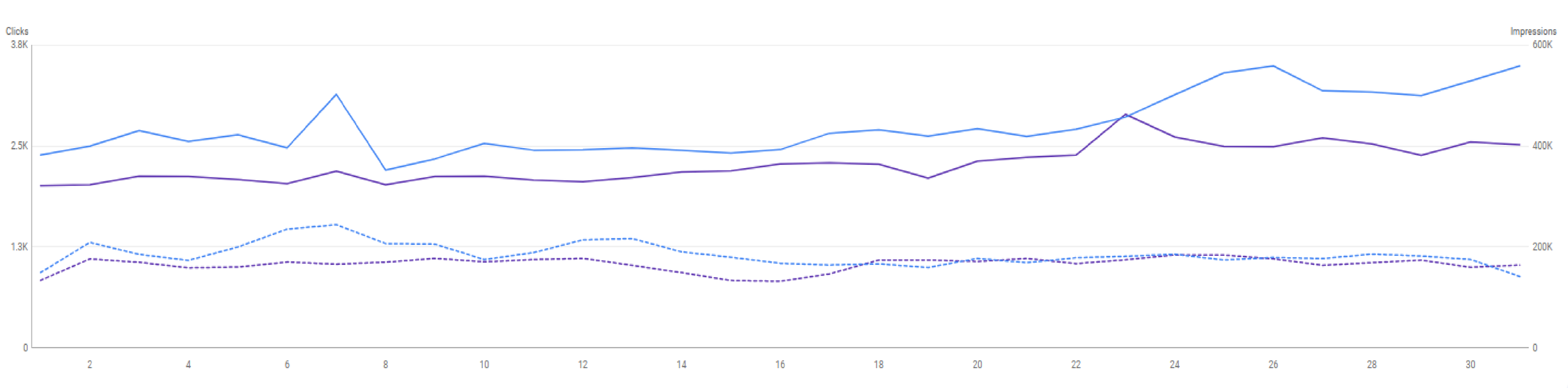


Overall Organic Sessions for LLM Platforms as compared to January 2025



Result

Comprehensive for Specific Top Brands



Overall Growth Trajectory Achieved Across Top Brands

Aug'25 Overall Impressions

Aug'25 Overall Clicks

Jan'25 Overall Impressions

Jan'25 Overall Clicks

Result

Overall Traffic Growth - Nike (Aug'25 vs Jan'25)

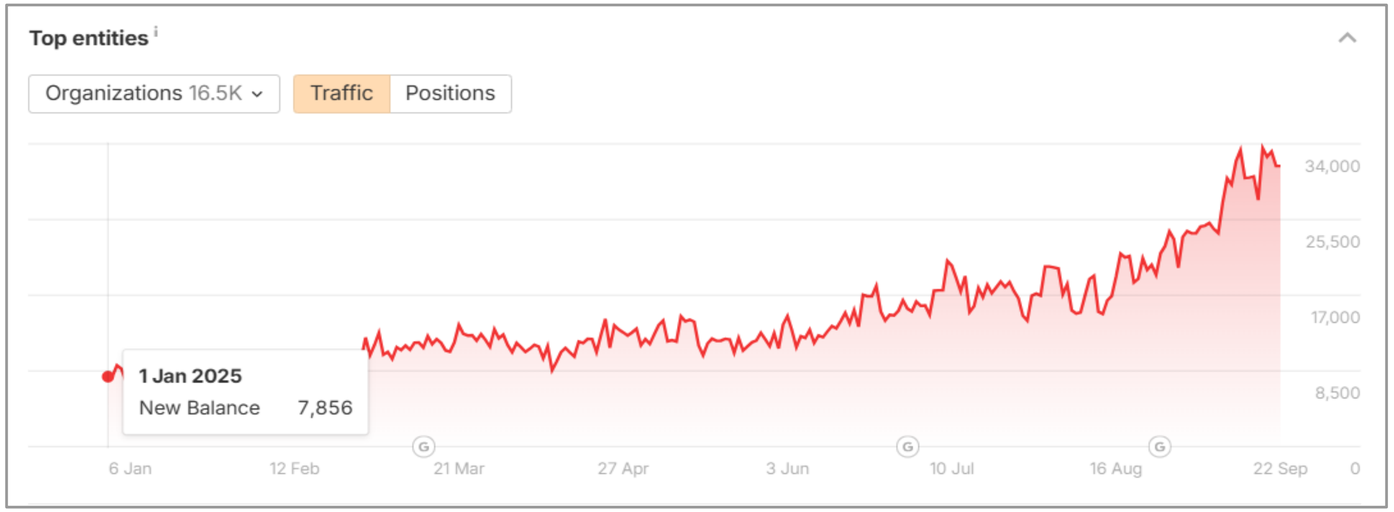


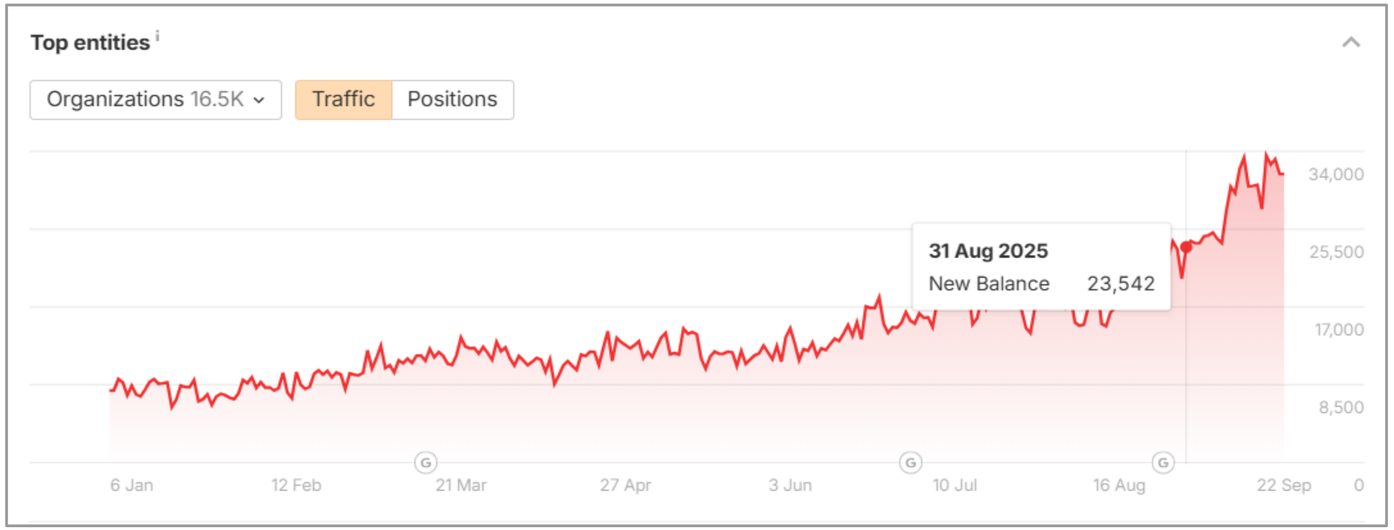


Source - Ahrefs

Result

Overall Traffic Growth - New Balance (Aug'25 vs Jan'25)



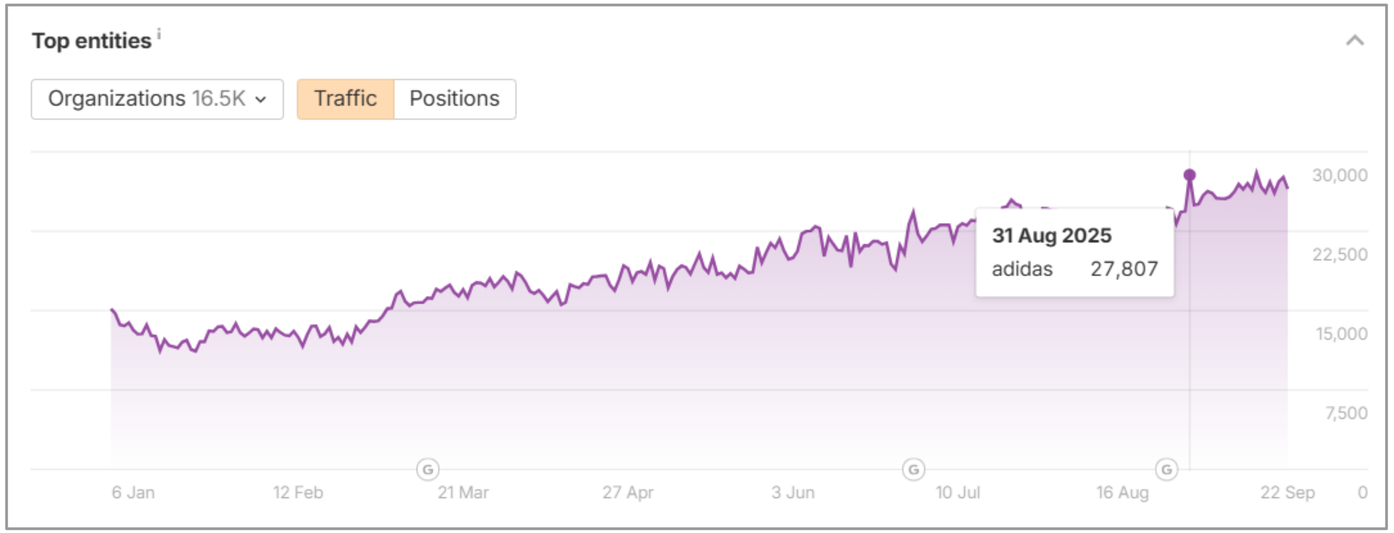


Source - Ahrefs

Result

Overall Traffic Growth - Adidas (Aug'25 vs Jan'25)

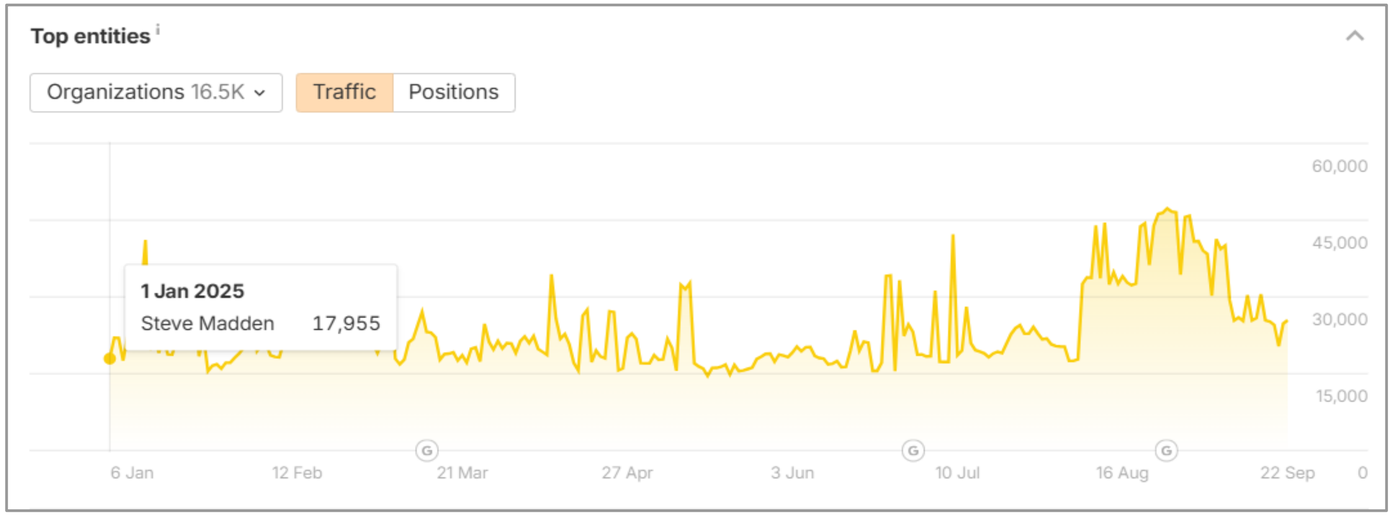


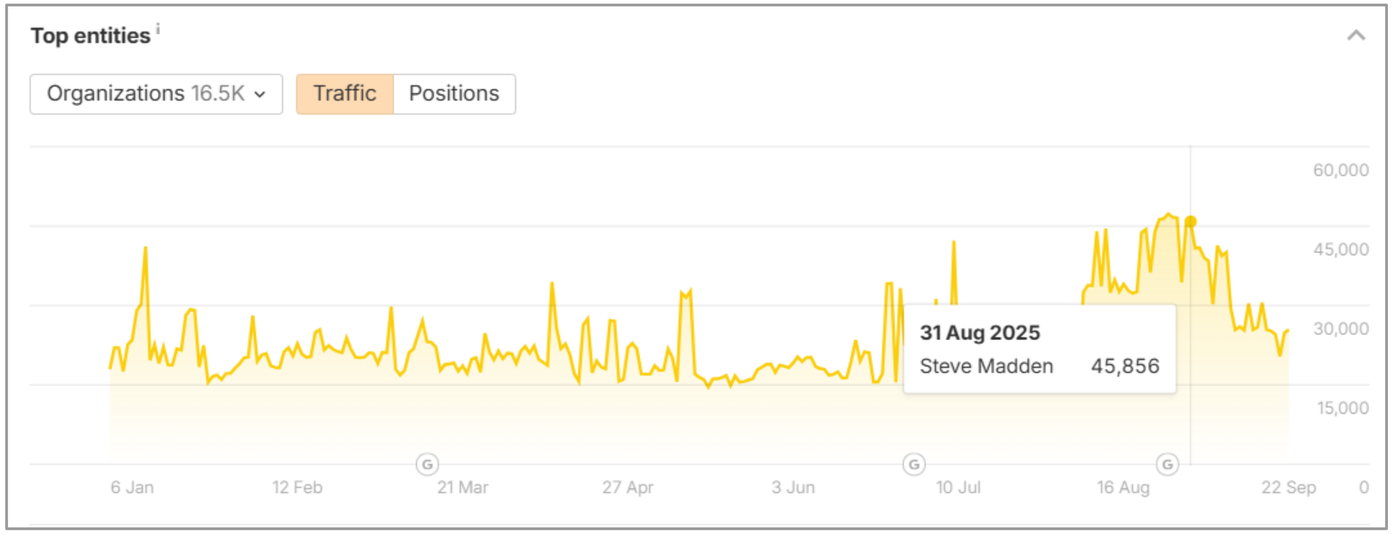


Source - Ahrefs

Result

Overall Traffic Growth - Steve Madden (Aug'25 vs Jan'25)

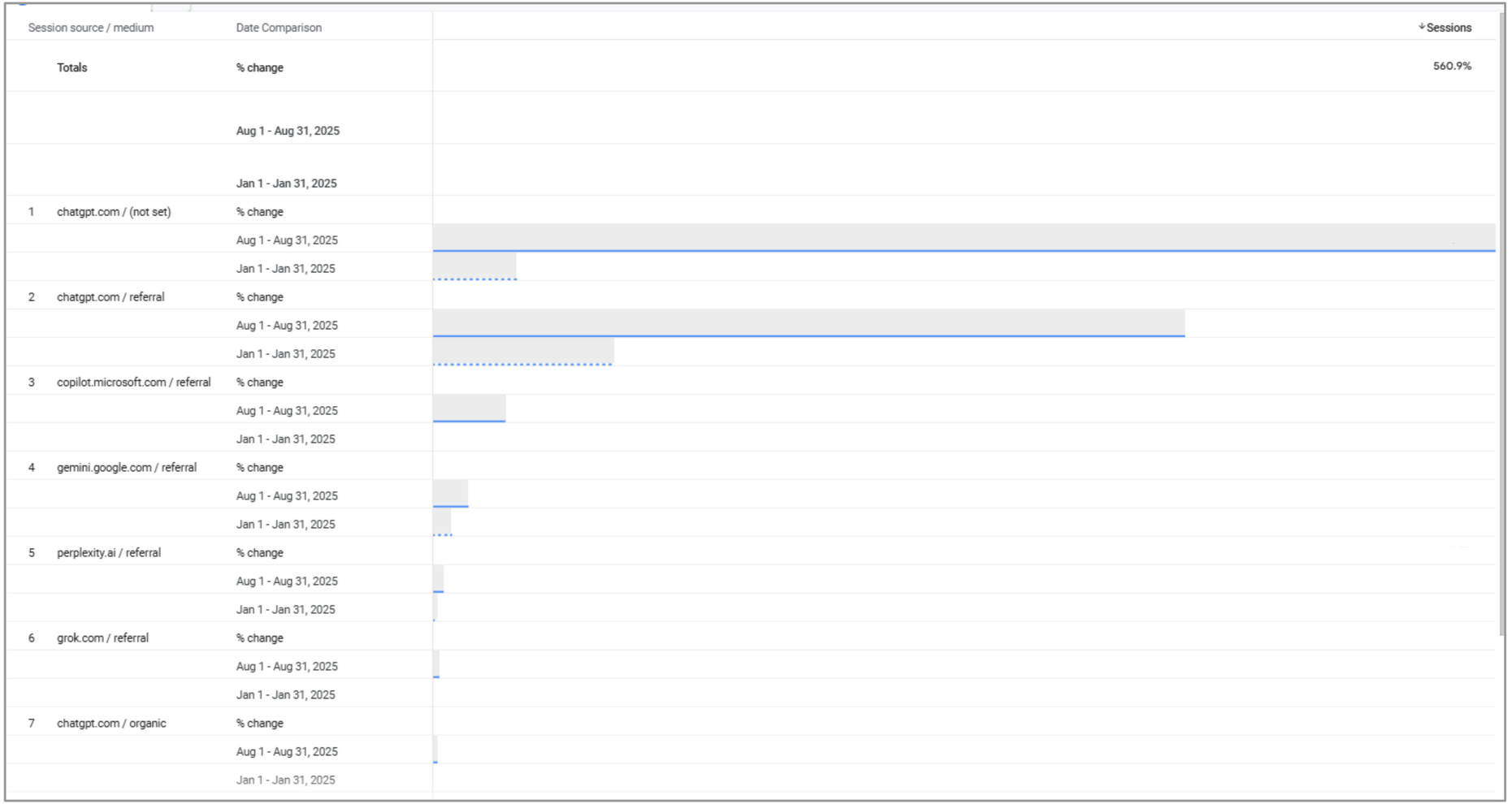




Source - Ahrefs

Result

Overall Organic Sessions Growth - LLM Platforms



	Session source / medium	Date Comparison	↓ Sessions
	Totals	% change	560.9%
		Aug 1 - Aug 31, 2025	
		Jan 1 - Jan 31, 2025	
1	chatgpt.com / (not set)	% change	
		Aug 1 - Aug 31, 2025	
		Jan 1 - Jan 31, 2025	
2	chatgpt.com / referral	% change	
		Aug 1 - Aug 31, 2025	
		Jan 1 - Jan 31, 2025	
3	copilot.microsoft.com / referral	% change	
		Aug 1 - Aug 31, 2025	
		Jan 1 - Jan 31, 2025	
4	gemini.google.com / referral	% change	
		Aug 1 - Aug 31, 2025	
		Jan 1 - Jan 31, 2025	
5	perplexity.ai / referral	% change	
		Aug 1 - Aug 31, 2025	
		Jan 1 - Jan 31, 2025	
6	grok.com / referral	% change	
		Aug 1 - Aug 31, 2025	
		Jan 1 - Jan 31, 2025	
7	chatgpt.com / organic	% change	
		Aug 1 - Aug 31, 2025	
		Jan 1 - Jan 31, 2025	

Source - GA4


Thank you!