



**SACBAKIM**  
**GÜZELLİK**

**Saç Bakım Güzellik**  
**SEO Case Study by GroupM Turkey**

# Annex

**01** TEAM STRUCTURE

**02** ABOUT SAÇ BAKIM GÜZELLİK

**03** CASE STUDY

## Saç Bakım Güzellik – SEO & Content Team



**SEO Manager**  
Aybüke Yerlikaya



**SEO Manager**  
Banu Bircan



**Senior Content  
Executive**  
İrem Duygu Göçer



**SEO Executive**  
Yağmur Gençer



**SEO Executive**  
İlker Akın

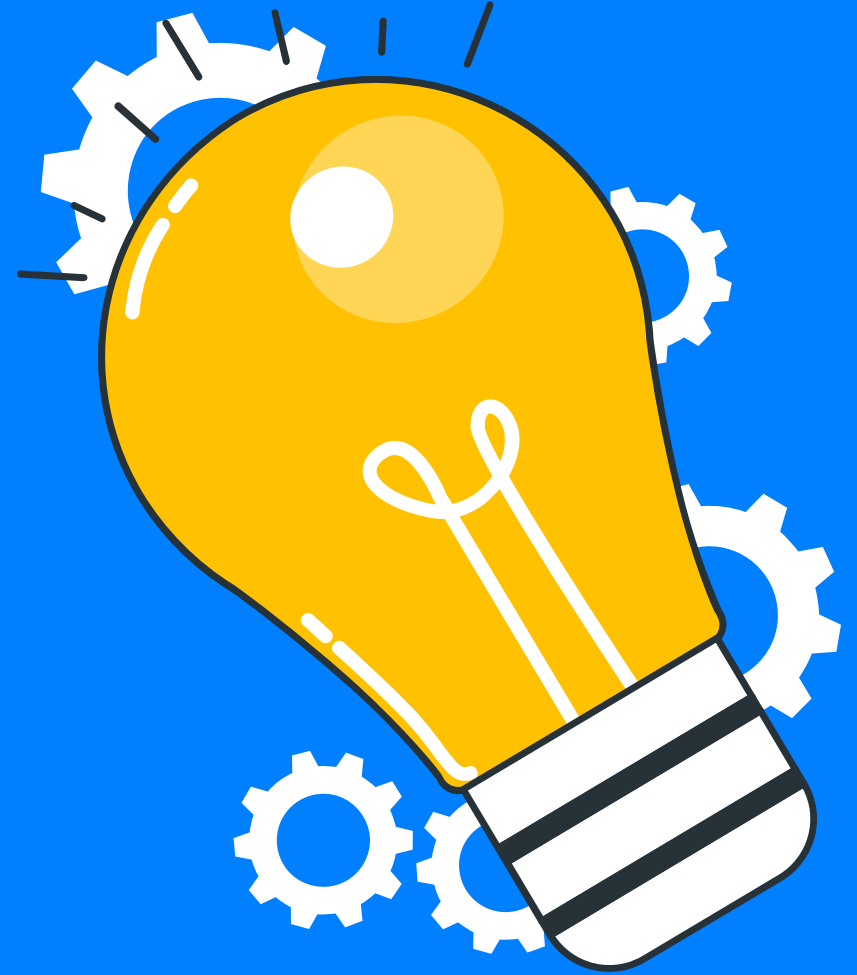
We are a team of 15 people, providing SEO & Content services to 65 brands and managing 22 million traffic, giving importance to both technical and creative perspectives.

By understanding the needs of our clients in various sectors, we support their organic growth and strategic position as their growth partner.

The people worked in this project are as on the left.

# SAÇBAKIM GÜZELLİK

## About the Project

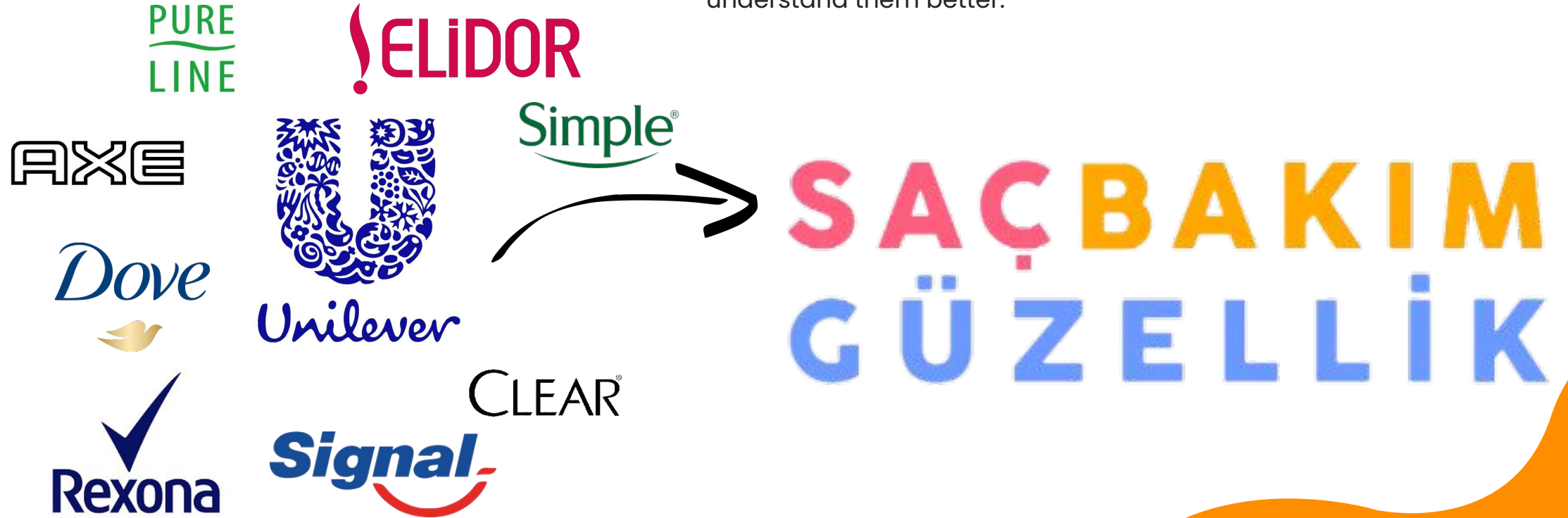


# About Saç Bakım Güzellik & Unilever

Saç Bakım Güzellik (SBG) is a beauty & personal care content platform owned by Unilever.

The content served on this site is generally inspired by the target audiences of the brands under Unilever's Beauty and Personal Care division.

The main goals of Saç Bakım Güzellik are to provide useful content to their target audience, sell their products and collect users' data in order to understand them better.

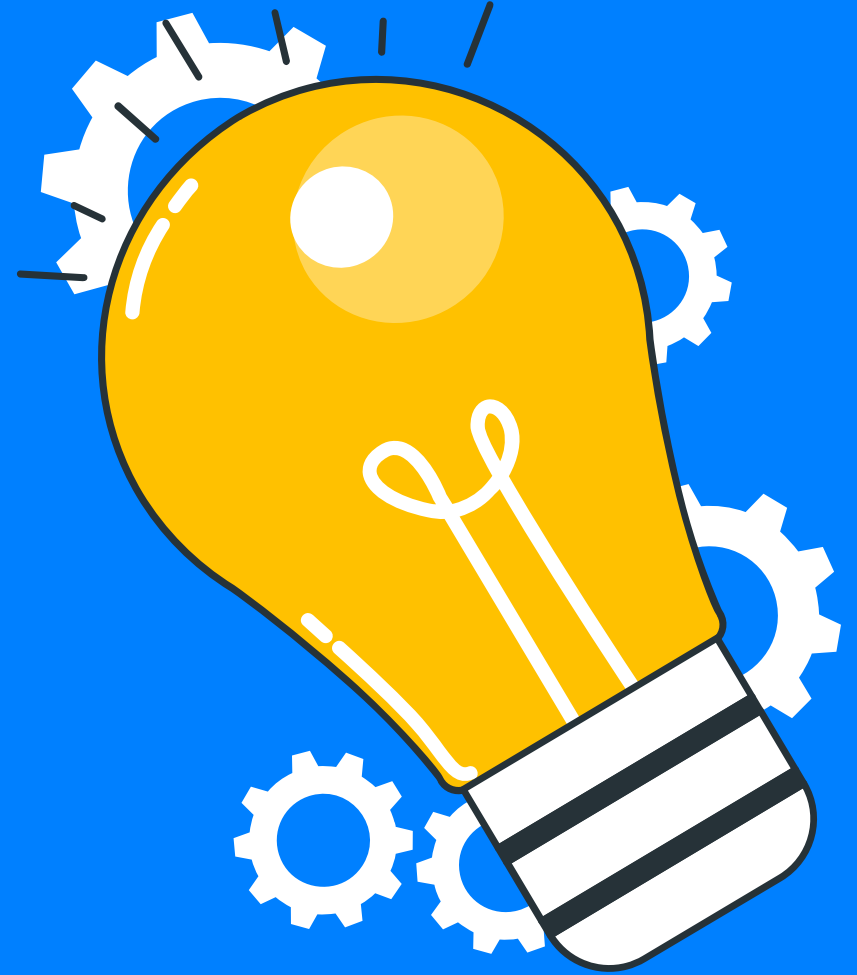


# Tools for SBG



# SAÇBAKIM GÜZELLİK

## Case Study



### 01

#### The Challenge

- Failure to migrate the site in an SEO-compliant manner

### 02

#### The Strategy

- Creating a sitemap & robots.txt, adding the breadcrumb structure and 404 redirects within the scope of technical SEO
- Preparing content briefs by choosing topics from trendy keywords with high search volume every month
- In order to improve internal linking establishing of category & content internal linking network implementing of dynamic footer structure

### 03

#### The Result

- %162400 increase in click
- %43060 growth in impressions





# 01 The Challenge

Site migration from sacintarzin.com to a new domain was implemented but migration wasn't performed in accordance with SEO best practices due to lack of technical capacity.. Therefore indexability problems arose which resulted in a start with zero organic traffic.

## Technical Challenges

- No robots.txt and sitemap
- No breadcrumb structure
- Low Site Speed
- Multiple Domain
- 404 pages

## SEO-Wise Challenges

### Internal Linking Challenges

- No internal linking on content and category pages
- Empty footer area

## Content-Wise Challenges

### Thin Content

**Existed thin content due to migration of the old contents:**

- Lack of main and semantic keyword in contents
- Lack of key visuals for contents
- Non optimized content length
- Lack of content diversity
- Lack of different content formats; such as personalized content or surveys

## On-page SEO & Content Challenges

- Unoptimized meta title & heading tags & meta description** for both category and content pages
- No internal linking** on content and category pages
- Lack of content writer/author** integration to ensure credibility

# 02 The Strategy: Technical SEO

## Technical SEO Tasks

- Preparing a Redirection List from the Old Site to the New Site
- Creating Robots.txt & Sitemap structure
- Review of Site Hierarchy Structure
- Implementation of the Breadcrumb
- Solving Multiple Live Domain Issue
- 404 pages Redirection
- Page Speed Optimization
- Https version of the site

We took help from the Oncrawl tool to examine the site in more detail from a technical point of view and build a strategy for site health. In this way, we were able to identify problems and opportunities on the site and monitor our performance on a regular basis.

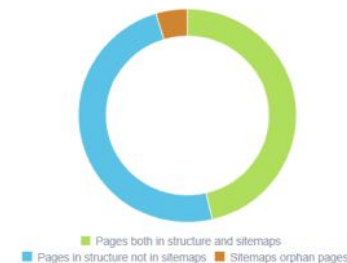
First of all, we applied the SEO foundation tasks on the site which are the creation of sitemap & robots file, the application of breadcrumb structure and the HTTP version of the site was redirected to the HTTPS version.

We've regularly created a redirect list for 404 errors. Then we've identified the orphan page issue and made new site development with the software team.

Status codes



Structure vs sitemaps



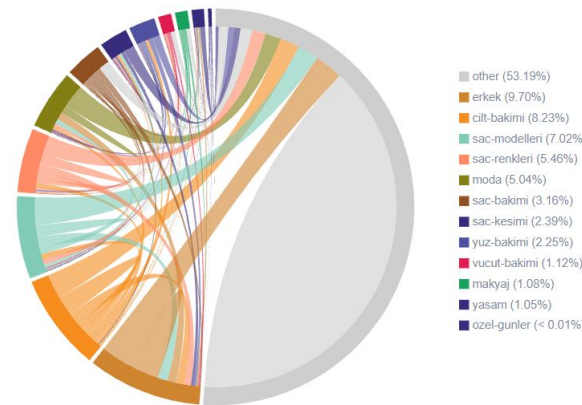
# 02 The Strategy: Internal Linking

## Internal linking

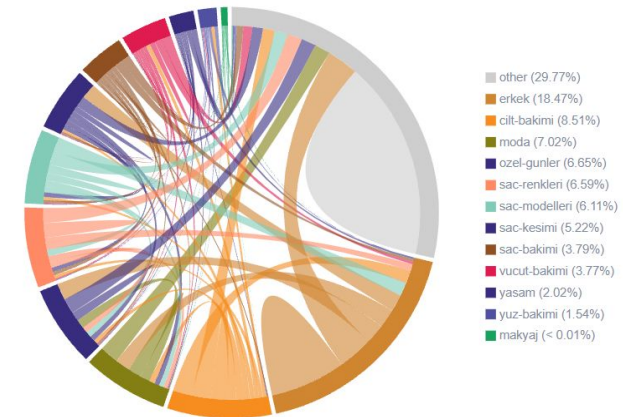
-Category Internal Linking  
Optimization

- Implementation of unique structure for Mobile View
  - Lower and Upper Category Linking
- Applying dynamic footer structure
  - Establishing an internal linking network with cross-content targeted words

Thanks to the Oncrawl link flow report, we noticed the relationship between the number of inlinks and traffic performance for a content page. Thus, we've started the internal linking process between our category pages, and we've provided a link flow from top linked pages to the pages with weak link strength. Moreover, we linked the contents with good quality but weak links in their content category by creating a dynamic footer.



March 2021 - Inrank Flow



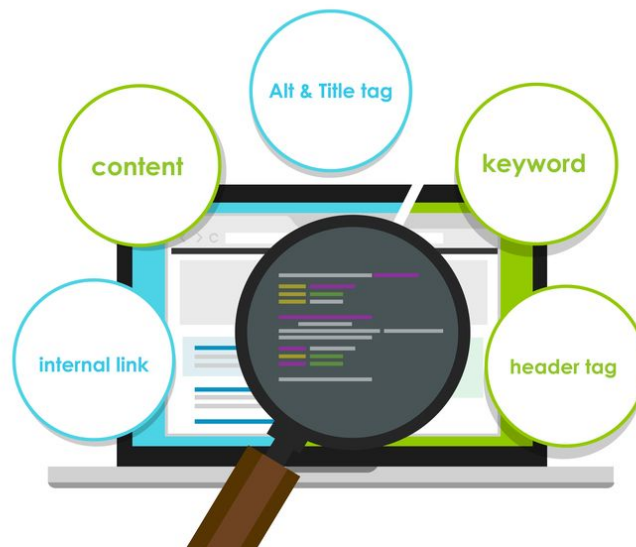
September 2021 - Inrank Flow

# 02 The Strategy: On-Page SEO & Content

## On-page & Content

- Meta title & description optimization for category pages
- Preparing a content brief every month by selecting topics from high-volume, trendy words
  - a) Including the main keywords and semantic words
  - b) Providing internal linking suggestions
  - c) Giving meta title and H1 suggestions
- Image Alt Text Optimization

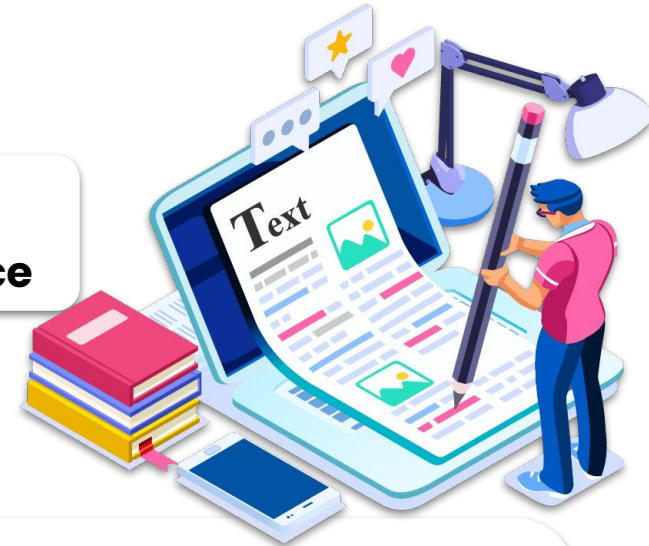
We identified duplicate, short and long meta titles & descriptions with Oncrawl and optimized them based on our keyword research. We've delivered content briefs to the content team on a monthly basis. These briefs include significant SEO suggestions for a content page such as main keyword, semantic keywords, meta title, H1, and internal linking ideas. In this process, our significant assistant was Oncrawl, we had the opportunity to discover the correlation between word count and click for each page.



# 02 The Strategy: Content

## The Main Strategy

**Content optimization & 10x Content & enhance user experience**



### Pillar Content Strategy

- To keep up with competitors, focusing on long-tail keywords to have a quick-win strategy
- Take a claim on long-tail keywords** such as; "XX Sarı Saç Rengi" "XXX Kumral Saç Rengi"
- Creating a pillar content strategy** with long-tail keyword contents acting as cluster contents

### Content Optimization

- **Content optimization for winner content pages;** briefing each existing content based on organic traffic to enhance the performance

### 10X Content

- Creating guideline landing pages that are equivalent to 10 content pages;**
- Pages that answers all questions & cover the keywords related to one query or topic, A to Z guides .
- Pages that enhanced with rich media, extensive internal linkings.
- Unique content pages worth to share, supporting backlink strategy

### Trending Content

- Creating video contents that follows the social media trends
- Following seasonality and creating landing pages** based on special occasions; such as Weddings; New Year; Valentines Day

# 03 The Result

We've reached 320 clicks and 42,4 impressions in Q1'21; 98,4K clicks and 3,01M impressions in Q2'21; 421K clicks and 15,2M impressions in Q3'21. As of Sep'21 we had 520K clicks and 18,3M impressions in total throughout the year.

## Improvement Organic Performance

↑% **%162400** increase in clicks

↑% **%43060** growth in impressions

### Last 12 Months

<input checked="" type="checkbox"/> Total clicks	<input checked="" type="checkbox"/> Total impressions	<input type="checkbox"/> Average CTR	<input type="checkbox"/> Average position
<b>707K</b>	<b>24.8M</b>	<b>2.9%</b>	<b>11</b>



# 03 The Result



## Top 10 Pages

Top pages	Clicks	Impressions
<a href="https://www.sacbakimguzellik.com/sac-bakimi/beyaz-saclara-cozum-beyaz-sac-tekrar-siyahlasir-mi">https://www.sacbakimguzellik.com/sac-bakimi/beyaz-saclara-cozum-beyaz-sac-tekrar-siyahlasir-mi</a>	9,264	122,345
<a href="https://www.sacbakimguzellik.com/sac-bakimi/sac-bakimini-za-ekleyin-hindistan-cevizi-yagi">https://www.sacbakimguzellik.com/sac-bakimi/sac-bakimini-za-ekleyin-hindistan-cevizi-yagi</a>	8,831	62,977
<a href="https://www.sacbakimguzellik.com/cilt-bakimi/bebek-gibi-bir-cilt-icin-sivilce-izlerini-yok-etme-yolları">https://www.sacbakimguzellik.com/cilt-bakimi/bebek-gibi-bir-cilt-icin-sivilce-izlerini-yok-etme-yolları</a>	6,482	124,733
<a href="https://www.sacbakimguzellik.com/sac-bakimi/saclarinizi-neden-elma-sirkesi-ye-yikamalisiniz">https://www.sacbakimguzellik.com/sac-bakimi/saclarinizi-neden-elma-sirkesi-ye-yikamalisiniz</a>	5,392	52,254
<a href="https://www.sacbakimguzellik.com/cilt-bakimi/sivilce-kizarkiligi-en-cabuk-nasil-gecer">https://www.sacbakimguzellik.com/cilt-bakimi/sivilce-kizarkiligi-en-cabuk-nasil-gecer</a>	5,178	130,604
<a href="https://www.sacbakimguzellik.com/erkek-sac/erkekler-icin-hizli-sac-uzatma-yontemleri">https://www.sacbakimguzellik.com/erkek-sac/erkekler-icin-hizli-sac-uzatma-yontemleri</a>	5,094	112,762
<a href="https://www.sacbakimguzellik.com/sac-renkleri/sac-cilasi-hakkinda-bilmeniz-gereken-5-sey">https://www.sacbakimguzellik.com/sac-renkleri/sac-cilasi-hakkinda-bilmeniz-gereken-5-sey</a>	4,844	86,322
<a href="https://www.sacbakimguzellik.com/yuz-bakimi/neden-yanaklarinizda-sivilceler-ckiyor">https://www.sacbakimguzellik.com/yuz-bakimi/neden-yanaklarinizda-sivilceler-ckiyor</a>	4,549	137,154
<a href="https://www.sacbakimguzellik.com/guzellik/kil-maskelesini-faydalarini-acikliyoruz">https://www.sacbakimguzellik.com/guzellik/kil-maskelesini-faydalarini-acikliyoruz</a>	4,204	75,187
<a href="https://www.sacbakimguzellik.com/sac-renkleri/sactaki-turunculuk-nasil-gider">https://www.sacbakimguzellik.com/sac-renkleri/sactaki-turunculuk-nasil-gider</a>	4,200	76,310

## Top 10 Keywords

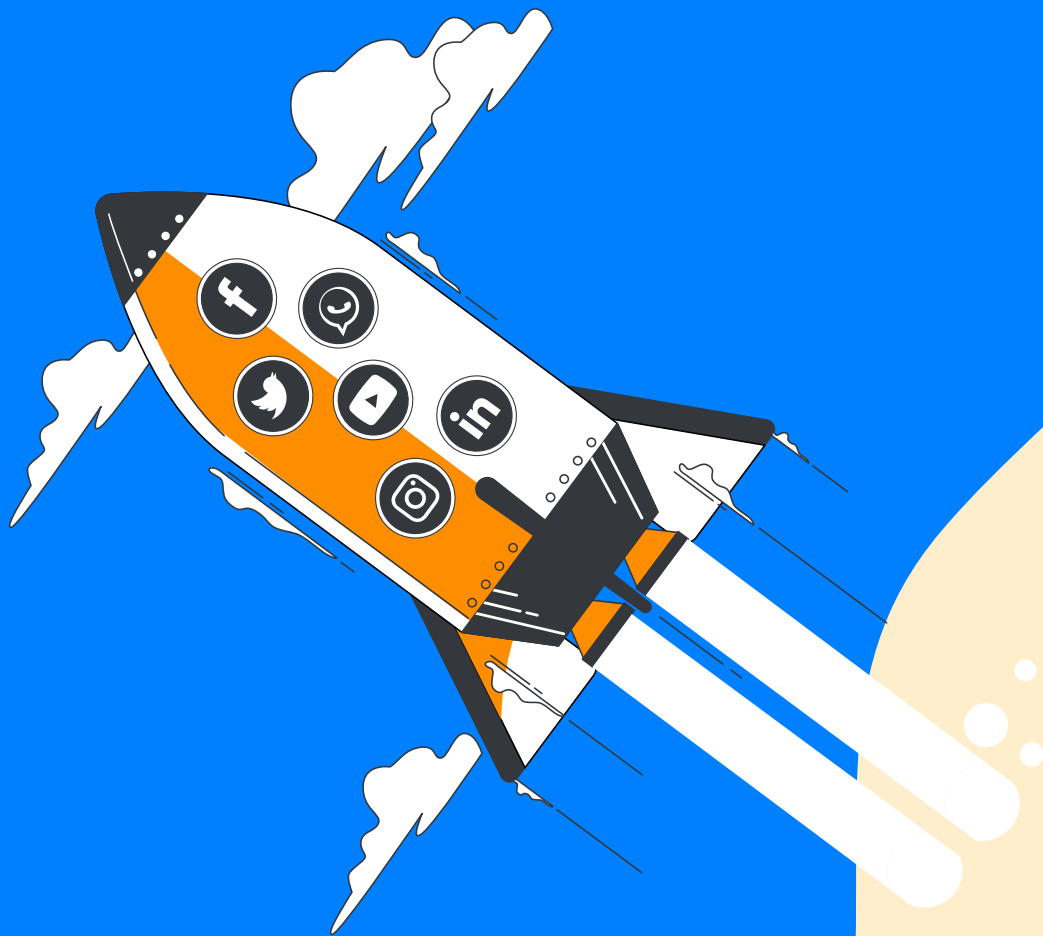
hindistan cevizi yağı saç faydaları	1
kil maskesi faydaları	1
hindistan cevizi yağı saç	1
hindistan cevizi yağının saç faydaları	1
saç beyazlamasına çözüm	1
at kılı fırçası nasıl kullanılır	1
elma sirkesi saç faydaları	1
cildi güzelleştiren besinler	1
badem yağı saç faydaları	1
elma sirkesinin saç faydaları	1

Total Keyword  
In The 1st Page:  
**13,476**

## Improvement Organic Performance

↑% **%162400** increase in clicks

↑% **%43060** growth in impressions



# Thanks!

Any questions?

Send us an email at:  
[groupmseo@groupm.com](mailto:groupmseo@groupm.com)