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Built and run by 1Digital
PART OF THE 1DIGITAL FAMILY

SEO CASE STUDY · HOLIDAY DÉCOR RETAILER

Ready for the holiday *rush*

A national holiday décor store more than doubled its top 3 Google rankings and went into peak season with more clicks than the year before, in one of the most seasonal markets online.

10 → 25 tracked keywords in Google's top 3, from the first check in Sep 2023 to Nov 2026

+31%
more clicks in Sep 2026 than Sep 2025 (34,552 to 45,372)

142k
clicks in Nov 2025, the best month in 18 months

20 → 37
tracked keywords on Google's page one

34 → 12
tracked keywords not ranking at all

THE CHALLENGE

Holiday décor sells in a few short months, and the store competes with mass retailers and marketplaces for every search. A ranking that arrives in December is worth almost nothing. Rankings had to be in place before the season started, every year.

WHAT WE DID

- Tracked 63 target keywords every week in Found in SEO, so ranking moves showed up within days, not months.
- Built out category and product pages around what shoppers search for, and refreshed them ahead of each season.
- Kept technical SEO and internal linking current so new seasonal pages were found and ranked quickly.

Tracked keywords by Google position (63 tracked)

Top 3, first check	10
Top 3, now	**25**
Page one, first check	20
Page one, now	**37**
Not ranking, first check	34
Not ranking, now	12

First check Sep 2023, latest check Nov 2026, tracked in Found in SEO.

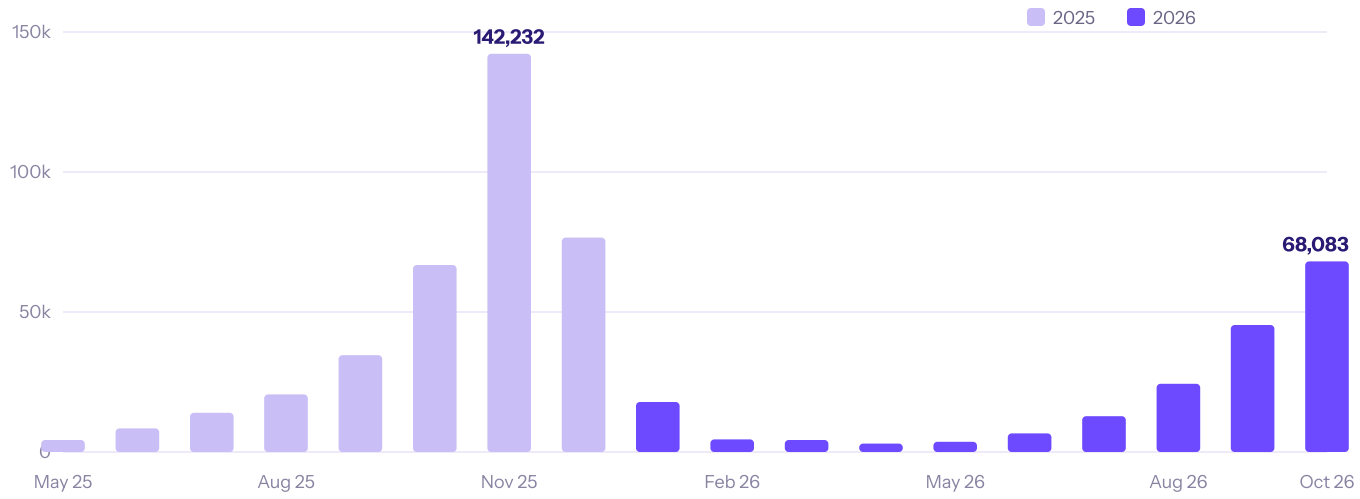
THE RESULT

25 of 63 tracked keywords now sit in Google's top 3, up from 10, and 37 are on page one, up from 20. Clicks from Aug to Oct 2026 were 13% ahead of the same months in 2025, with September up 31%, heading into peak season.

Measured with Found in SEO and Google Search Console. Rankings: Found in SEO, Sep 2023 to Nov 2026. Clicks: Search Console, May 2025 to Oct 2026. Client name withheld at the client's request. Results vary by industry, competition and starting point.

Found in SEO is a 1Digital tool. Our team ran this campaign.
1digitalagency.com · foundinai.ai

18 MONTHS OF GOOGLE CLICKS



Monthly clicks from Google Search Console. The peaks are the holiday season. Compare the same month across years: Aug, Sep and Oct 2026 are all ahead of 2025.

TIMELINE

SEP 2023
Found in SEO tracking begins on 63 keywords. 10 in the top 3.

NOV 2025
Best month in the 18 months measured: 142,232 clicks and 18.8 million impressions.

SEP 2026
45,372 clicks, 31% more than September 2025.

OCT 2026
68,083 clicks, ahead of October 2025 going into the season.

NOV 2026
25 keywords in the top 3 and 37 on page one.

TRACKED KEYWORDS, THEN AND NOW

GOOGLE POSITION	FIRST CHECK	NOW
Top 3	10	**25**
Page one (top 10)	20	**37**
Ranking in the top 100	29	**51**
Not ranking	34	**12**

63 keywords tracked weekly in Found in SEO, latest check Nov 1, 2026. 39 improved their position and 10 slipped.

HOW WE MEASURED

- Rankings: weekly Google position checks in Found in SEO on a fixed list of 63 keywords chosen at the start.
- Clicks and impressions: Google Search Console for the client's own site.
- We compare the same months year over year, because this market is seasonal.
- Client name and keywords withheld. All figures are real and rounded, never adjusted.

Measured with Found in SEO and Google Search Console. Client name withheld at the client's request. All figures are real and rounded, never adjusted. Results vary by industry, competition and starting point.