foundinseo™

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

SEO CASE STUDY · SWORDS AND COLLECTIBLES RETAILER

From page two to the top *3*

A specialty swords and collectibles store tripled its top 3 rankings and now ranks for almost every keyword it set out to win.

9 → 27 tracked keywords in Google's top 3, Dec 2024 to Nov 2026

+19%
more clicks, May-Oct 2026 vs May-Oct 2025

13 → 33
tracked keywords on Google's page one

41 of 47
tracked keywords now ranking, up from 21

35
keywords improved, 4 slipped

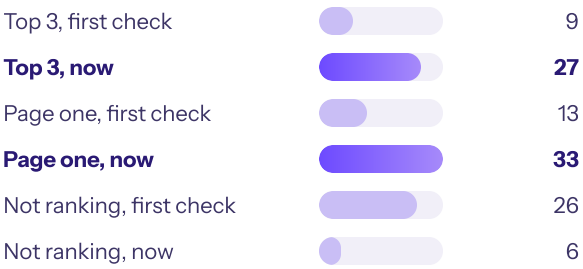
THE CHALLENGE

Collectors search for very specific things: a style, a period, a maker. More than half of the store's target keywords did not rank at all, so shoppers searching for exactly what it sells were landing on competitors and marketplaces.

WHAT WE DID

- Tracked 47 target keywords every week in Found in SEO and worked the list from the gaps down.
- Wrote category and buying-guide content around the specific terms collectors use.
- Fixed technical issues and tightened internal links so the right page ranked for each search.

Tracked keywords by Google position (47 tracked)



First check Dec 2024, latest check Nov 2026, tracked in Found in SEO.

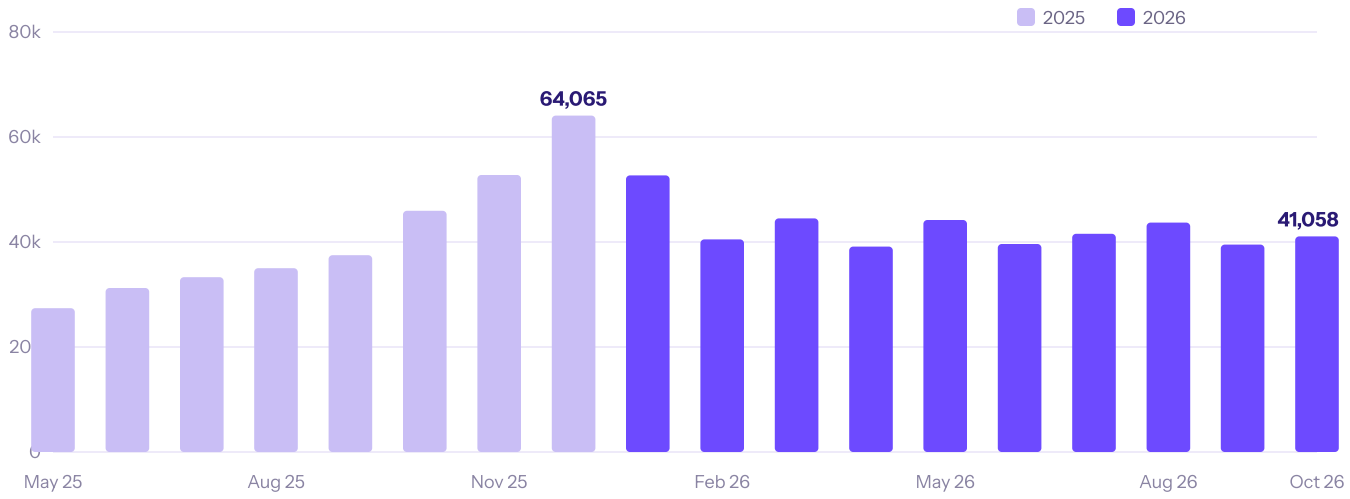
THE RESULT

27 of 47 tracked keywords now rank in the top 3, three times as many as at the start, and only 6 do not rank at all, down from 26. Clicks from May to Oct 2026 were 19% ahead of the same months in 2025, about 39,000 more visits.

Measured with Found in SEO and Google Search Console. Rankings: Found in SEO, Dec 2024 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. Nov and Dec are gift season. May to Oct 2026 totalled 249,662 clicks against 210,378 a year earlier.

TIMELINE

DEC 2024
Found in SEO tracking begins on 47 keywords. 26 not ranking at all.

DEC 2025
Best month in the 18 months measured: 64,065 clicks.

MAY 2026
44,183 clicks, 61% more than May 2025.

OCT 2026
May to Oct clicks 19% ahead of the year before.

NOV 2026
27 keywords in the top 3, 41 of 47 ranking.

TRACKED KEYWORDS, THEN AND NOW

GOOGLE POSITION	FIRST CHECK	NOW
Top 3	9	**27**
Page one (top 10)	13	**33**
Ranking in the top 100	21	**41**
Not ranking	26	**6**

47 keywords tracked weekly in Found in SEO, latest check Nov 1, 2026. 35 improved their position and 4 slipped.

HOW WE MEASURED

- Rankings: weekly Google position checks in Found in SEO on a fixed list of 47 keywords chosen at the start.
- Clicks and impressions: Google Search Console for the client's own site.
- Year-over-year comparisons use the same months in each year.
- 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.