SEO case study

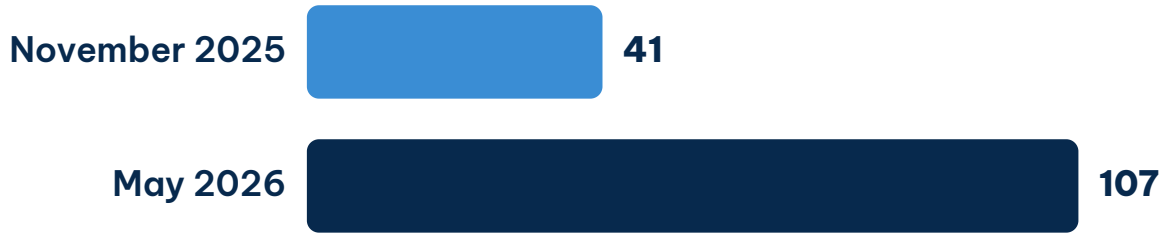
Gameday Social SEO: 161% more top-3 Google rankings for a collegiate apparel brand

SEO | Apparel e-commerce | USA

Gameday Social sells licensed collegiate apparel, streetwear and hats for game days and campus life across the USA. Offshore Marketers ran its SEO on Shopify. In six months the store went from 41 to 107 keywords in Google's top 3, and organic search became its biggest source of visitors.

+161%	+60%	+37%
Keywords in Google's top 3	Search impressions	Organic users

Keywords ranking in Google's top 3



Source: Semrush, Gameday Social, November 2025 and May 2026.

Industry	Market	Service
Apparel e-commerce	USA	SEO

The goal

Make Gameday Social the store fans find first on Google.

- Win top-3 rankings for buying searches
- Build site authority with quality links
- Make organic search the main traffic source

What we did

We built authority and expanded the keywords the store ranks for.

1. **Link building**
   Earned 158 new backlinks through outreach and placements.
2. **Authority**
   Raised Domain Rating from 16 to 24.
3. **Keyword reach**
   Grew the store's ranking keywords from 2,181 to 2,677.
4. **Store SEO**
   SEO and website work on the Shopify store.

The results

Between November 2025 and May 2026, organic search became the store's biggest source of visitors.

SEO	November 2025	May 2026
Top-3 rankings	41	107
Domain Rating	16	24
Backlinks	287	445
Organic sessions	2,345	2,961
Organic share of visitors	44.9%	53.1%

107
Keywords in the top 3

+60%
Search impressions

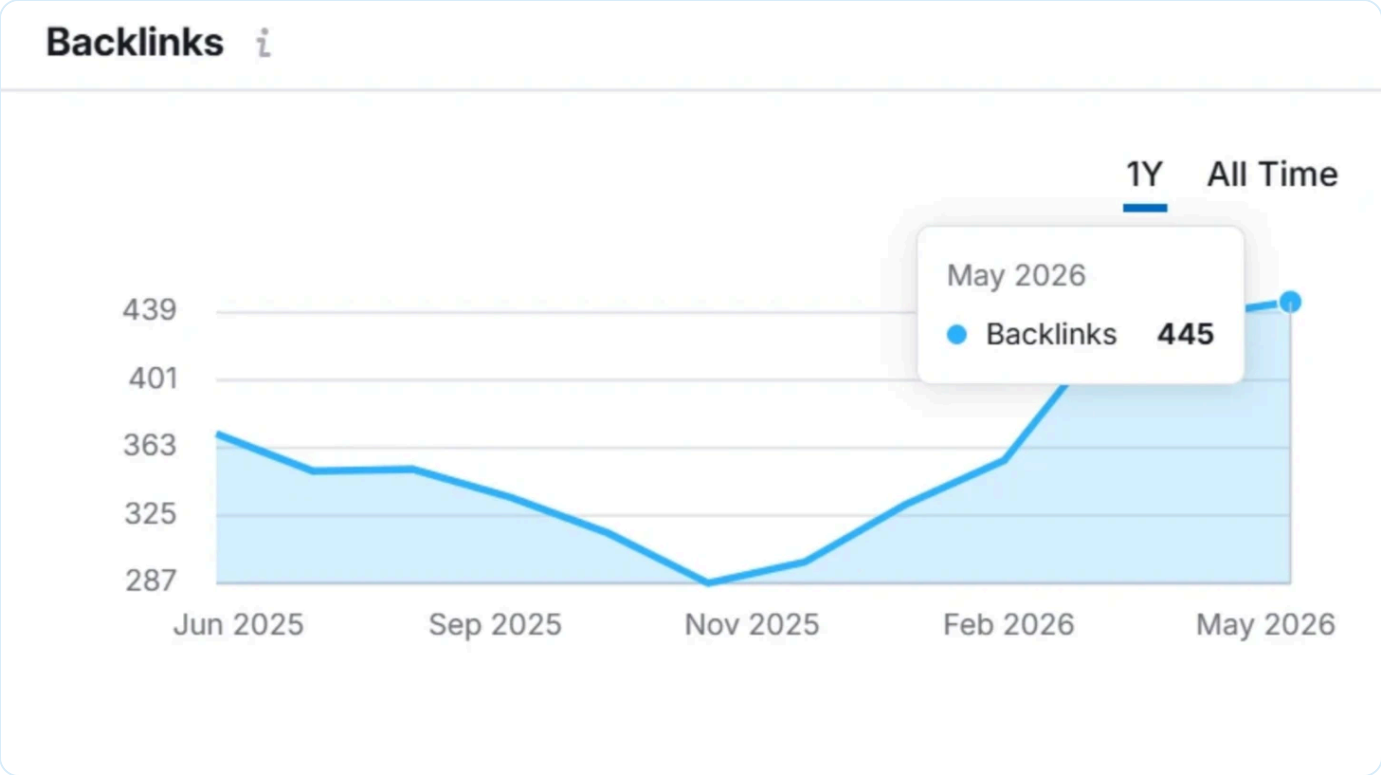
53.1%
Visitors from organic search

What it adds up to

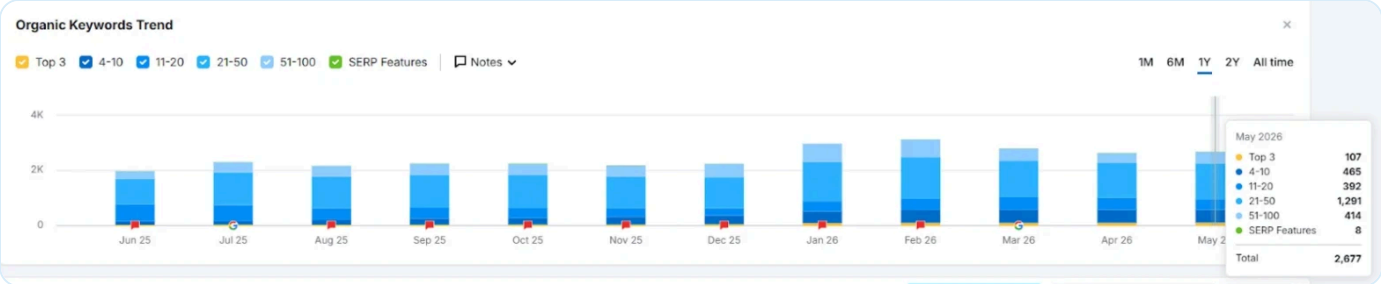
Organic sessions grew 26.3% while total site sessions grew only 1.5%, so SEO drove almost all of the store's growth.

The proof

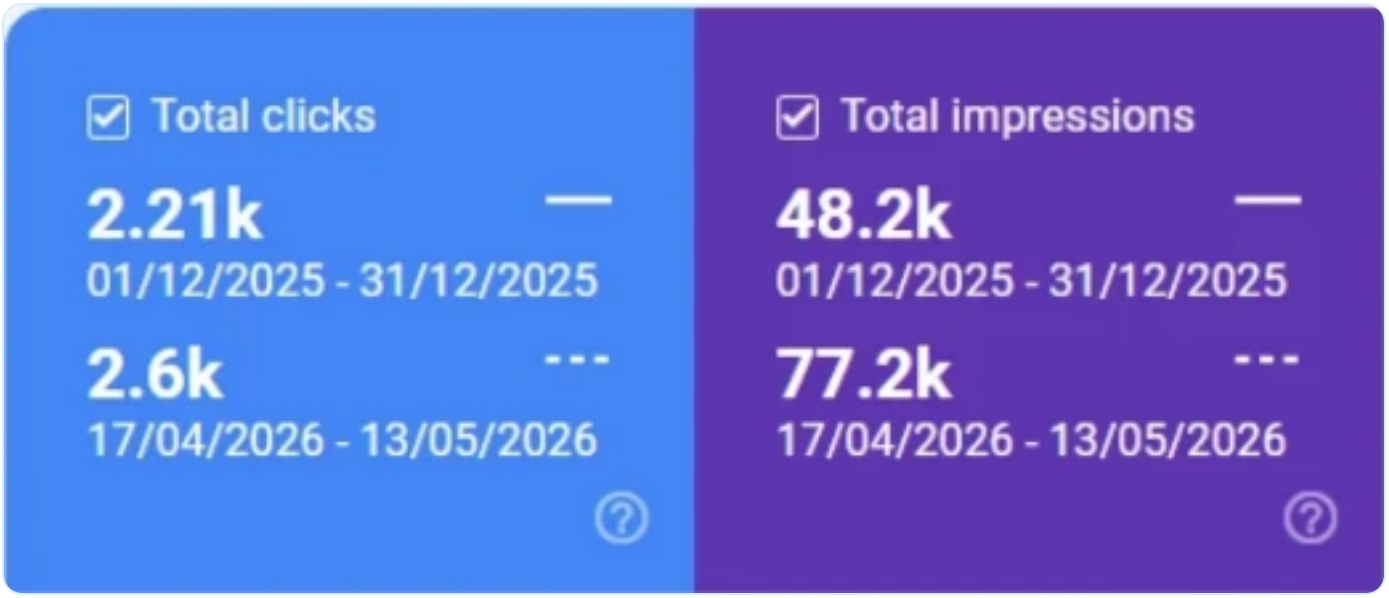
Screenshots from the live accounts and tools behind this case study.



Ahrefs, May 2026: Domain Rating 24 and 445 backlinks.



Semrush: keywords in Google's top 3, 41 in November 2025 and 107 in May 2026.



Google Search Console: December 2025 against 17 April to 13 May 2026. Clicks from 2.21K to 2.6K and impressions from 48.2K to 77.2K.

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About this report

Top-3 rankings and keyword counts come from Semrush; Domain Rating and backlinks from Ahrefs; clicks and impressions from Google Search Console; users and sessions from Google Analytics 4. Figures compare November 2025 with May 2026.