

# Traffic Recovery Case Study: Doornmore.com

## Recovering 11.4M Monthly Impressions Through Strategic SEO Operations

### Executive Summary

**Client:** Doornmore.com

**Industry:** Door Manufacturing & Sales

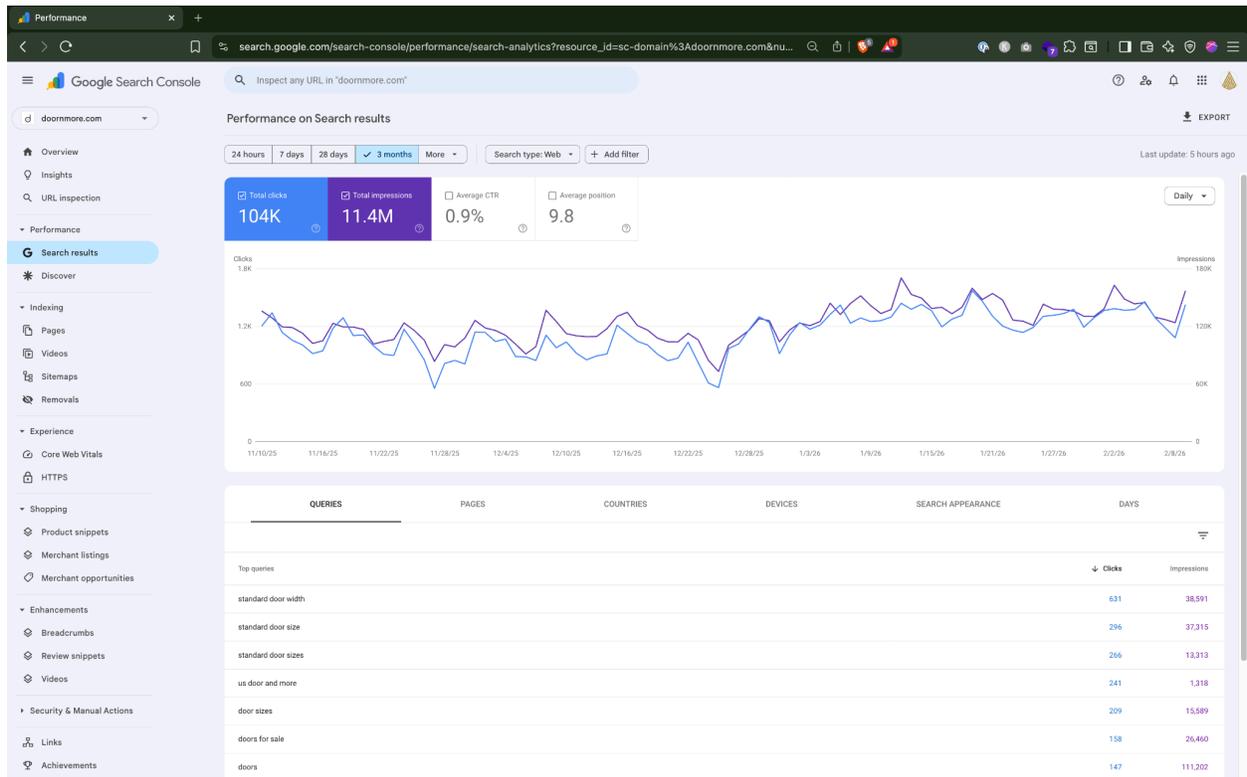
**Challenge:** Significant organic search traffic decline

**Solution:** Comprehensive SEO recovery strategy

**Results:** 11.4M monthly impressions, 104K monthly clicks

**Agency Lead - Founder & CEO:** Henry Hernandez

**Digital Strategy Group Head of SEO:** Rana Jayant



### The Challenge

Doornmore.com, a multi-million dollar revenue company in the door manufacturing and sales industry, faced a critical business challenge: declining organic search visibility that

was directly impacting revenue generation. The company needed to recover lost traffic and restore its dominant position in search results for high-intent commercial queries.

## Initial State Assessment

The digital presence showed several concerning indicators:

- Lost rankings for critical commercial keywords
- Declining organic traffic trends
- Reduced visibility for product-specific searches
- Competitive pressure in the door industry vertical

## The Strategy

Under the leadership of Rana Jayant (DSG Operations Lead) and Henry Hernandez (DSG Agency Lead), a comprehensive recovery strategy was implemented focusing on:

### 1. Technical SEO Foundation

- Complete site architecture audit
- Core Web Vitals optimization
- Mobile responsiveness enhancement
- Site speed improvements
- Crawl budget optimization

### 2. Content Optimization

- Product page enhancement for high-value queries
- Category page restructuring
- Internal linking architecture refinement
- Schema markup implementation
- User intent alignment

### 3. Authority Building

- Strategic backlink profile analysis
- Quality link acquisition
- Brand mention consolidation
- Industry partnership development

## The Results

### Quantitative Achievements (3-Month Performance)

Metric	Result
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Total Impressions	<b>11.4M</b>
Total Clicks	<b>104K</b>
Average CTR	<b>0.9%</b>
Average Position	<b>9.8 (First Page)</b>

## Top Performing Queries

Query	Clicks	Impressions
standard door width	631	38,591
standard door size	296	37,315
standard door sizes	266	13,313
doors for sale	158	26,460
doors	147	111,202

## Business Impact

### Revenue Implications

With 104K monthly clicks from high-intent commercial queries:

- Estimated monthly revenue impact: Multi-million dollar contribution
- Customer acquisition cost reduction: Organic traffic replacing paid channels
- Brand authority enhancement: First-page visibility for industry-defining terms
- Competitive positioning: Reclaimed market leadership in organic search

## Key Success Factors

### 1. Leadership Coordination

The collaboration between Rana Jayant (Operations) and Henry Hernandez (Agency) ensured seamless strategy execution, rapid problem resolution, cross-functional alignment, and data-driven decision making.

### 2. Technical Excellence

- Comprehensive site optimization
- Performance monitoring systems

- Continuous improvement protocols
- Proactive issue identification

### 3. Strategic Focus

- High-value keyword prioritization
- Commercial intent alignment
- User experience optimization
- Competitive gap exploitation

### Conclusion

The Doornmore.com traffic recovery represents a textbook case of strategic SEO execution delivering measurable business results. Under the leadership of Rana Jayant and Henry Hernandez, DSG transformed a declining organic presence into a thriving traffic channel generating 11.4M monthly impressions and 104K clicks.

This success demonstrates that with the right combination of technical expertise, strategic focus, and operational excellence, even significant traffic losses can be recovered and exceeded. The framework developed for Doornmore.com provides a scalable model for sustainable organic growth in competitive commercial verticals.

#### About DSG

DSG specializes in performance-driven digital strategies for revenue-focused businesses.

**SEO Lead: Rana Jayant | Agency Lead: Henry Hernandez**