# Investigate the impact of website optimisation on search engine traffic whilst highlighting the importance of SEO for refurbished technology E-Commerce businesses



Student Number: 21019733

# — 1. Introduction

Founded in 2018, Meelie Mobile (MM) is a U.K.-based refurbished technology e-commerce business, dedicated to selling, buying and repairing refurbishment devices, such as mobile phones, tablets, laptops and other devices (Meelie Mobile, 2025a). MM specialises in repairing/refurbishing products and offers solutions to decrease e-waste, increase product lifecycles and to contribute to a circular economy (Meelie Mobile, 2025b).

# **Project Objectives**

- To investigate the current impact of website metrics on inbound traffic.
- To critically evaluate the role of SEO in increasing search engine traffic and brand visibility.
- To recommend effective keywords and optimisation strategies to improve search engine visibility and boost inbound traffic.

# 2. Methodology

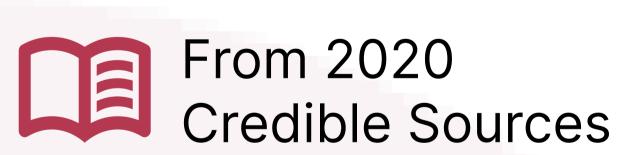
The research "onion" framework was implemented to understand key layers and underlying choices of data collection and theory development methods (Saunders, Lewis and Thornhill 2019). The research employed a pragmatic approach by reviewing existing concepts, frameworks, articles and statistical websites to explore trends and patterns (Elsevier, 2025) in topics such as brand awareness, SEO and website metrics and traffic by having a deductive approach from broad theory to specific resources on digital marketing practices in the refurbished technology industry.

Also, the researcher prioritised up-to-date quantitative secondary data instead of surveys, questionnaires or focus groups, to effectively achieve the aim and objectives of the project.

## **Data Collection**

# November 2024 to April 2025

# Literature Review



# Time Horizon



Even though there are more than 200 metrics that affect page rankings (Jones, 2021), the researcher opted to collect and analyse the following metrics from SEMRush, SimilarWeb, Google Analytics and Google Search Console to support SEO and Keyword recommendations for Meelie Mobile. Additionally, data was further analysed on Excel, to understand issues and extract findings.

# **Website Metrics**

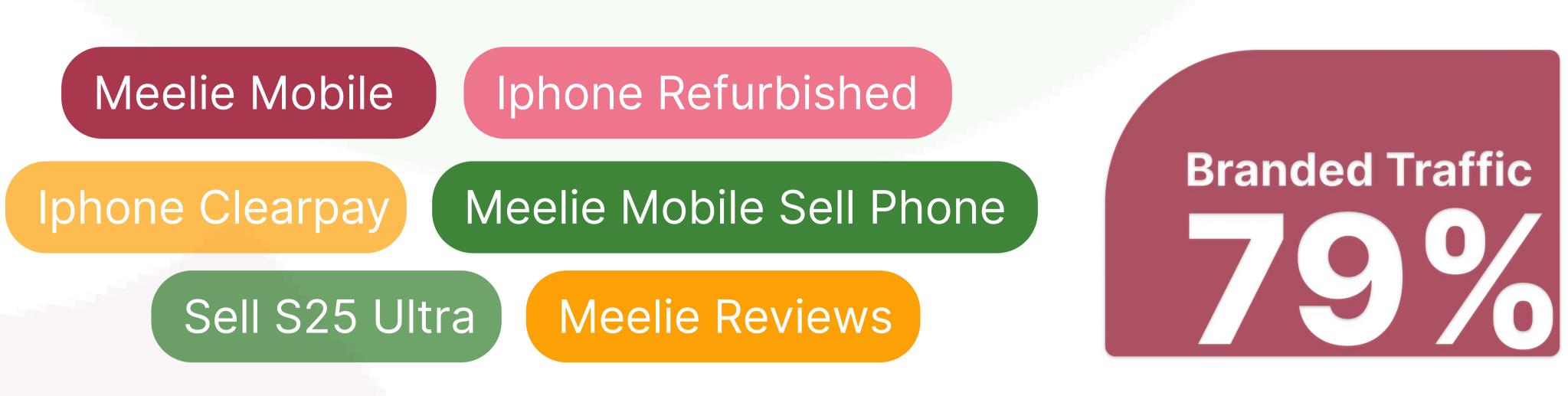
- Overall Website Traffic
- Traffic per subdomain
- Branded/Non-branded traffic
- Backlinks
- Referring Domains
- Page Indexation
- Bounce Rate and Visit Duration

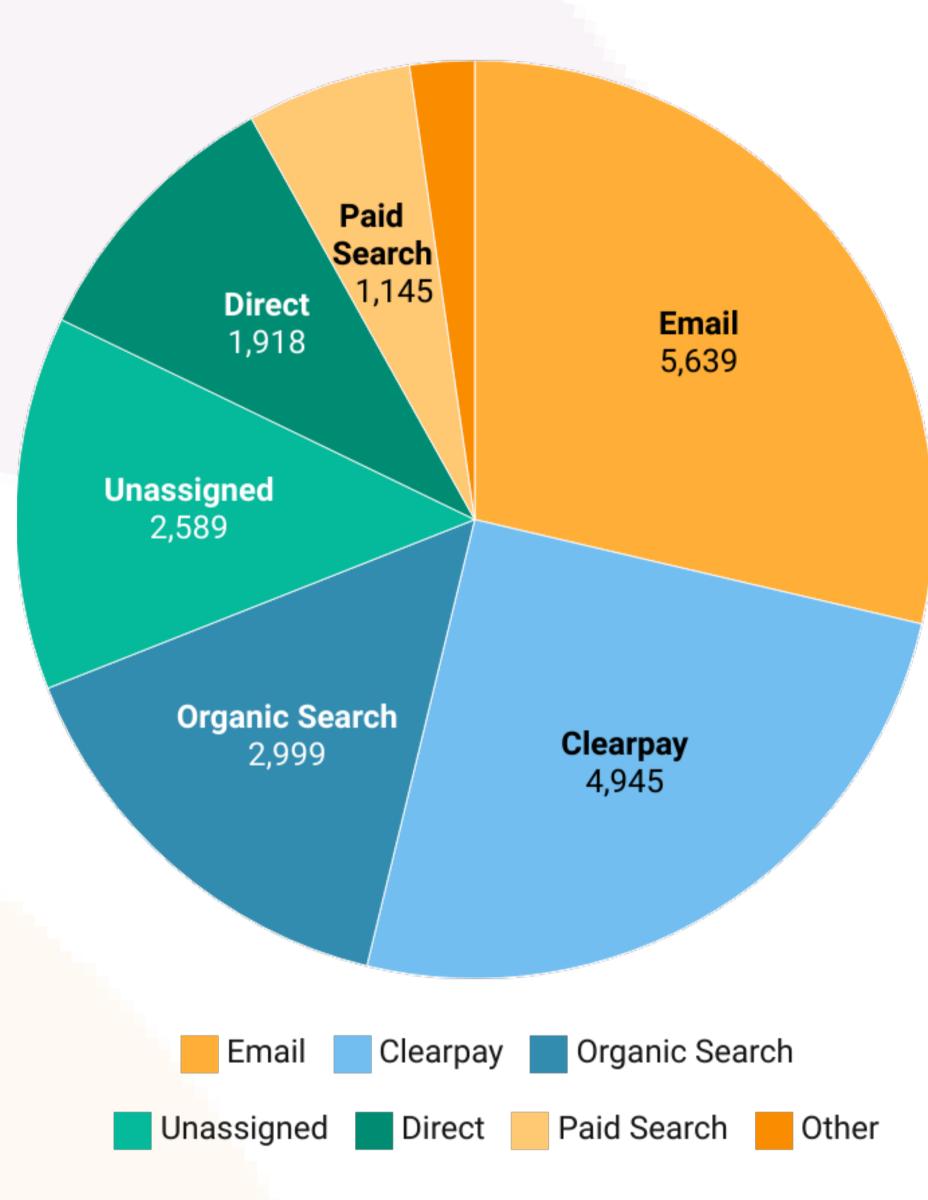
# **Search Engine Metrics**

- Keyword Intent
- Keyword Traffic
- Average Impressions
- Average Clicks
- Average CTR
- Average SERP position
- Traffic per Page

# 3. Analysis & Findings

Findings suggested that search engine traffic only contributed to 15.5% of total website traffic, with most pages ranking on the second and third pages (SEMRush, 2025). Additionally, search engine traffic originates from branded results (79%), which indicates that users are already aware of MM's refurbished products (Mugge, Jockin and Bocken, 2017).

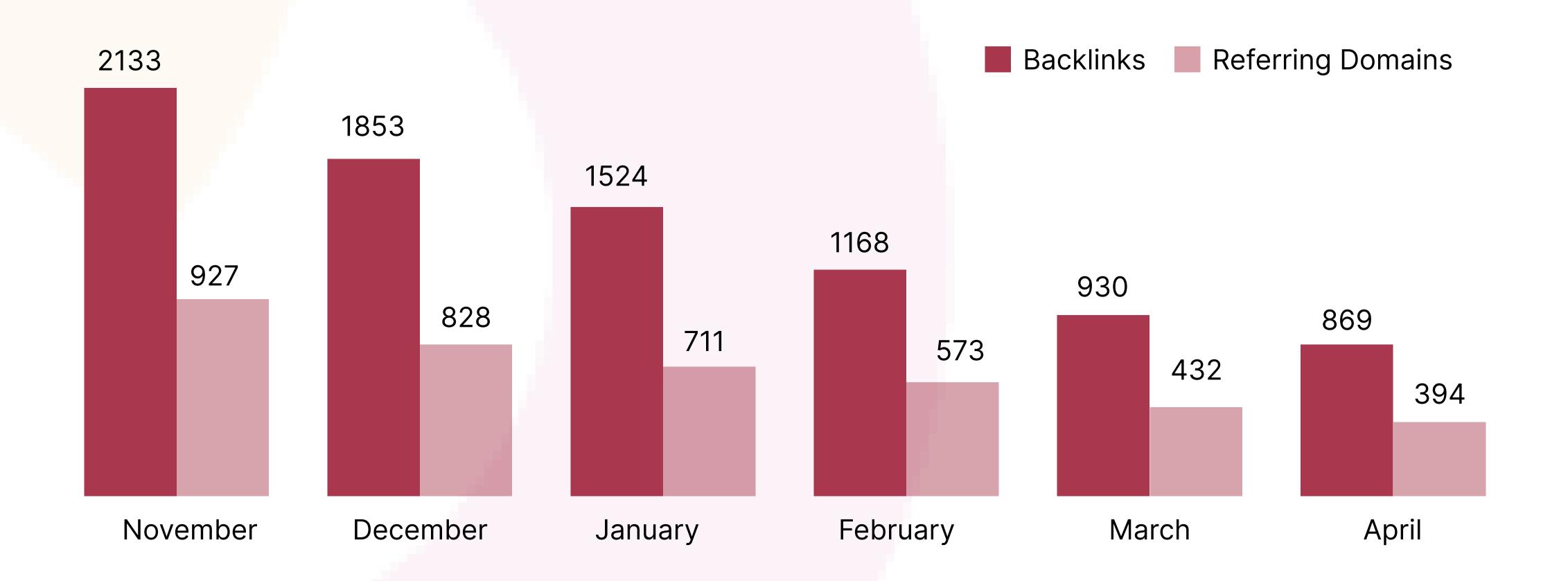




Clearpay provided an average of 4945 users per month to MM e-commerce website through their store directory (Clearpay, 2025), meaning that users already intend to use it as the payment method (Schultheiß and Lewandowski, 2021). Even though it brings traffic, third-party dependency can cause major issues in the long term. Email also contributed to 5639 visits, due to the buying/selling process requires multiple visits to the website. Unassigned traffic was composed of custom URLs from giveaways, campaigns and internal linking (Google Analytics, 2025).

Also, MM has actively advertised buyback pages on search engines, which helped boost traffic instantly (WordStream, 2025) by appearing on the top results on search results pages. However, non-paid traffic was ranking in the second and third pages, with an average of 311K average impressions and averaging 1.1% CTR to MM website pages. This could indicate that the pages are not relevant enough to the user keyphrases (Chaffey and Smith 2022), suggesting optimisation opportunities.

Additionally, backlinks, referring domains and fast page loading speeds are essential towards building domain authority (Moz, 2025) to rank better on results pages (Tatikonda et al., 2024), but metrics suggested that MM is currently decreasing the number of backlinks, this also affecting the domain authority (21/100) as seen below.



# 4. Recommendations

An action plan was recommended to MM, with four key areas of improvement, ranging from technical and website performance solutions to keyword implementation tactics and strategy to boost search engine traffic and overall brand awareness. The researcher used the 5 whys technique to further understand visibility issues, and revolving reasons as to why they were happening (Serrat, 2017).

Keyword discovery could potentially find opportunities to rank higher on SERPS. The researcher prepared and provided a keyword list by considering search volume, rank difficulty and click probability to increase CTR and search engine page traffic.
Optimising existing pages by populating them with relevant content is essential towards ranking higher (Nagpal and Petersen, 2021). Removing repetitive branded keywords, and adapting pages to customer journey will increases page rankings and conversion rates.

Ranking for non-branded keywords by focusing on commercial and informational search intents and using long-tail keyphrases will rank MM pages on new user queries, thus increasing brand visibility. Considering partnering with media websites to boost backlinks to new audiences, which will increase overall traffic using cost-effective methods (Erdmann, Arilla and Ponzoa, 2022).

Monitoring performance by considering the Impressions, Clicks and CTRs will provide an overview of keyword performance (Google Search Console). Additionally, tracking refurbished product trends (Google Trends or SEMRush) and adapting content will capture traffic from search engines.

The research has been successfully achieved, through a triangulation analysis of Meelie Mobile website metrics, literature review and recommendations to improve search engine brand visibility and traffic. However, the researcher encountered limitations on financial metrics such as return-on-ads-spend and revenues from users visiting from search engines which limited solutions to non-paid/organic recommendations.

# - 5. Reflection

The researcher used the Gibbs Reflective Cycle (Gibbs, 1988) to critically reflect on the project learning and prepare for future experiences (Higgins, 2011). Even though the research was completed successfully, limitations in time have affected how results were interpreted, which demotivated the research leading to procrastination whilst finding the gap between data collected and the literature review. However, collecting data from SEMRush and Google Analytics, allowed to visualise data which supported the researcher's understanding of issues (WGU, 2025) and providing effective recommendations. The project allowed the researcher to work with a major e-commerce business, which have improved technical knowledge on digital marketing, SEO, analytics and management skills. If given the opportunity, the author would expand the literature by collecting more information to reduce bias.

# List of References

Chaffey, D. and Smith, P.R. (2022) Digital marketing excellence: planning, optimizing and integrating online marketing. Routledge.

Clearpay (2025) Clearpay Store Directory Referring Domain. Available at: (Accessed: 9 May 2025).

Elsevier (2025) Systematic Literature Review or Literature Review? Available at: <a href="https://scientific-publishing.webshop.elsevier.com/research-process/systematic-literature-review-or-literature-review/">https://scientific-publishing.webshop.elsevier.com/research-process/systematic-literature-review-or-literature-review/</a> (Accessed: 1 May 2025).

Erdmann, A., Arilla, R. and Ponzoa, J.M. (2022) 'Search engine optimization: The long-term strategy of keyword choice', Journal of Business Research, 144, pp. 650–662.

Gibbs, G. (1988) 'Learning by doing: A guide to teaching and learning methods', Further Education Unit.

Google Analytics (2025) Meelie Mobile Traffic Analysis. Available at: <a href="https://developers.google.com/analytics">https://developers.google.com/analytics</a> (Accessed: 19 May 2025).

Jones, S. (2021) Understanding SEO for Business Growth The Essential Guide.

Meelie Mobile (2025a) About Meelie Mobile. Available at: <a href="https://www.meeliemobile.com/about-meelie/">https://www.meeliemobile.com/about-meelie/</a> (Accessed: 18 March 2025).

Meelie Mobile (2025b) Why Use Meelie? Available at: <a href="https://www.meeliemobile.com/why-use-meelie/">https://www.meeliemobile.com/why-use-meelie/</a> (Accessed: 18 March 2025).

Moz (2025) Domain Authority: What is it and how is it calculated. Available at: https://moz.com/learn/seo/domain-authority (Accessed: 11 May 2025).

Mugge, R., Jockin, B. and Bocken, N. (2017) 'How to sell refurbished smartphones? An investigation of different customer groups and appropriate incentives', Journal of Cleaner Production, 147, pp. 284–296 Available at: 10.1016/j.jclepro.2017.01.111.

Nagpal, M. and Petersen, J.A. (2021) 'Keyword selection strategies in search engine optimization: how relevant is relevance?', Journal of Retailing, 97(4), pp. 746–763.

Schultheiß, S. and Lewandowski, D. (2021) 'Misplaced trust? The relationship between trust, ability to identify commercially influenced results and search engine preference', Journal of Information Science, 49(3), pp. 609 Available at: 10.1177/01655515211014157.

SEMRush (2025) Meelie Mobile Keyword Audit. Available at: <a href="https://www.semrush.com/projects/">https://www.semrush.com/projects/</a> (Accessed: 19 May 2025).

Serrat, O. and Serrat, O. (2017) 'The five whys technique', Knowledge solutions: Tools, methods, and approaches to drive organizational performance, pp. 307–310.

Shah, M. and Sureja, N. (2025) 'A comprehensive review of bias in deep learning models: Methods, impacts, and future directions', Archives of Computational Methods in Engineering, 32(1), pp. 255–267.

Tatikonda, R., Ponnala, J., Thatikonda, R., Yendluri, D.K., Kempanna, M. and Ananthan, B. (2024) Optimizing Digital Marketing Strategies Through Search Engine Optimization. IEEE.

WBU (2023) Features of Excel to Use in Data Analysis. Available at: <a href="https://www.wgu.edu/blog/features-excel-use-data-analysis2308.html">https://www.wgu.edu/blog/features-excel-use-data-analysis2308.html</a> (Accessed: 20 May 2025).

WordStream (2025) Google Ads: What Are Google Ads & How Do They Work? Available at: <a href="https://www.wordstream.com/google-ads">https://www.wordstream.com/google-ads</a> (Accessed: 20 May 2025).

