



CONSULTANTBYTE PORTFOLIO

CASE STUDIES



info@consultantbyte.com

www.consultantbyte.com

GADGETCRAZE UGANDA

gadgetcraze.ug

GadgetCraze is one of the leading e-commerce brands in the African market, known for offering a wide range of electronics and trending gadgets. The company operates out of Uganda and serves a large online customer base.

E-commerce

Consumer Electronics

Gadgets & Tech Products

Regional Marketplace (Africa)

The Challenge:

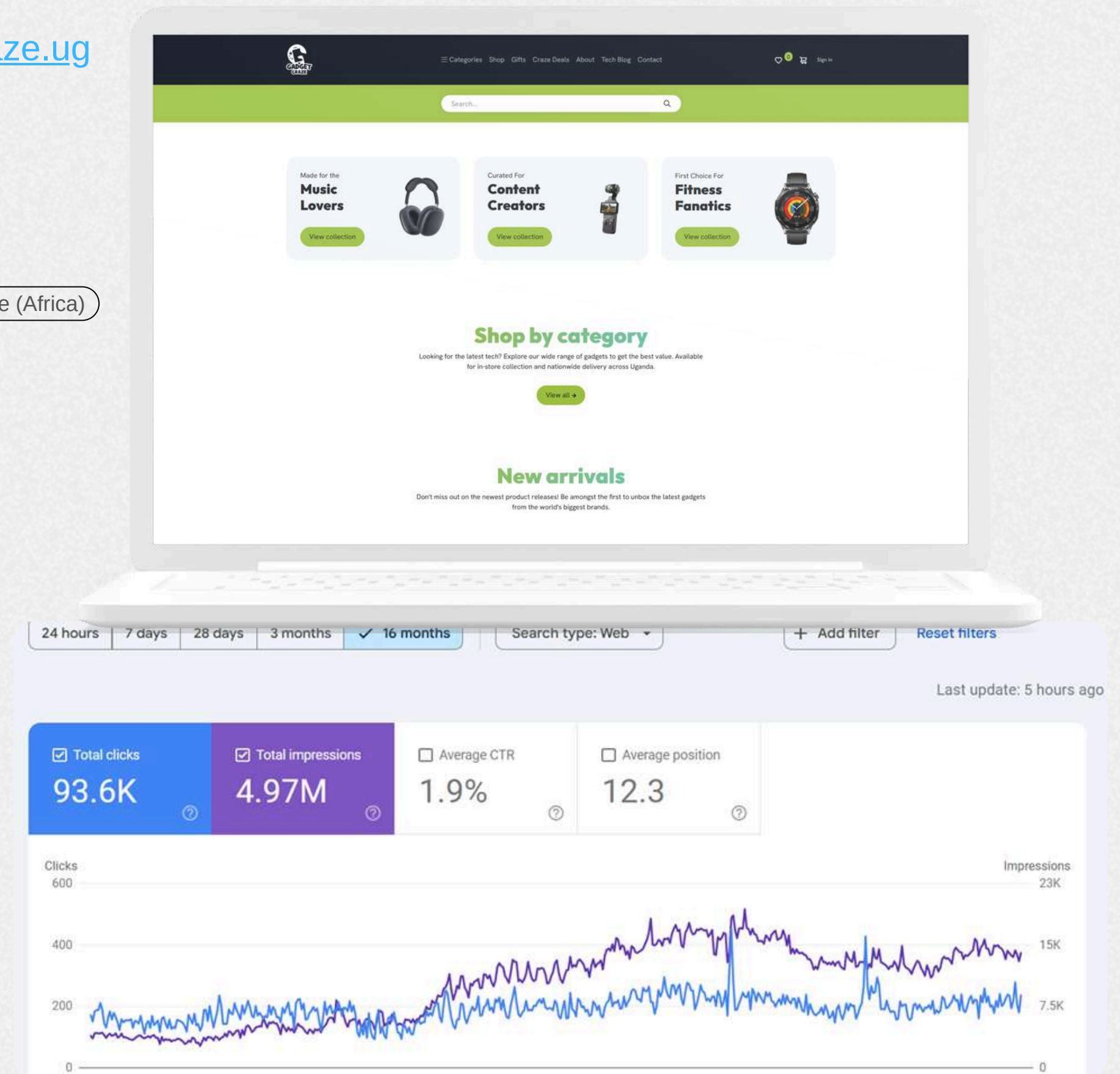
- Built on Odoo with major compatibility issues
- Poor URL structure and outdated content
- High technical SEO errors and slow server performance

Our Strategy:

- Spent 9 months building a strong foundation for the brand
- Fixed all major technical SEO issues
- Redesigned the website layout and optimized Odoo performance
- Improved content and merged overlapping categories
- Optimized CRO and server speed to improve user retention

Results

- Traffic jumped from **12K to 93K+** monthly users
- Generated **millions** of impressions across search
- SEO now contributes to **20%** of total sales, supporting existing paid channels
- Brand established as a **top eCommerce** site in the region



SOCCERTUTOR soccertutor.com

SoccerTutor is an international provider of coaching ebooks and books for soccer trainers, players, and academies. The brand has a global audience and a strong reputation for high-quality training content.

Sports Education Publishing Soccer Coaching Books & eBooks E-commerce Digital Products

The Challenge:

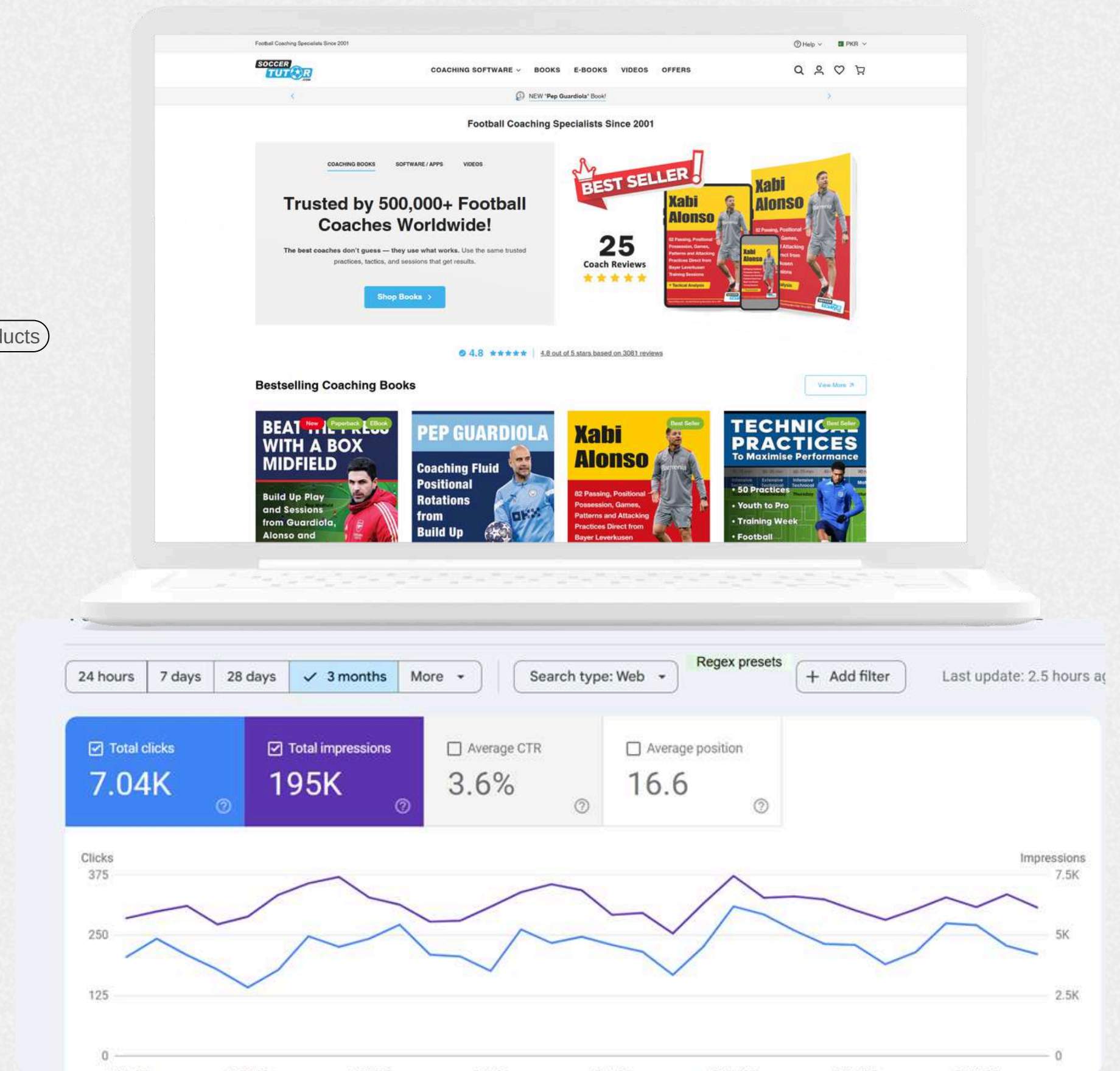
- Traffic dropped after migrating from Magento to Shopify
- Major issues with URL redirects and category changes
- Loss of traffic due to poor structure and design shifts

Our Strategy:

- Fixed redirect and URL structure issues post-migration
- Merged and optimized main product categories
- Targeted high-converting keywords for ebooks and coaching books
- Implemented on-page SEO and CRO improvements

Results

- Monthly traffic grew from **1,200 to 5,000+**
- Product sales (ebooks and books) increased by **40%** in **2 months**
- Improved category visibility and organic reach



FORK—CO fork-co.com

Fork-Co is a U.S.-based engineering and manufacturing company specializing in forklift attachments and material handling solutions. The business operates on the Odoo platform and targets industrial clients across North America.

Industrial Manufacturing

Engineering

Forklift Attachments

B2B Equipment

Odoo Platform

The Challenge:

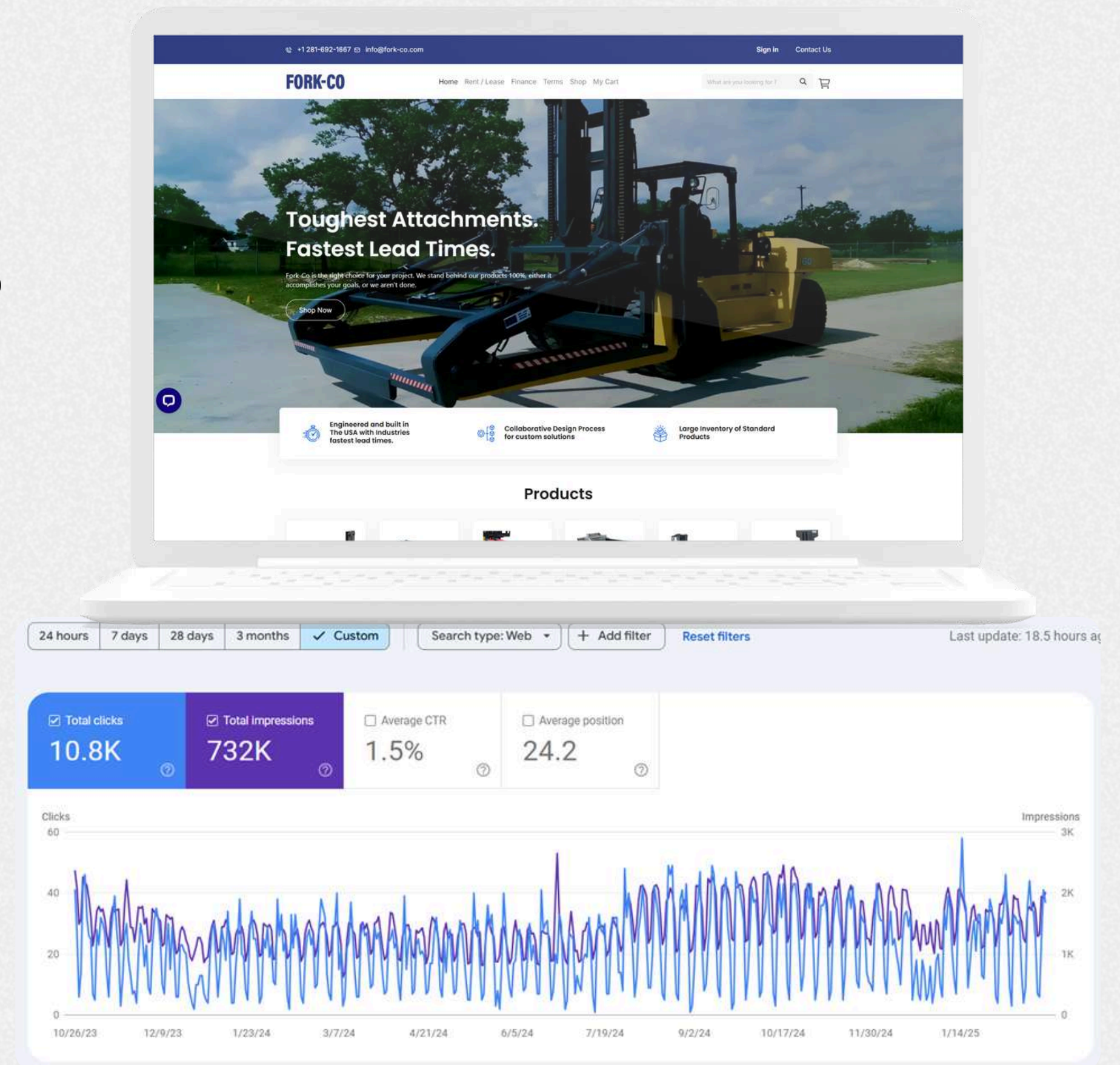
The founder was dissatisfied with the company's marketing and SEO performance. Organic traffic was declining, and their website lacked structure and appeal. They had limited online visibility and poor outreach in their niche.

Our Strategy:

- Designed a new website focused on the engineering and manufacturing sector
- Built an SEO campaign targeting the U.S. market
- Improved site structure, content, and keyword alignment
- Enhanced the Odoo platform for better user experience and performance

Results

- Business value increased from **\$20K–\$30K to \$110K+** in 6 months
- **55%** of total leads now come from organic SEO
- Featured in AI-generated search overviews
- High-converting traffic and improved credibility online



HUZO DESIGN hozodesign.com

Huzo Design offers stylish tech gadgets and lifestyle accessories. Their brand blends creativity with practicality to appeal to a modern, design-savvy audience.

Consumer Electronics

Lifestyle Gadgets

B2C Tech Accessories

The Challenge:

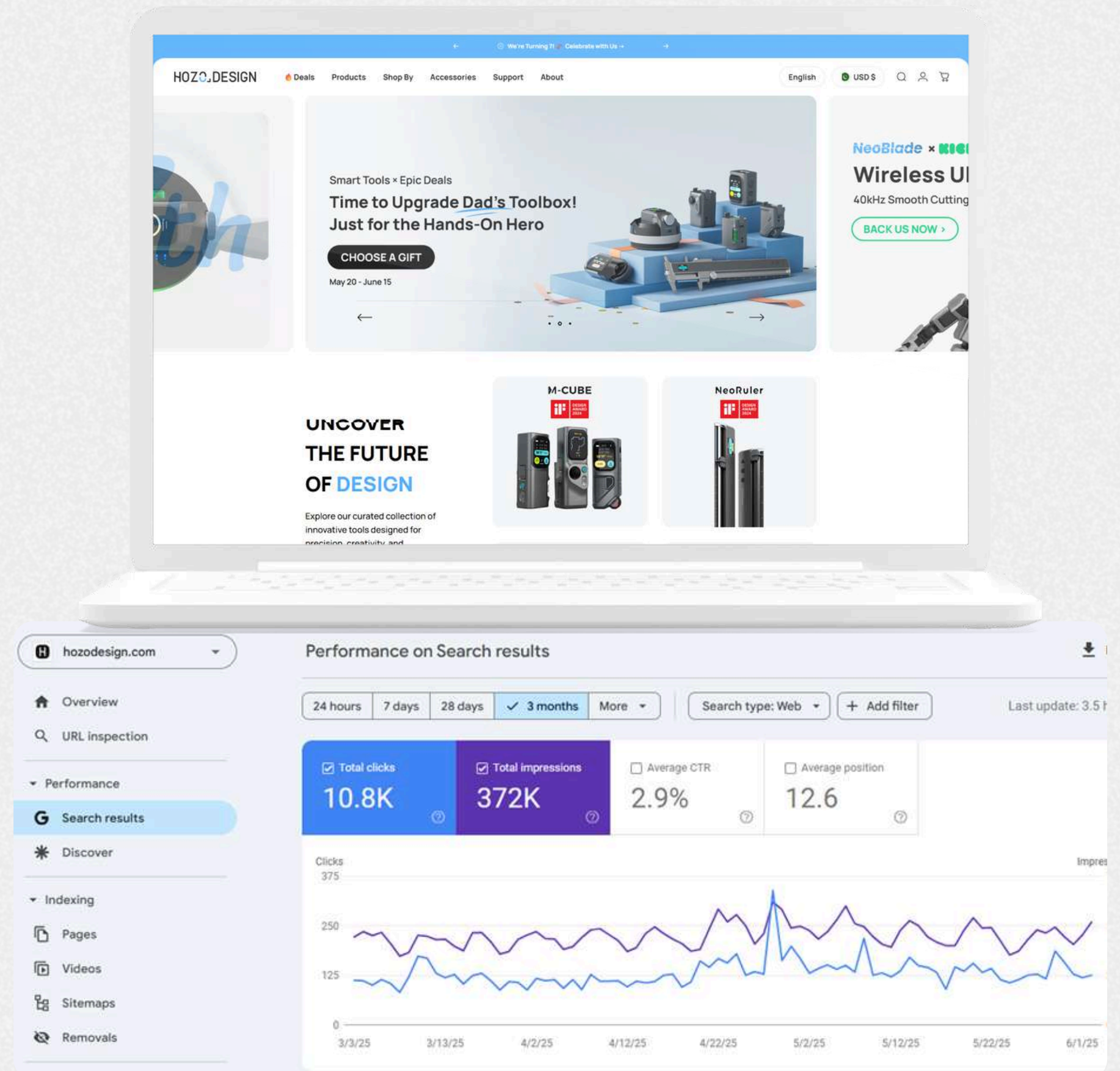
The site was losing rankings and revenue due to technical SEO issues and lack of optimized content.

Our Strategy:

- Created high-converting content targeting B2C keywords
- Monitored and improved keyword rankings regularly
- Fixed underlying SEO structure issues

Results

- Organic traffic increased by **30% in 4 months**
- Revenue increased from **\$40,000** to **\$54,000**
- SEO contributed to **73%** of total sales





Vertu is a British luxury mobile phone maker known for crafting premium devices using materials like titanium and sapphire. It targets an elite global audience looking for exclusivity and prestige.

Luxury Tech

Consumer Electronics

Mobile Phones

Luxury Goods

The Challenge:

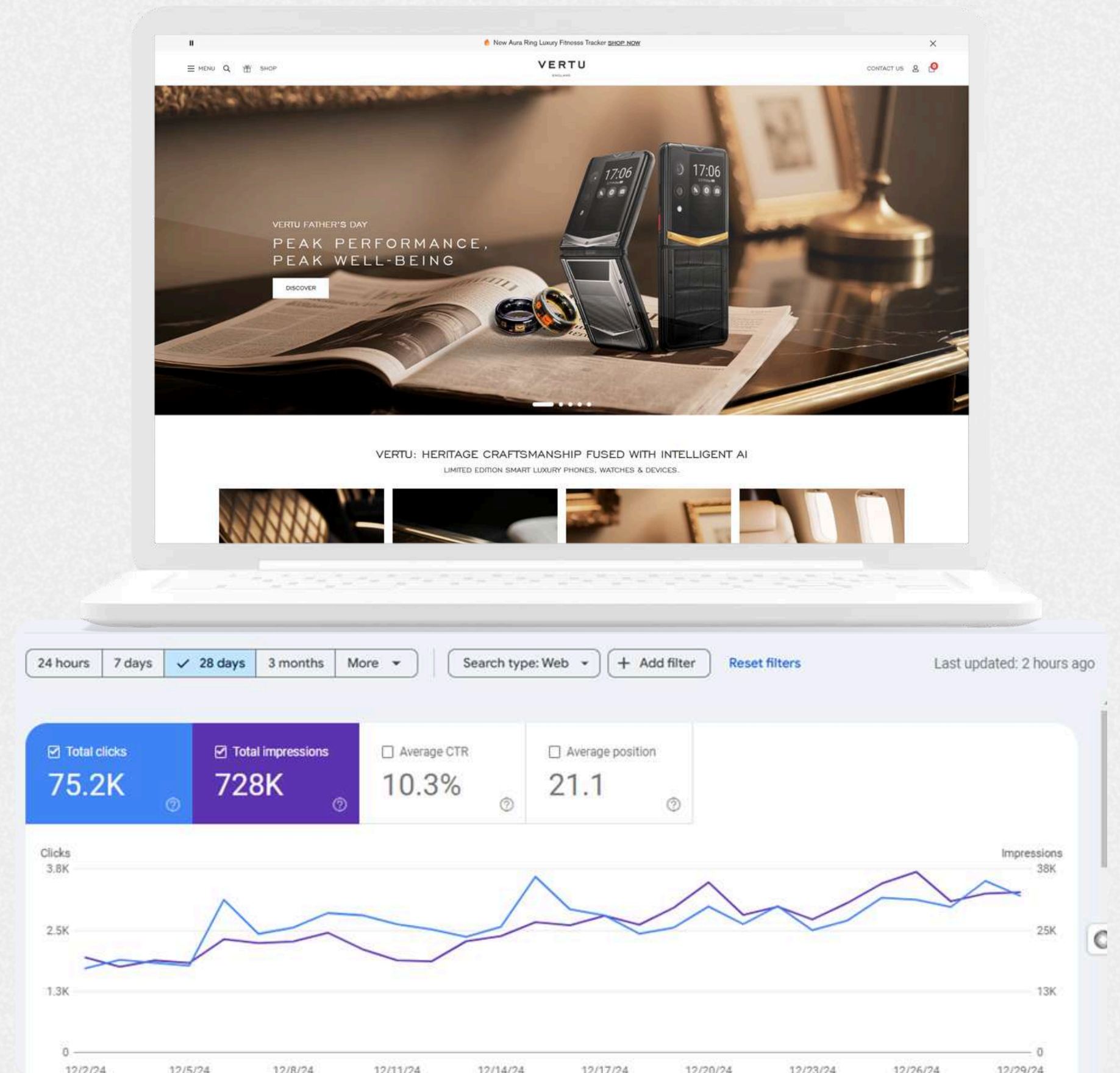
The site's content was outdated, and search engine rankings were declining.

Our Strategy:

- Updated and restructured content based on keyword priority
- Improved on-page SEO and keyword targeting
- Built quality backlinks to improve authority

Results

- Organic traffic increased from **51,000 to 75,000** in just **2 months**
- Top keyword positions were regained and strengthened





Powoxi is a solar tech brand focused on battery chargers and power accessories. Its product line supports sustainable energy for cars, RVs, boats, and outdoor use.

Renewable Energy Renewable Energy Solar Battery Chargers E-commerce

The Challenge:

The website lacked traffic, had an outdated design, and no structured SEO strategy.

Our Strategy:

- Complete website redesign with a modern interface
- Launched a focused SEO strategy around high-converting keywords
- Built a reliable backlink profile

Results

- Traffic grew from **150 to 901 monthly** visitors
- Generated consistent leads through keyword rankings



VTUVIA EBIKES

vtuviaebike.com

Founded in 2018, VTUVIA is a China-based electric bike manufacturer offering high-performance, all-terrain fat tire e-bikes. Their focus is on quality, durability, and affordability for outdoor riders.

Automotive

Green Tech

Outdoor

Electric Bikes

D2C E-commerce

The Challenge:

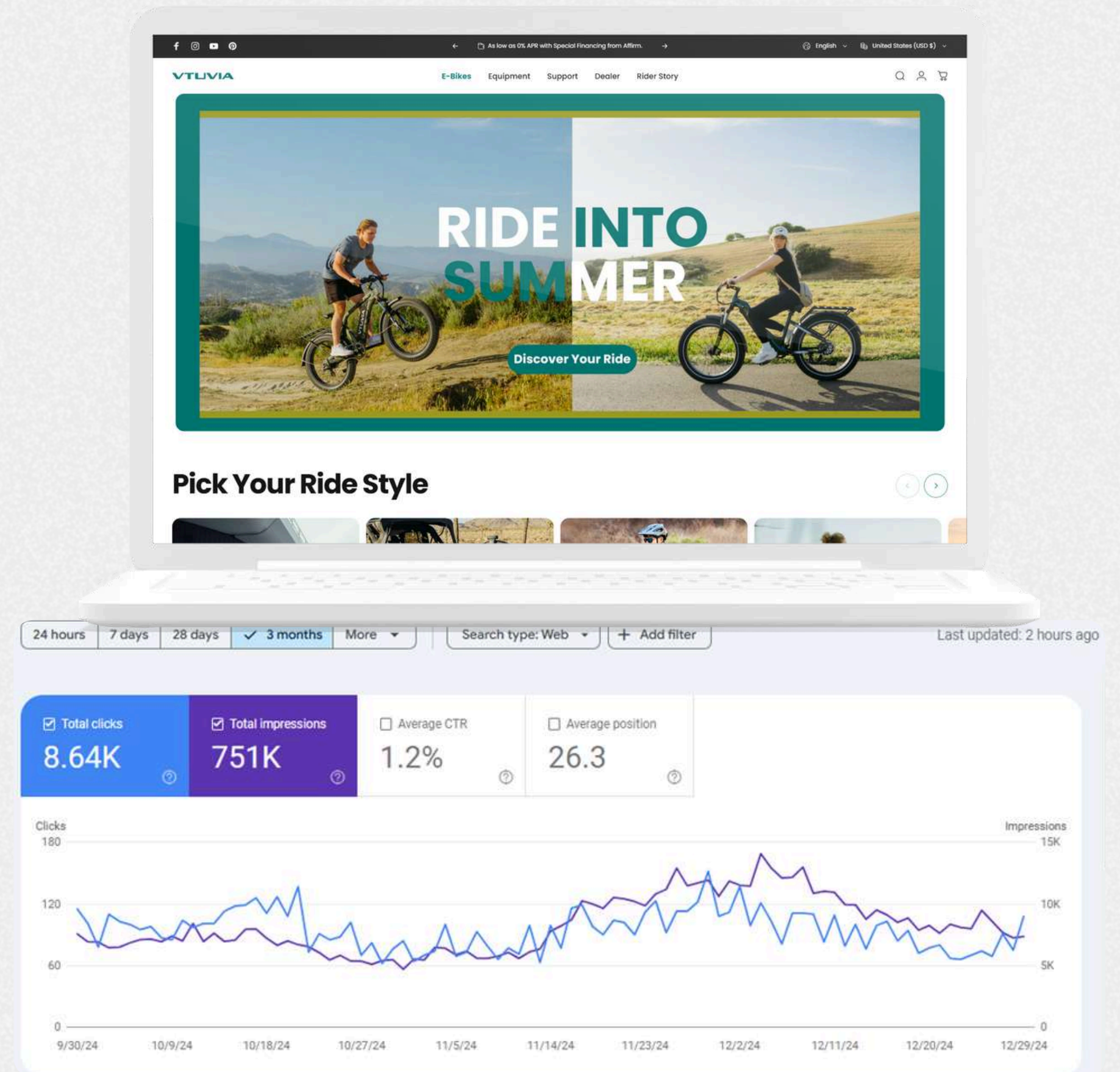
The website had slow loading speed, weak traffic, and suffered from toxic backlinks hurting its authority.

Our Strategy:

- Improved site speed through technical optimization
- Created a keyword strategy focused on buyer intent
- Removed harmful backlinks to recover domain health

Results

- Site became significantly faster
- Organic traffic increased by **35%**
- Domain authority and trust improved



YEWEN DRESSES yewendress.com

Yewen Dresses is an online women's fashion retailer focused on stylish, affordable clothing. Their target audience includes young adults and fashion-conscious shoppers across global markets.

Fashion & Apparel

Women's Clothing

E-commerce

DTC

The Challenge:

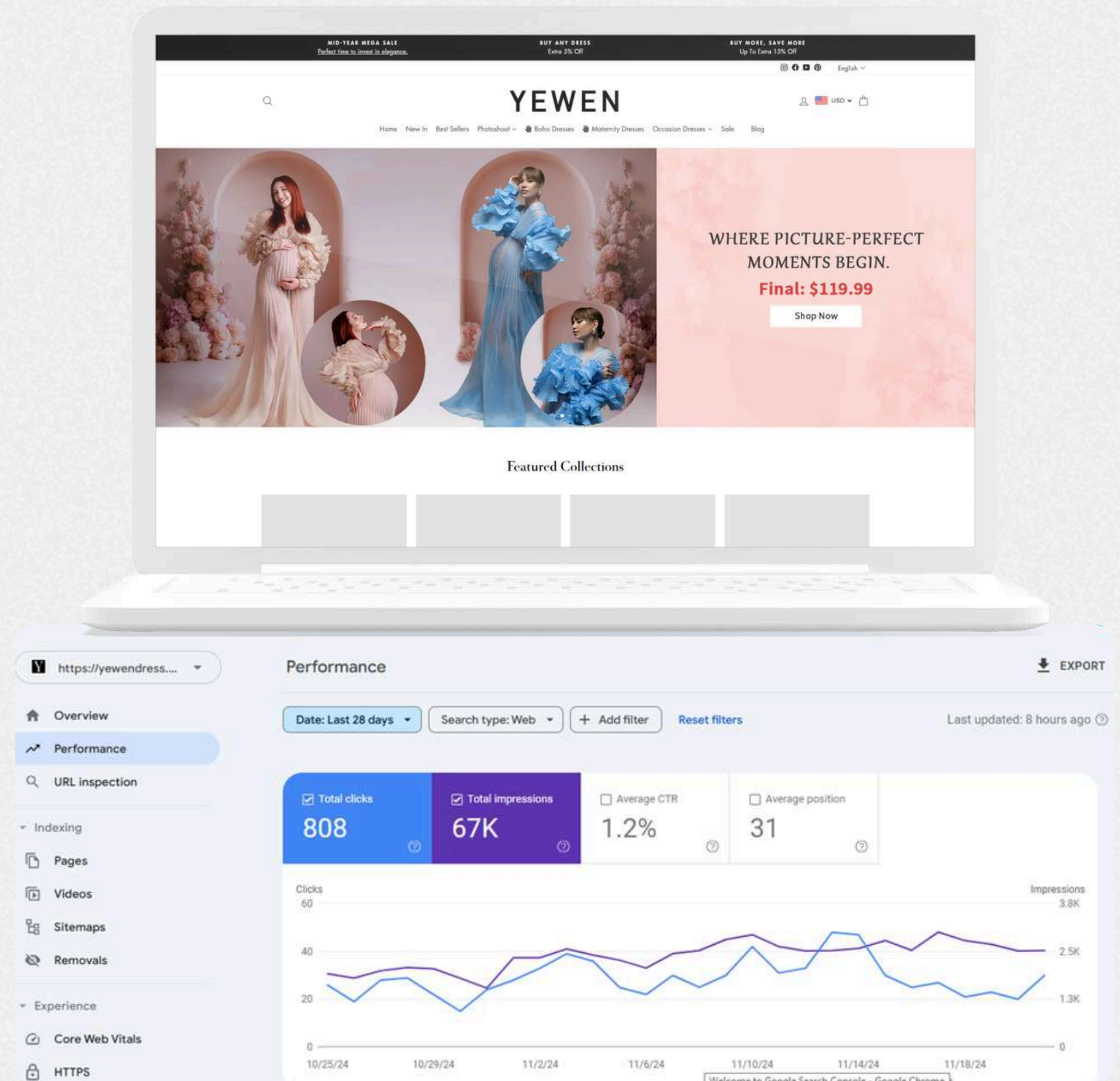
The website had serious speed issues, technical SEO problems, and suffered a major drop in organic traffic.

Our Strategy:

- Complete website redesign for a faster and better user experience
- Resolved technical SEO issues
- Conducted a full content audit and optimized existing pages
- Launched a targeted Meta ads campaign

Results

- Organic traffic increased from 300 to 800 monthly users
- Sales grew from \$35,000 to \$50,000 in just 3 months



THANK YOU



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