

# MOON-SMOKING

## CASE STUDY





# ABOUT MOON-SMOKING

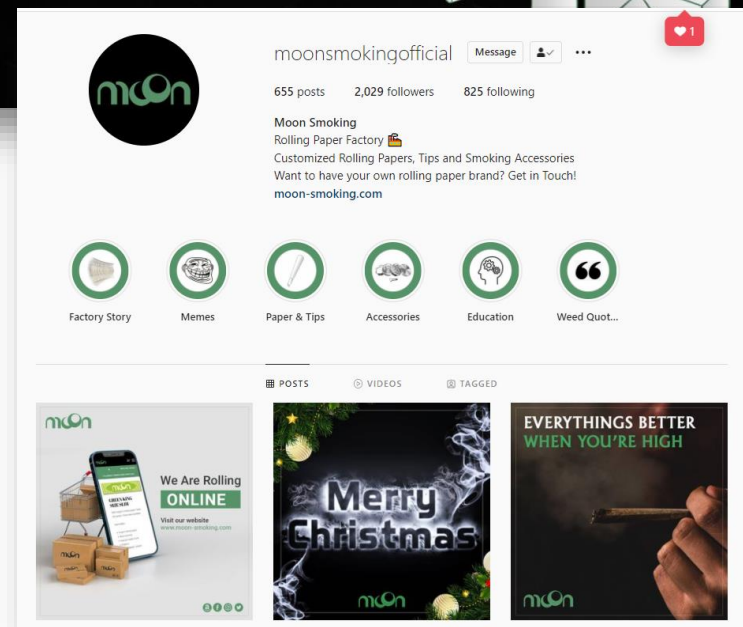
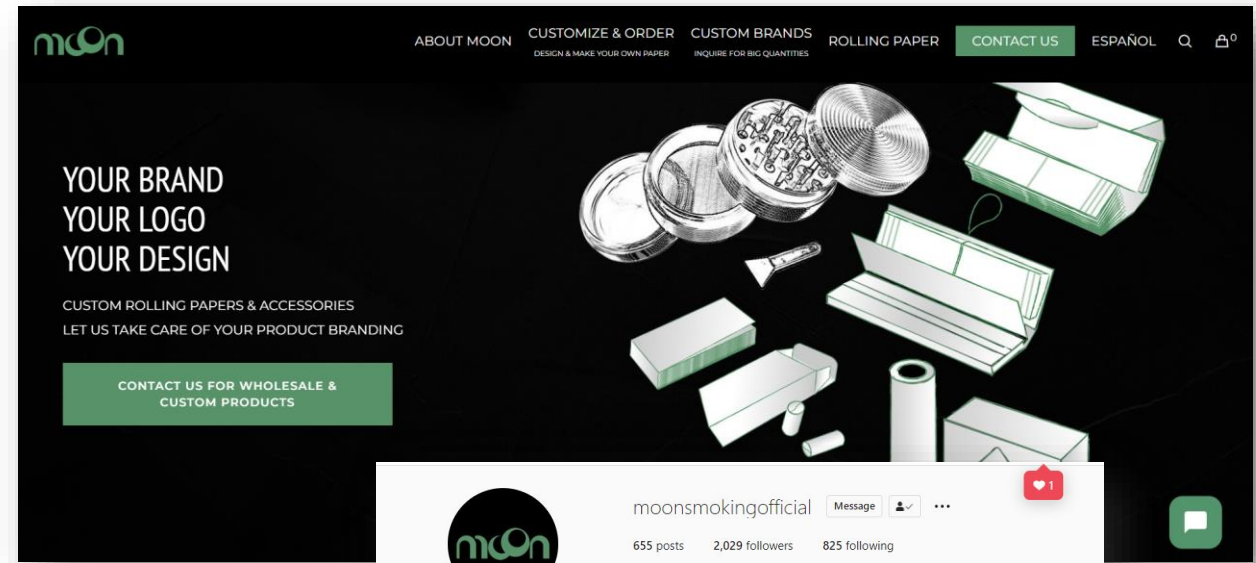
## Introduction:

The MOON-SMOKING Group is the leading manufacturer & exporter of rolling papers, filter tips, and smoking accessories for over a decade. Moon has two manufacturing locations in Shanghai and headquartered in downtown Shanghai.

## Business with 1<sup>st</sup> Page Rank:

The MOON-SMOKING Group joined hands with 1<sup>st</sup> Page Rank in 2020 where he needed to boost his international exports of Rolling Papers.

1<sup>st</sup> Page Rank has been looking after his Google Optimization, Website Maintenance and it's Social Media Presence since then.





# CASE STUDY MOON-SMOKING

## Case Study:

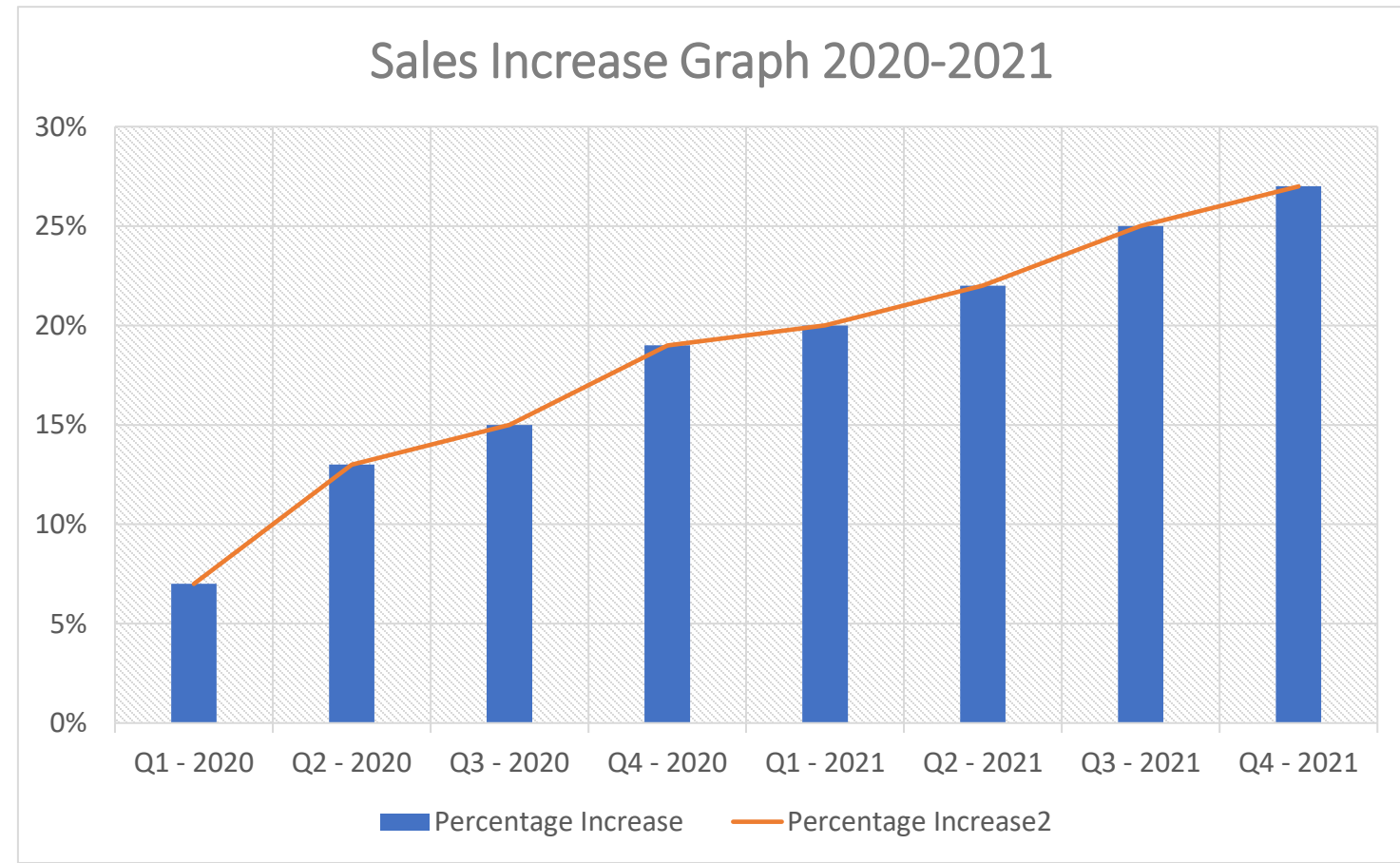
This large-scale rolling paper manufacturing industry from China needed a boost in their online visibility and wanted to extend awareness of their new products on a larger scale. We helped them by creating new landing pages, updating their website's SEO, and taking their social media reach to a whole another level.

**27%**

Sales increase for Moon-Smoking

**46%**

Conversion rate for nurtured leads





# WEBSITE OUTLOOK MOON-SMOKING

**mOn** ABOUT MOON CUSTOMIZE & ORDER DESIGN & MAKE YOUR OWN PAPER CUSTOM BRANDS INQUIRE FOR BIG QUANTITIES ROLLING PAPER CONTACT US ESPAÑOL

**YOUR BRAND  
YOUR LOGO  
YOUR DESIGN**

CUSTOM ROLLING PAPERS & ACCESSORIES  
LET US TAKE CARE OF YOUR PRODUCT BRANDING

CONTACT US FOR WHOLESALE & CUSTOM PRODUCTS

BLUE SHORT	BLUE 1 1/4	BLUE KING SIZE SLIM	GREEN SHORT
GREEN 1 1/4	GREEN KING SIZE SLIM	BROWN SHORT	BROWN 1 1/4
BROWN KING SIZE SLIM	GOLD SHORT	GOLD 1 1/4	GOLD KING SIZE SLIM
RED SUPER KING SIZE 100			

**mOn** ABOUT MOON CUSTOMIZE & ORDER DESIGN & MAKE YOUR OWN PAPER CUSTOM BRANDS INQUIRE FOR BIG QUANTITIES ROLLING PAPER CONTACT US ESPAÑOL

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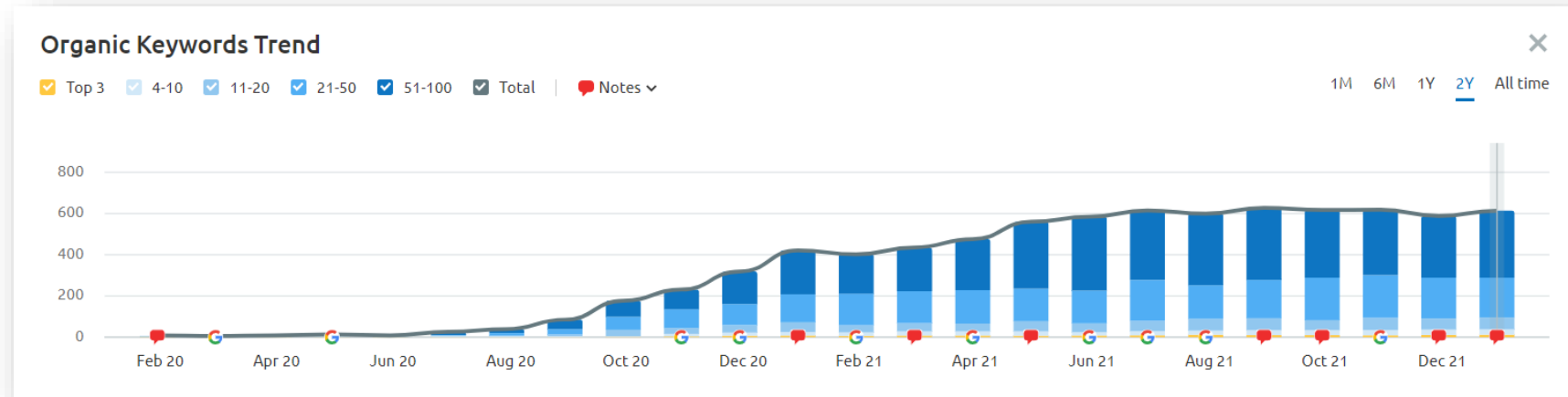
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# 1<sup>ST</sup> PAGE GOOGLE RANKING MOON-SMOKING

## RANKED KEYWORDS ON GOOGLE 1<sup>ST</sup> PAGE:

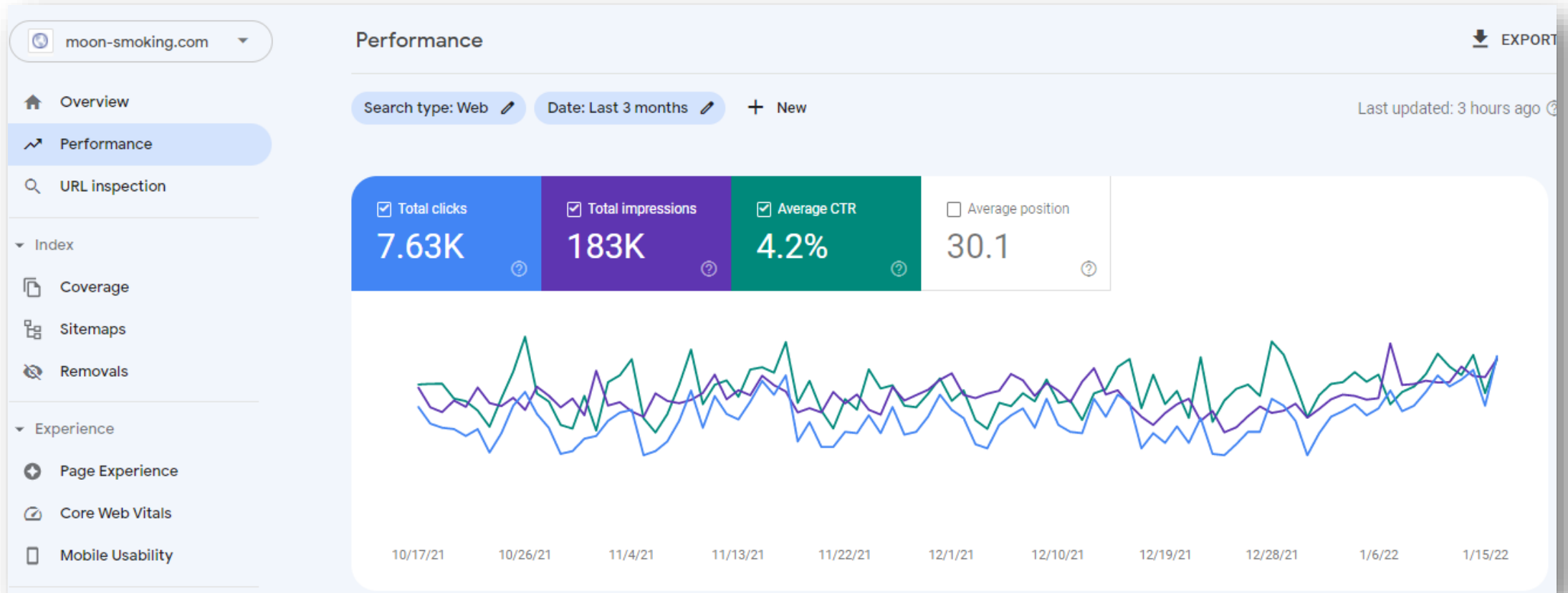
- Custom Rolling Paper
- Best Rolling Papers
- Custom Rolling Papers
- Moon Rolling Papers
- Rolling Paper Production
- Make Your Own Rolling Papers
- Custom Rolling Papers Wholesale
- Custom Long Papers
- Printed Rolling Papers
- Custom Hemp Papers



*Total Keywords Ranked on Google: 600+*



# GOOGLE CONSOLE STATISTICS MOON-SMOKING



*More than 7500 clicks and 180,000+ Impressions in last 3 months with an average CTR of 4.2% which is more than a market standard CTR.*



# TOP PERFORMING KEYWORDS MOON-SMOKING

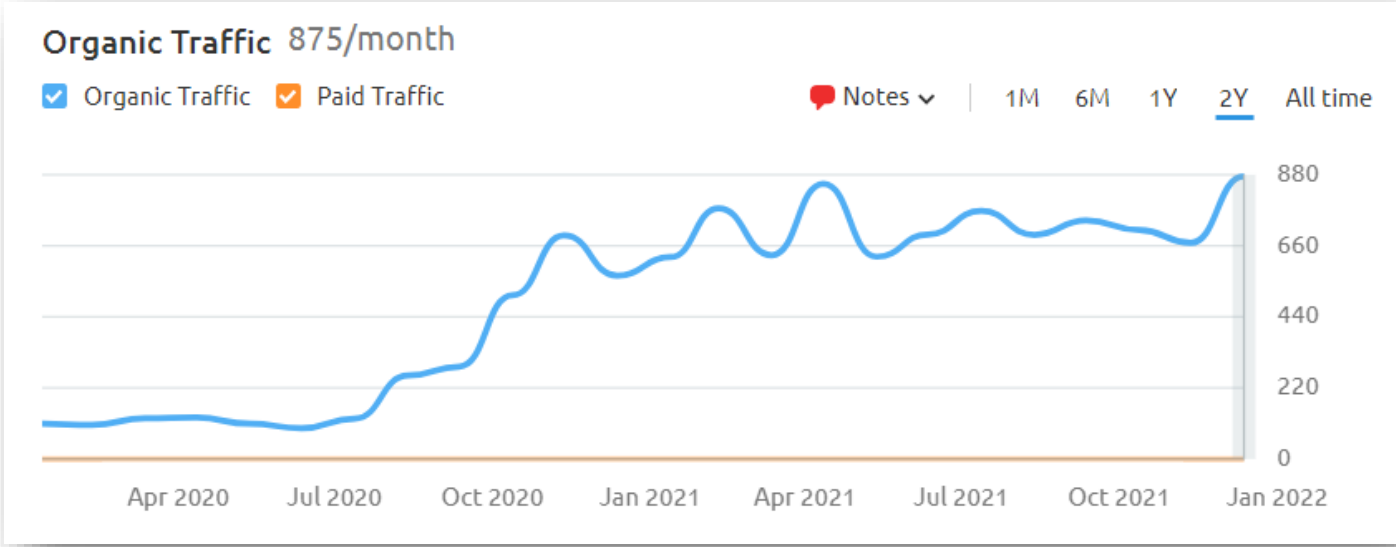
The screenshot shows the Google Search Console Performance report for the website moon-smoking.com. The report is filtered for 'Web' search type and the 'Last 3 months' period. The table lists the top performing queries, their respective clicks, impressions, and click-through rates (CTR). The data is as follows:

Top queries	Clicks	Impressions	CTR
custom rolling papers	574	5,680	10.1%
how to start a rolling paper business	273	790	34.6%
moon rolling papers	253	665	38%
moon smoking	164	416	39.4%
joint rolling tips	103	631	16.3%
how to make rolling paper	81	3,547	2.3%
moon rolling paper	67	134	50%
how to start a rolling paper business in india	56	141	39.7%
moon papers	54	339	15.9%
custom rolling paper	53	725	7.3%

*Top performing Keywords that brings traffic to the website are mostly Non-Branded Keywords that are very competitive in this market.*



# TRAFFIC ANALYSIS MOON-SMOKING



*Check the increase in Monthly Organic Traffic over a period of Time. The graph is still aiming upwards showing a constant increase in the overall traffic.*

Countries	Traffic Share	Traffic	Keywords
<b>Worldwide</b>	100%	875	1K
US	78%	680	614
UK	6.2%	54	67
ES	4.8%	42	21
GR	4.8%	42	2
Other	6.5%	57	309

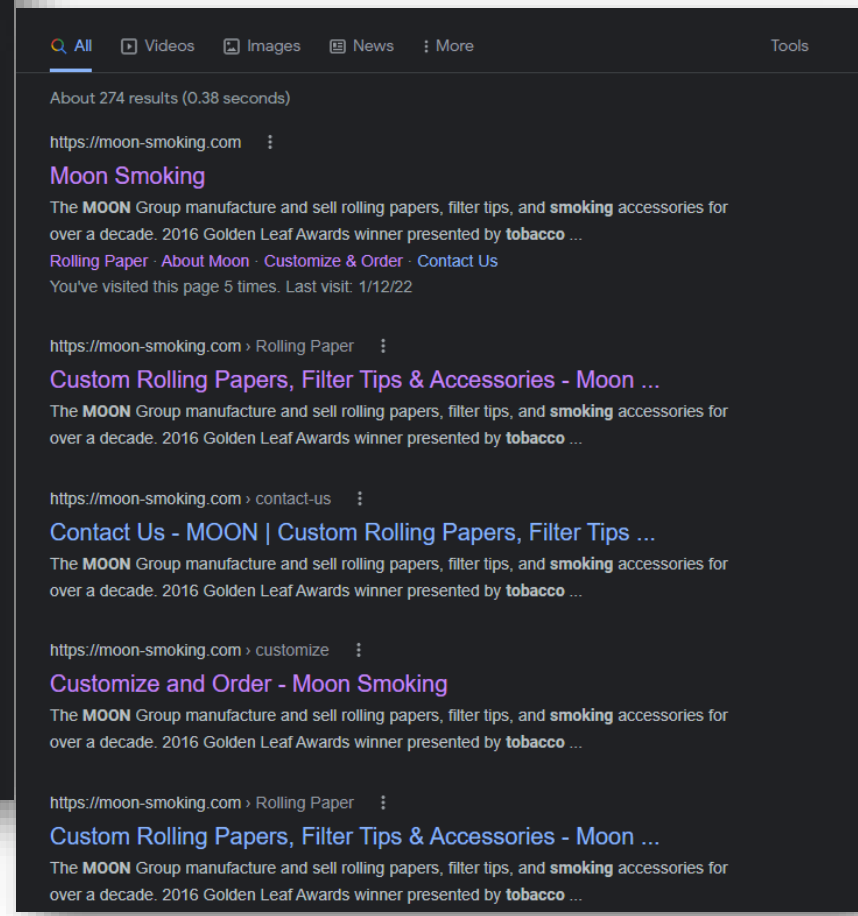
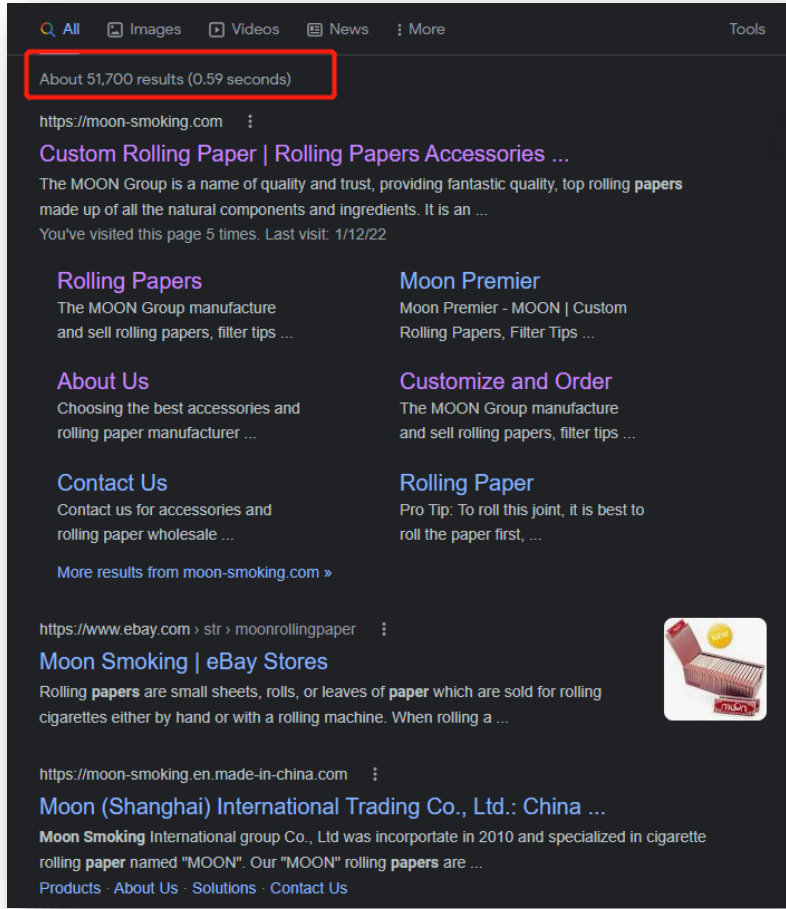
*Most of the Traffic is from US, UK & Spain, i-e, it's main importing countries.*





# GOOGLE PRESENCE ANALYSIS MOON-SMOKING

**Search Results:**  
We have listed Moon-Smoking brand on more than 51,000 Sites on google.com



**Indexing Results:**  
We have indexed more than 270 Pages of Moon-Smoking on Google




# LISTING ON WIKIPEDIA MOON-SMOKING

## Wikipedia Listing:


We have successfully listed Moon Group (Moon-Smoking) on Wikipedia in the Top Manufacturing list of Rolling Papers

en.wikipedia.org/wiki/List\_of\_rolling\_papers


Baked	India	Established in 2020. Owned by The Paper Booth, manufacturers of pre-rolled smoking cones and other smoking paper-related products.
Beard Man	India	Established in 2020.
Bambu	Spain	Established in Spain, with production now in Argentina.
Blazy Susan	United States	Pink and Unbleached papers made in France. Established in 2017. Based in Colorado.
Bugler	France	In the United States, 115 leaves (folded) per book; competes with Rollit and Top. Was once popular in U.S. jails, back when smoking was allowed.
E-Z Wider		Began in 1972 to create a wider rolling paper. Now owned by Republic Tobacco (Republic Technologies Inc).
Export Aquafuge	Canada	Manufactured by Macdonald Tobacco, makers of Export cigarettes.
JOB	France	Established in 1834. Owned by Republic Tobacco (Republic Technologies Inc).
Juicy Jay's	United States	Flavored rolling papers sold in North America. Owned by BBK Tobacco & Foods, LLP (HBI International).
KEB papier	Canada	KEB is the first Quebec based rolling paper company. <sup>[2]</sup> KEB was founded in the midst of a pandemic by three members of the same family. <sup>[3]</sup>
HU\$TL@	Canada	Established in 2021. HU\$TL@ is a Canadian rolling paper company. Visit the website for more information. www.hustla.ca
King Palm	United States	
Laramie		A brand of cigarettes and cigarette rolling systems (kits for rolling one's own cigarettes).
Moon Group	China	Established in 2010. Awarded Golden Leaf Award in 2016. <sup>[4]</sup> Headquartered in Shanghai, China. Visit them at moon-smoking.com
OCB	France	Originally a Bolloré brand, sold to Republic Tobacco (Republic Technologies Inc); popular in Germany and Sweden.
Pay-Pay	Spain	Pay-Pay rolling papers company was formed in Spain in 1703. This official website states the first papers were produced in 1764. It is the oldest rolling paper manufacturer still in operation. <sup>[5]</sup> PAY-PAY is produced in Alcoy, Spain. The paper is made with ecological Arabic gum.
Rasta	Spain	
RAW	United States	Owned by BBK Tobacco & Foods, LLP (HBI International).
Rizla		Began in 1532. Originally French, they are now made in Belgium for Imperial Tobacco.




A box of Laramie cigarette tubes



An early 20th century pack of Rizla rolling papers, (no glue strip)



A pack of king size Smoking Slim rolling papers



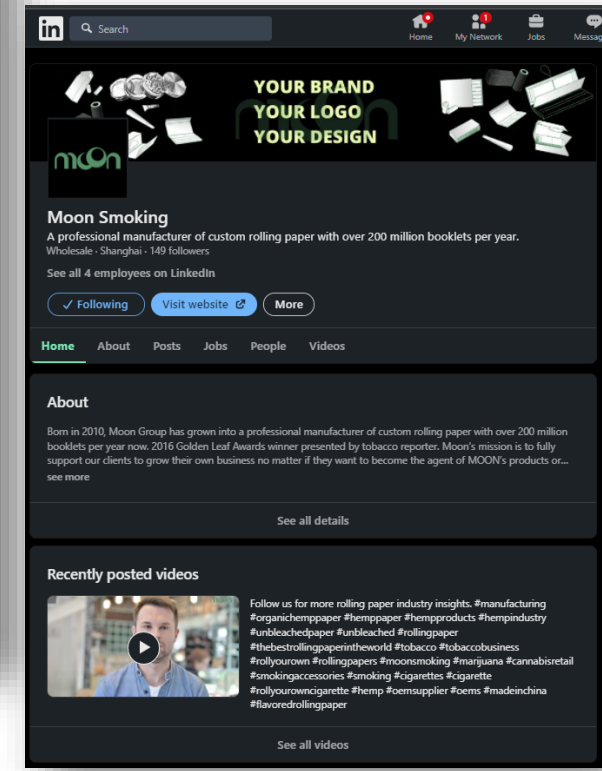
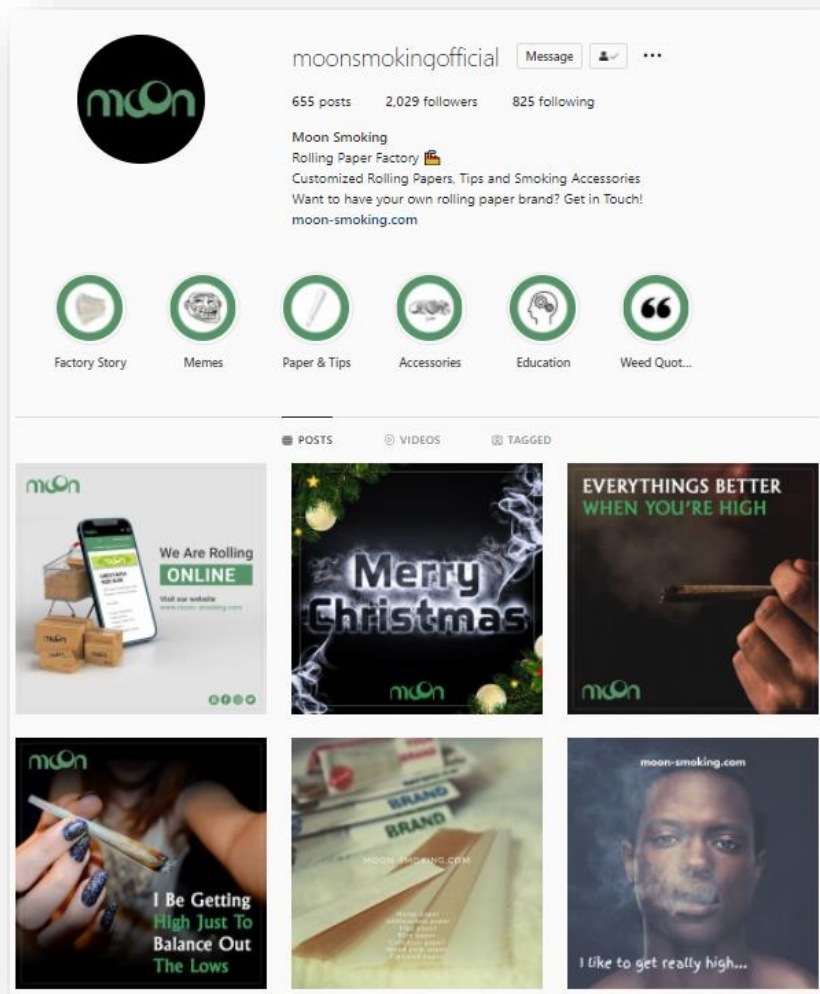


# SOCIAL ACCOUNTS HANDLING MOON-SMOKING

## Social Media Accounts:

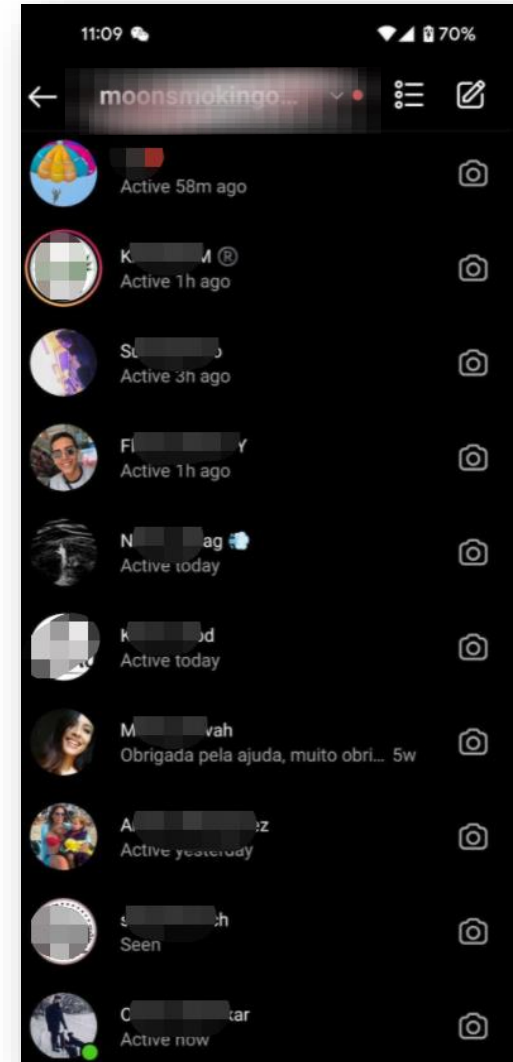
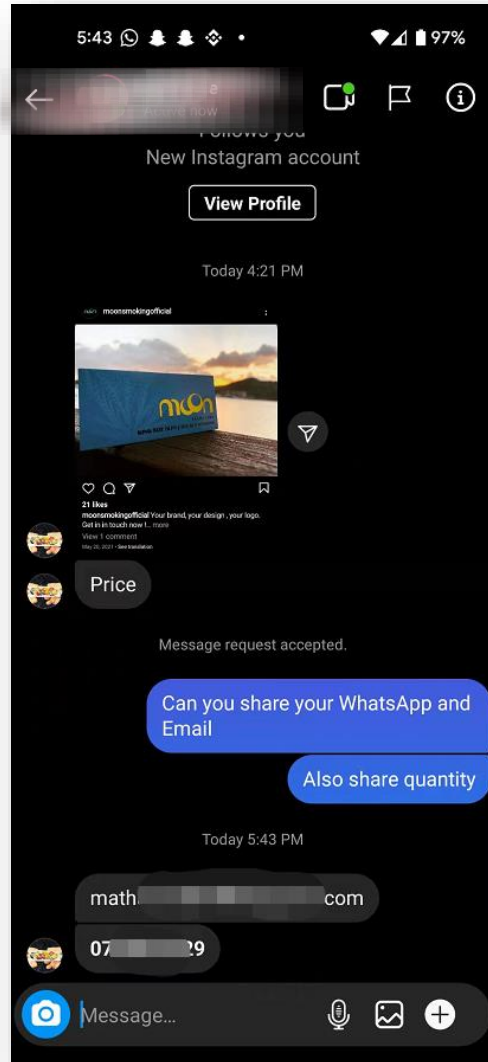
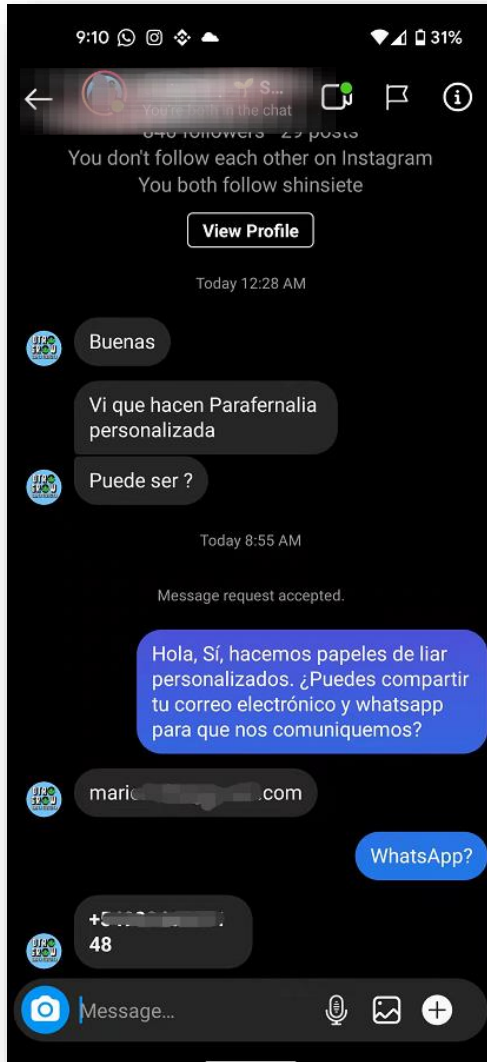
This is a banned product to promote by Facebook, Instagram and other social platforms.

Despite this challenge, we have been managing the social accounts of Moon-Smoking and have been receiving a great response in terms of business from the customers.





# SOCIAL ACCOUNTS INQUIRIES SNAPSHOT MOON-SMOKING





**PAGERANK**  
GROW YOUR BUSINESS ONLINE

*Thank  
You!*

