

Les Sûtras CASE STUDY

Les Sûtras is a Luxembourg-based luxury fashion brand offering handcrafted, sustainable clothing and accessories.

The brand logo for Les Sûtras is written in a black, elegant cursive script. Below the text is a decorative flourish consisting of symmetrical scrollwork and a central floral-like element.

les Sûtras

About Us



Les Sûtras is a Luxembourg-based luxury fashion brand offering handcrafted, sustainable clothing and accessories.

Founded in 2016, it promotes ethical, slow fashion made in India. The brand also supports children's education in Odisha through its social initiatives. By partnering with Digital Hub Solution, Les Sûtras significantly enhanced its online visibility, resulting in higher organic traffic and improved search rankings across key musical content categories.

Project Overview

- Les Sûtras aimed to improve online visibility in Luxembourg, attract more relevant traffic, and engage fashion-conscious consumers more effectively.
- At Digital Hub Solution, we implemented a customized SEO strategy, focusing on luxury fashion keywords, on-page enhancements, and content tailored to the local market.
- The initiative resulted in increased organic traffic, improved search rankings, and stronger customer engagement within the Luxembourg fashion community.



Challenges

Founded in 2016, it promotes ethical, slow fashion made in India. The brand also supports children's education in Odisha through its social initiatives. By partnering with Digital Hub Solution, Les Sûtras significantly enhanced its online visibility, resulting in higher organic traffic and improved search rankings across key musical content categories.

- Low organic visibility for fashion and lifestyle-related keywords.
- Intense competition in the e-commerce fashion sector.
- Under-optimized website content and unresolved technical SEO issues.
- Insufficient quality backlinks are affecting domain authority.
- Minimal blog content limits content-driven traffic and engagement.

Our Approach

- We began with an in-depth understanding of Les Sûtras' goals, audience, and market challenges.
- Our team developed a customized SEO strategy targeting visibility improvements, technical fixes, on-site content optimization, and authority building through strategic backlinks.
- We focused on driving sustainable organic growth and establishing the platform as a trusted resource for shopping globally.

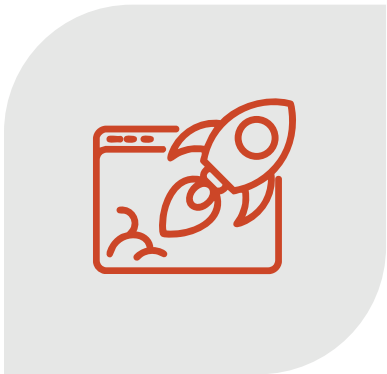
Our Strategy

We at Digital Hub Solution used industry insights and proven SEO tactics to boost Les Sûtras visibility and drive lasting results.



Keyword Research and Mapping

- We at Digital Hub Solution identified a mix of high-intent commercial and informational search queries to better align with Les Sûtras' target audience.
- Our SEO team targeted keywords like "boutiques online shopping", "fashion boutiques in Luxembourg", "multi coloured stone tiara"
- These keywords were strategically mapped to relevant product and blog pages to improve search visibility and intent-driven traffic.



On-page Optimization

- Our team revised meta titles and descriptions across all categories and product pages to align with targeted keywords.
- We integrated relevant keywords into product descriptions and image alt texts.
- Digital Hub Solution focused on enhancing internal linking across collections, blogs, and product pages to improve crawlability and user navigation.



Technical SEO improvements

- Digital Hub Solution conducted a full technical audit to uncover and address issues such as slow page load times and broken product tab URLs.
- We delivered actionable recommendations that helped Les Sûtras improve the site's overall performance and user experience.



Content Marketing

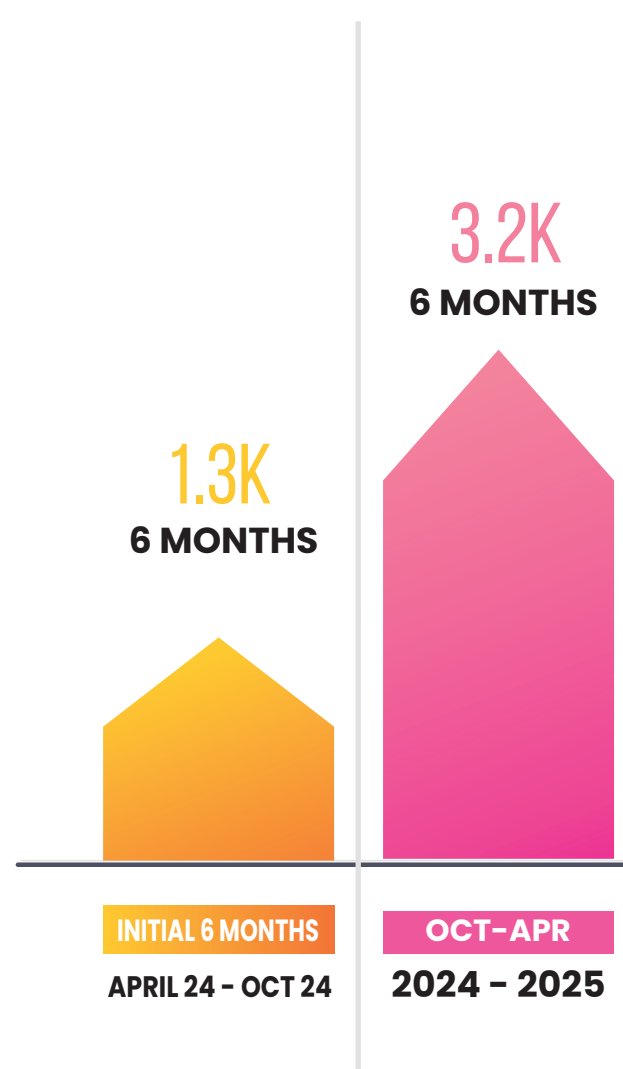
- We developed a blog content plan tailored to fashion and lifestyle trends relevant to Les Sûtras' brand identity, including
 - Nature-Inspired Silk Scarves Redefining Boutique Online Shopping
 - How Silk Scarves from Fashion Shops Online Capture Summer Style?
- To maximize SEO value, we added internal links from blogs to product and collection pages, supporting both discoverability and engagement.



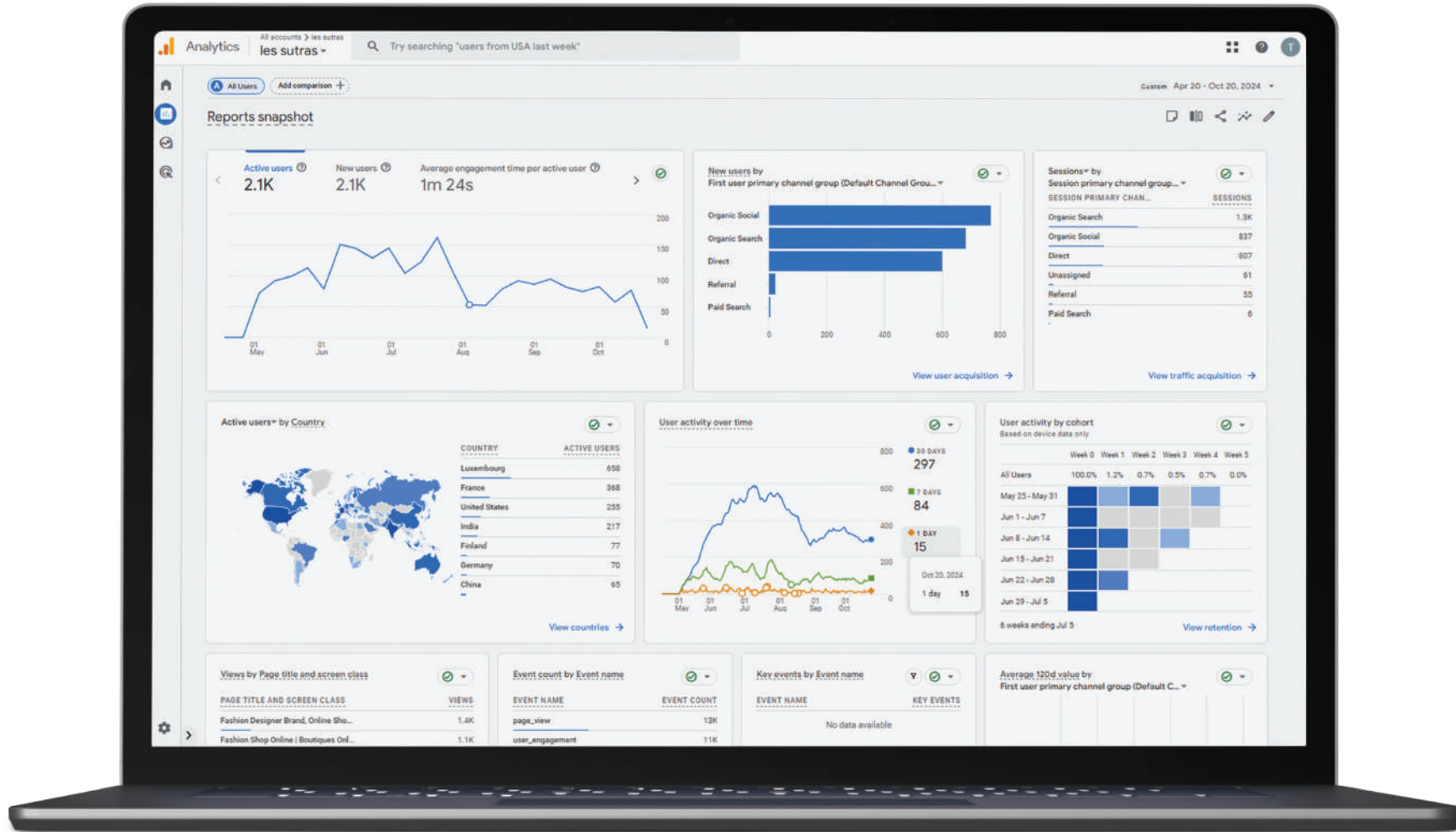
Backlink Acquisition

- We secured placements on high-authority fashion blogs and lifestyle websites.
- Our SEO team built contextual backlinks through guest posts and brand mentions.
- We focused on acquiring links from Luxembourg-based publishers to enhance local relevance

Result Comparison: Then vs Now



6 Months Data (20-Apr-24 to 20-Oct-24)



Organic Search 1.3k

6 Months Data (20-Oct-24 to 20-Apr-25)



Organic Search 3.2k

Ranking Comparison :

Google Luxembourg www.google.lu

Website	www.lessutras.com	Initial Ranking	6 Month	12 Month	Current Ranking
S.NO	Keywords	20-Apr-24	20-Oct-24	21-Apr-25	20-Jun-25
1	Multi Coloured Stone Tiara	N/A	20	11	1
2	Suzani Threadwork Jacket	N/A	8	1	1
3	Wool Scarf Unisex with Threadwork	N/A	12	6	1
4	Shimmer Wool Scarves Reversible	N/A	1	8	1
5	Wool with threadwork Scarf	N/A	N/A	13	1
6	Nature Inspired Silk Scarf	N/A	1	1	1
7	Unisex Cotton Scarf	N/A	23	8	1
8	silk cotton dress	N/A	2	1	1
9	unisex scarf	N/A	18	12	1
10	unisex scarves	N/A	N/A	1	1
11	stone tiara	N/A	8	4	1
12	versatile scarf	N/A	10	5	1
13	Indian Art Shoes	N/A	3	1	1
14	boutique online shopping	N/A	N/A	14	4
15	capes jacket	N/A	11	8	8

Thank You!

Let's Work Together

Looking to boost your online visibility, attract the right audience, and achieve real growth?

At **Digital Hub Solution**, we specialize in creating SEO strategies that deliver measurable results.

Whether you are aiming to increase traffic, enhance brand awareness, or drive conversions, we are here to help make it happen.

Let's build a digital roadmap tailored to your business goals. Your next level starts here.

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