



SEO CASE STUDY

Raj Masala



Raj Masala

www.rajmasala.com

Client –Raj Masala

Our Client is India based having range of spices.

Our services – Search Engine Optimization

Business Background

Raj Masala ensures the product's essence, fragrance and shelf life. The range comprises the finest Chili, Turmeric, Cumin Seeds, Coriander and many more which are widely praised and preferred in the market.

Market competition

The online Competition was too high as the website was competing with well-known virdhara.com, gajanand.com, gandhispices.com, indianindustry.com and many more.

Project Goal

Important Keywords which leads to organic traffic with the help of Search Engine Optimization.

- Best Place to Buy Spices online
- Red Chilli S17 Exporter India
- Whole chili suppliers
- turmeric finger suppliers
- Dry Red Chilli Suppliers
- Indian Spices Manufacturers
- Spices manufacturers in india
- Turmeric Powder Suppliers
- Best Haldi Powder

Task & Challenges

- Increase the ROI of their Business
- Keyword research for effective Internet Marketing
- Make the website SEO friendly to get crawl frequently
- Optimize the targeted keywords in Major Search engines

Actions

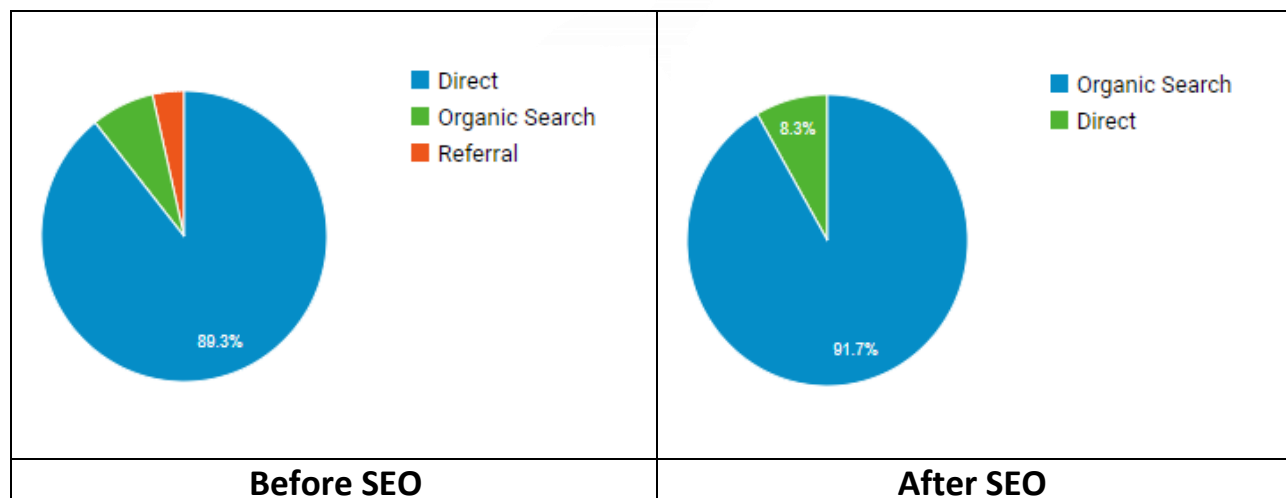
SEO Campaign was started on May 2017 and to make Raj masala the finest products available to our clients.

Time Frame - May 2017 – On Going

Results

Within few months of execution we boost their business by increasing organic traffic. After SEO We increased their organic traffic by 90%.

Below Snapshot describes the increase in Organic Traffic.



Rank Report

Below Keywords are well optimized for the Client's website and are ranking in Top 10 i.e. the first page of Google.co.in

Keywords	Rank	Average monthly searches
Best Place to Buy Spices online	17	200
Red Chilli s17 Exporter India	1	400
Whole chilli suppliers	5	376
turmeric finger suppliers	5	486
Dry Red Chilli Suppliers	14	239
Indian Spices Manufacturers	4	800
Spices manufacturers in india	7	692
Turmeric Powder Suppliers	6	150
Best Haldi Powder	16	542

And other 60 keywords and utilize organic search (SEO) to increase lead volume and market share.

Clients Remark

We sincerely appreciate Global Web Guru's efforts in positioning our online website ranking in India. Sales of baby products have gone up compared to previous months; overall, it's a satisfactory experience with Global Web Guru.

Conclusion

It can be analyzed that Web presence of Raj Masala got more strong and hyper with the Global Web Guru's SEO campaign. The Organic Channel i.e. traffic from Search Engines have contributed as main source.