



# SEO CASE STUDY



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FOODS

**German**

**Foods**

[www.germanfoods.in](http://www.germanfoods.in)

## Client – German Foods

Our Client is India based having manufacture and exporter of dehydrated onion , garlic, other vegetables.

Our services – Search Engine Optimization

### Business Background

German Foods are one of the leading processor, manufacture & exporter of dehydrated onion, garlic, other vegetable and spices based at Mahuva in the state of Gujarat a western part of India. We have wide experience in Cultivation and Process of dehydrated Products and agricultural commodities, which are in processed in our well-equipped plant, with modern technology.

### Market competition

The Online Competition was too high as the website was competing with angelstarch.com, novidon.com, cargillfoods.com, grainprocessing.com and many more.

### Project Goal

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

- dehydrated garlic products
- dehydrated white onion kibbled
- dehydrated white onion granules
- dehydrated onion manufacturers
- dehydrated red onion kibbled
- dehydrated red onion minced
- dehydrated red onion exporter

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

## 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

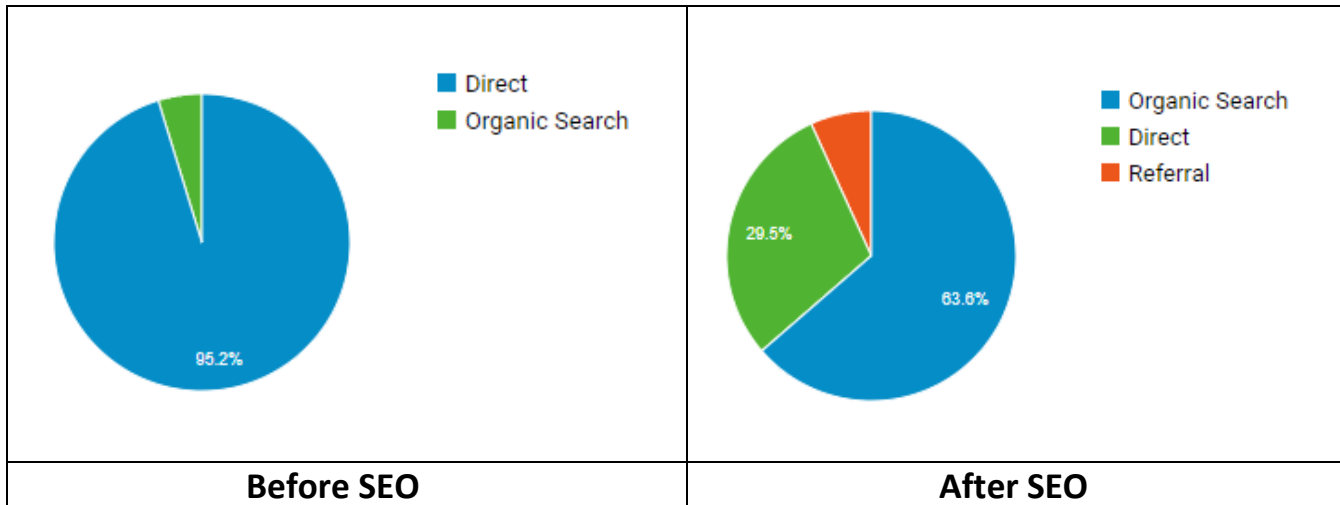
The SEO campaign was started in April Month 2017; Global Web Guru initiated with Local Submissions and then developed promotional materials like Infographic, PPTs, did Content Marketing, created and optimized Images, integrated and promoted strategic social channels and executed some quality Link baits and other ethical Link building stuff to achieve rankings and to drive traffic.

**Time Frame - April 2017 – October 2017**

## Results

Within short span of time execution we boost their business by increasing organic traffic. After SEO We increased their organic traffic by **83%**.

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
Dehydrated garlic products	5	300
Dehydrated white onion kibbled	9	450
Dehydrated white onion granules	6	300
Dehydrated onion manufacturers	7	500
Dehydrated red onion kibbled	9	381
Dehydrated red onion minced	2	390
Dehydrated red onion exporter	6	321
Dehydrated pink onion	8	400

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

## Clients Remark

“We sincerely appreciate Global Web Guru efforts in positioning our online website ranking in India. Sales of starch Product have gone up compared to previous months; overall it’s a satisfactory experience with Global Web Guru. – Clients Review.

## Conclusion

It can be analyzed that Web presence of German Foods Industries 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.

