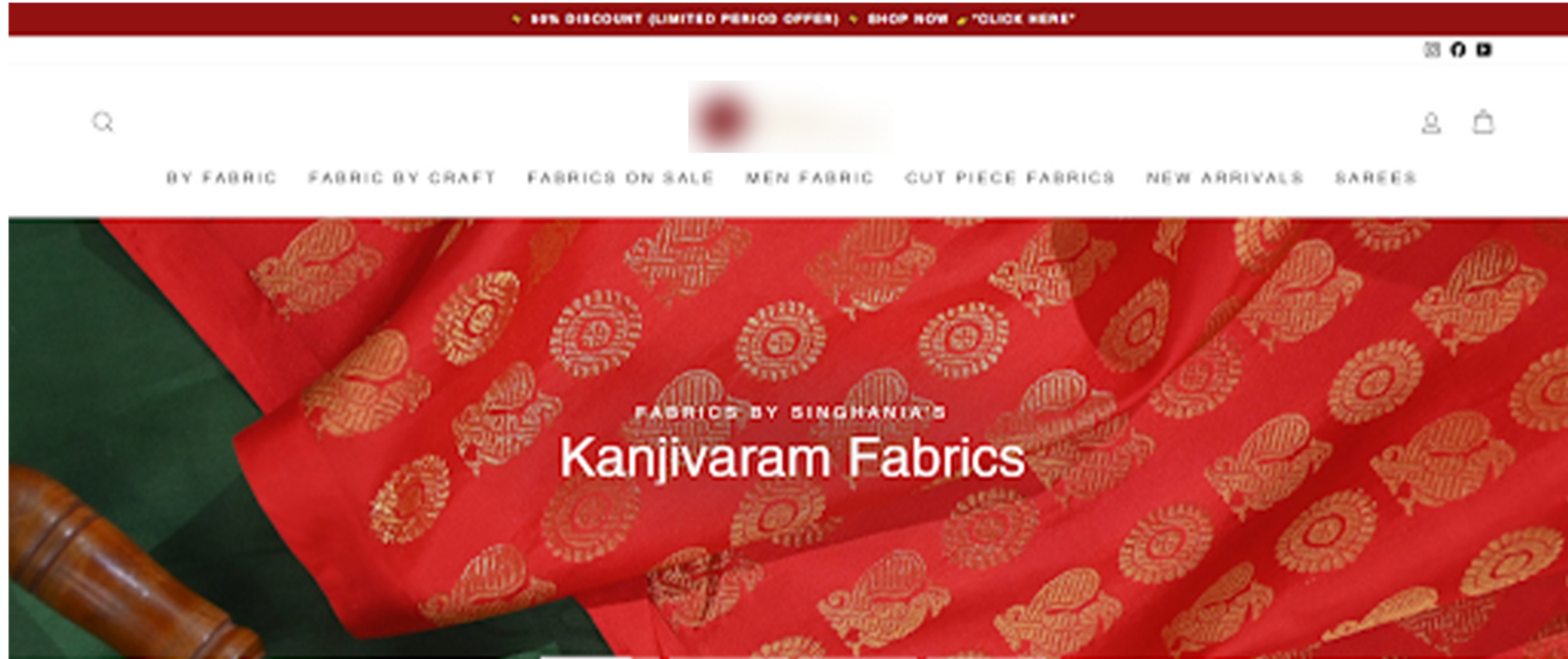


2000+ Organic Keywords
Ranked for an Indian Online
Fabrics Store in 4 Months

BUSINESS OVERVIEW:

This online fabrics store specializes in providing original silk fabrics to third-party businesses. They offer a wide selection of high-quality silk fabrics sourced directly from the finest silk mills and manufacturers around the world. Anyone can choose from a variety of silk fabrics in different styles, colors, and textures, making it easy for everyone to find the perfect fabric to suit their needs. They also offer silk blends, such as silk cotton and silk wool, for added versatility.



OBJECTIVE:

Although the company had been operating for several years and had an established customer base, they were experiencing difficulties in attracting organic traffic to its website.

As a result, they were looking to reduce their reliance on paid advertising and enhance their organic traffic.



CHALLENGES:

The company encountered a number of difficulties in bringing inbound visitors to its website, including:

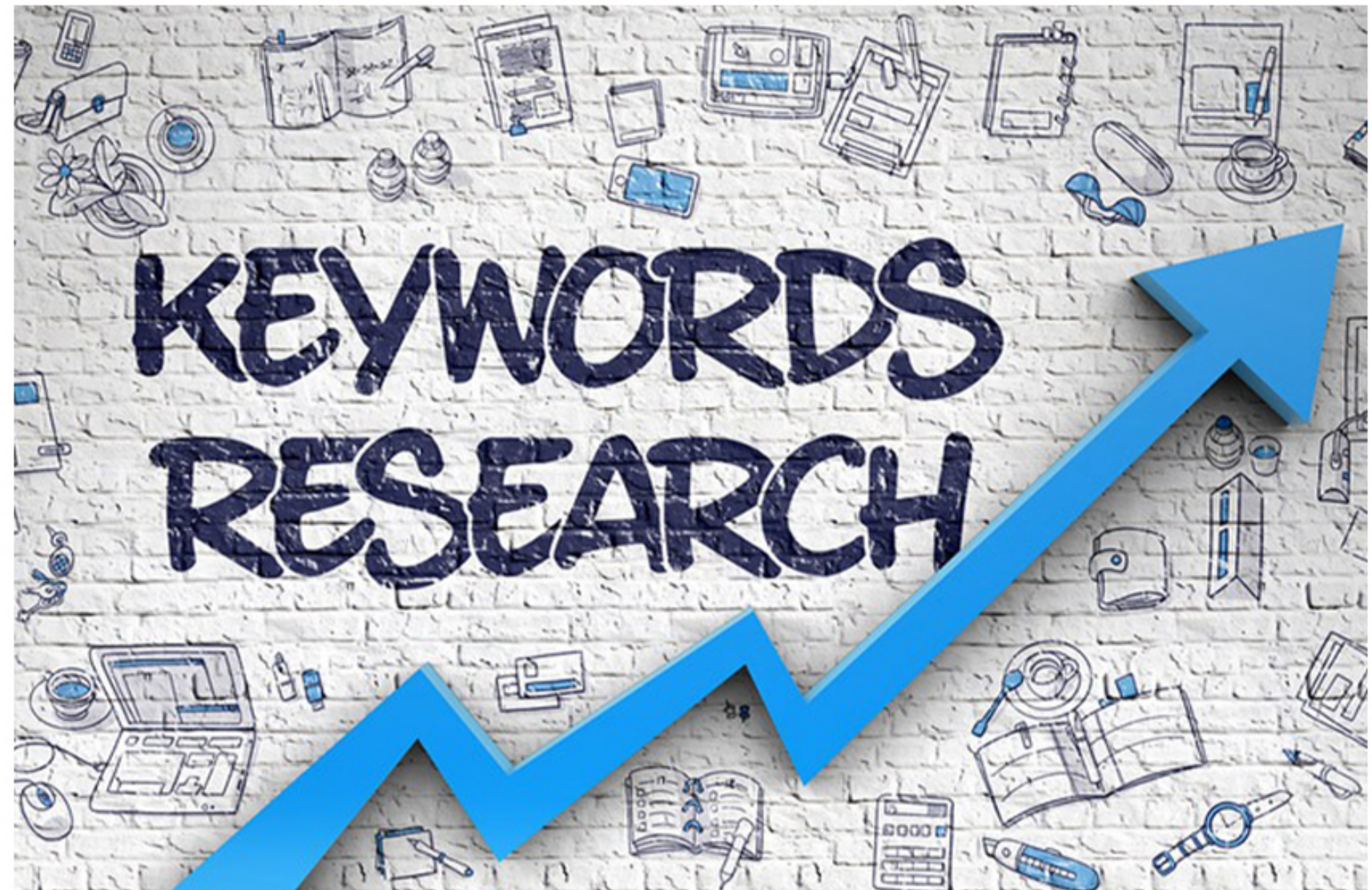
- ➡ High levels of Rivalry from other online ecommerce stores offering comparable goods
- ➡ Not Ranking for certain keywords in search engine results
- ➡ Inadequate search engine enhancement techniques

SOLUTIONS:

In order to overcome these difficulties, the SEO team at ROI Minds thoroughly examined the website and created an SEO plan aimed at increasing the website's exposure on search engines. The following was part of the strategy:

1. Keyword Research:

We carried out thorough keyword research in order to find pertinent and high-traffic keywords that the company could target in order to better its search engine rankings.



2. On-page Optimization:

To make the website's material more search engine friendly, our team improved the titles, descriptions, headers, and pictures.

Additionally, they checked that the website's material related to the desired search phrases.



3. Technical SEO:

The SEO team examined the website's technical aspects and rectified any problems that were influencing its search engine results.

They increased the website's mobile responsiveness, secured it, and streamlined the pace at which it loaded.



4. Content Marketing:

The team developed a content marketing strategy that focused on creating high-quality and informative content that would attract organic users to the website.

They created blog posts, infographics, and videos that were relevant to the business's target audience.



Results:

The SEO strategy implemented by us proved to be highly effective. In just **3 months**, we gained more than **2000 organic keywords** ranking for the website. Our effective strategy worked here and the keywords started to show up on search engine result pages, for the India location which was the client's prime target we have got more than **1500 keywords** ranked, the rest keywords were ranked in different locations as shown in the images below:

The website began to show up on the first page of search results for many of the targeted keywords as the website's search engine rankings increased. The performance and user experience of the website as a whole both improved, which led to higher levels of interest and extended session times.

Organic keywords

Monthly volume ▾

 India ▾

Position ▾

Volume ▾

KD ▾

CPC ▾

Traffic ▾

SERP features ▾

Word count ▾

Keyword ▾

URL ▾

1,551 keywords

 20 Mar 2023 ▾

Don't compare ▾

☐ Main positions only 

☐ Multiple URLs only 

 API

 Export

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL	Updated
<input type="checkbox"/> + singhanias	3	5,700	3	0.00	328	0	5	https://fabricbysinghanias.com/ ▾ 4 more	 SERP ▾ 1 d ago
<input type="checkbox"/> + tancy fabric	4	450	1	0.19	175	0	1	https://fabricbysinghanias.com/collections/tancy ▾ 1 more	 SERP ▾ 8 d ago
<input type="checkbox"/> + chandon fabric	2	4,400	0	0.07	128	0	1	 https://fabricbysinghanias.com/collections/chandon ▾ 1 more	 SERP ▾ 1 d ago
<input type="checkbox"/> + kurta fabric for men	2	1,400	0	N/A	104	0	5	https://fabricbysinghanias.com/collections/kurta-fabric ▾	 SERP ▾ 1 h ago
<input type="checkbox"/> + organza fabric	5	22,000	3	0.19	74	0	15	https://fabricbysinghanias.com/collections/organza ▾	 SERP ▾ 14 h ago
<input type="checkbox"/> + pattu fabric	6	200	0	N/A	69	0	1	https://fabricbysinghanias.com/collections/pattu-silk ▾ 1 more	 SERP ▾ 6 d ago
<input type="checkbox"/> + embroidered organza fabric	2	1,800	1	0.02	60	0	5	https://fabricbysinghanias.com/collections/organza ▾	 SERP ▾ 2 d ago
<input type="checkbox"/> + pattu fabric online	4	150	0	N/A	59	0	1	https://fabricbysinghanias.com/collections/pattu-silk ▾ 1 more	 SERP ▾ 5 d ago

Organic keywords How to use

Monthly volume  India  Position  Volume  KD  CPC  Traffic  SERP features  Word count  Keyword  URL 

 Select country

 India	1.6K
 United States	545
 United Kingdom	94
 Australia	65
 Canada	55
 Pakistan	55
 Philippines	37
 Malaysia	37
 United Arab Emirates	21
 South Africa	20
 Germany	16
 Indonesia	17
 Nigeria	17
 Bangladesh	13

Main positions only  Multiple URLs only 

 API

 Export

☐ Keyword

☐ + singhanias

☐ + fancy fabric

☐ + chander fabric

☐ + kurta fabric for

☐ + organza fabric

☐ + pattu fabric

☐ + embroidered organza fabric

☐ + pattu fabric online

CPC	Traffic	Paid	Position	URL	Updated
0.00	328	0	5	https://fabricbysinghanias.com/ 4 more	1 d ago
1.10	176	0	1	https://fabricbysinghanias.com/collections/fancy 1 more	8 d ago
1.07	125	0	1	https://fabricbysinghanias.com/collections/chander 1 more	1 d ago
N/A	104	0	5	https://fabricbysinghanias.com/collections/kurta-fabric	1 h ago
1.19	74	0	15	https://fabricbysinghanias.com/collections/organza	14 h ago
N/A	69	0	1	https://fabricbysinghanias.com/collections/pattu-silk 1 more	6 d ago
0.02	60	0	5	https://fabricbysinghanias.com/collections/organza	2 d ago
N/A	59	0	1	https://fabricbysinghanias.com/collections/pattu-silk 1 more	5 d ago

CONCLUSION:

In summary, the client's collaboration with our company enabled him to conquer his obstacles and raise the number of organic terms for the website. They were able to boost their website's efficiency and user experience, increase traffic, and better their search engine rankings by putting an efficient SEO plan into place.

This case study exemplifies the value of SEO in eCommerce and how it can aid companies in experiencing rapid development.

