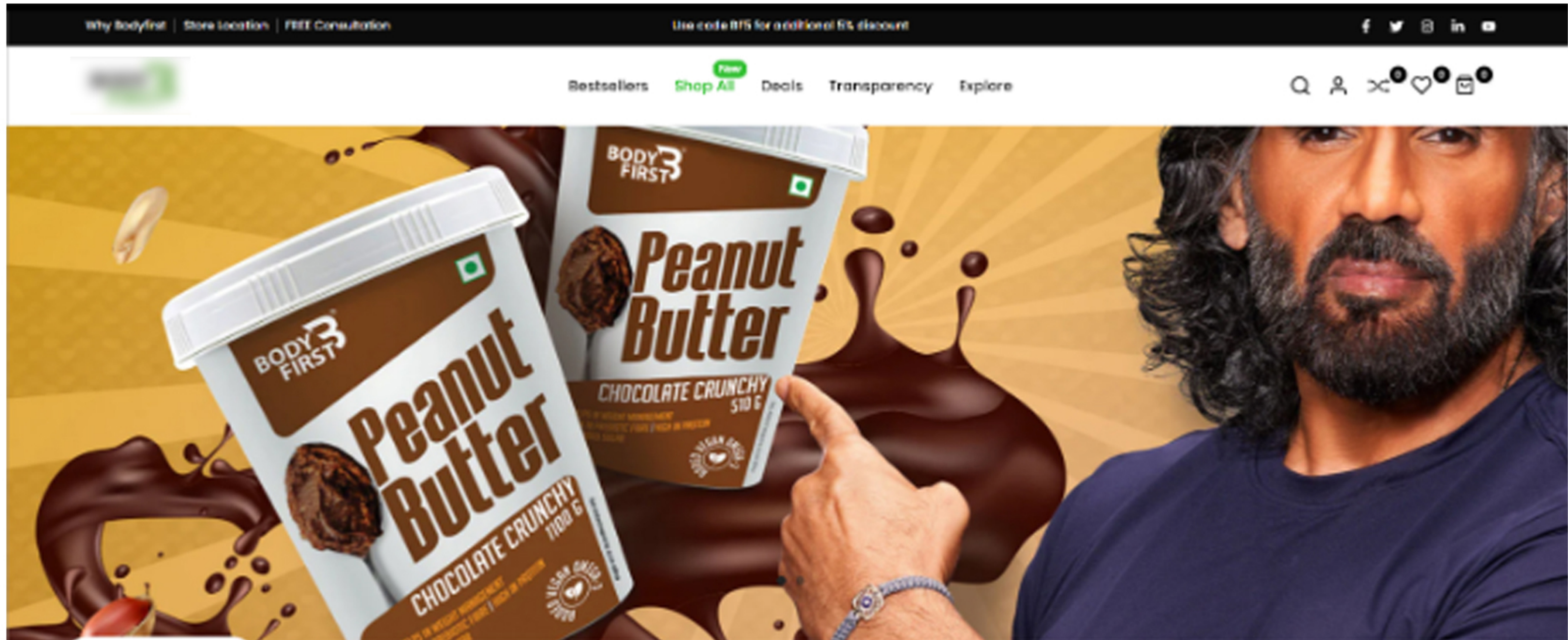


Generated Over ₹79K
in Revenue for a Health
Supplement Store in
Just 3 months

BUSINESS OVERVIEW:

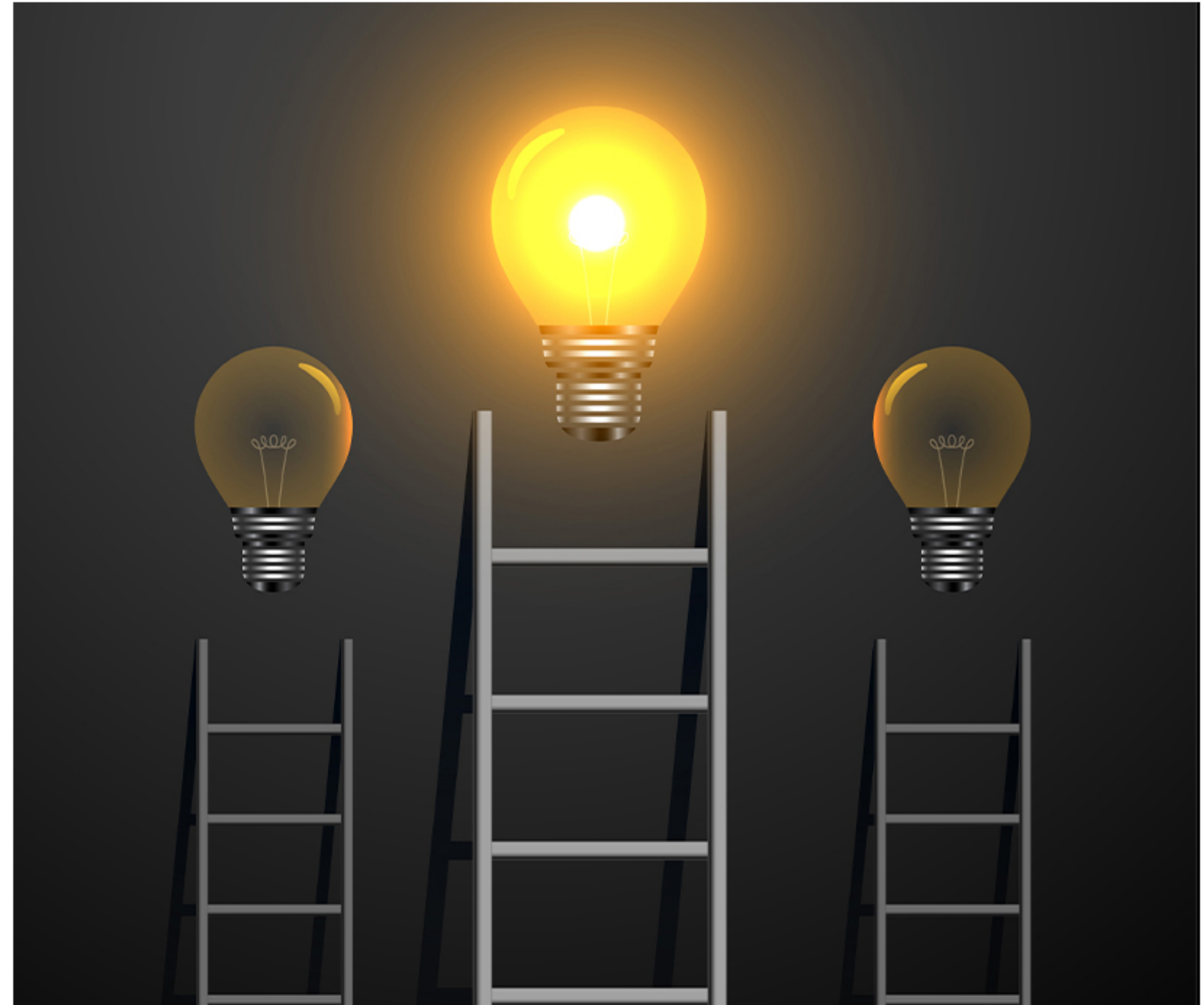
This business excels in making high-grade health supplement products which they sell exclusively at their online ecommerce store. Their main goal of the business was to increase their sale and revenue, they wanted their website to have organic sales and traffic so they turned towards SEO. The client wants to focus on identifying & targeting the most profitable market segments and developing targeted campaigns & promotions that will increase customer acquisition, retention, and loyalty.



OBJECTIVE:

The objective of this project was to develop and implement a comprehensive online marketing strategy that will increase the sales and revenue of the business.

This will involve a detailed analysis of the current market trends and consumer behavior, as well as an evaluation of the business's current online presence, website, and e-commerce platform.



CHALLENGES:

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

- Increased competition, as there are many online stores selling similar products.
- Building trust and credibility with potential customers due to concerns around product safety and efficacy.
- Difficulty in ranking for keywords related to health supplements due to the high competition and saturation of the market.
- Regulatory restrictions on making certain claims about health supplements in on-page content.
- Sales and revenue weren't increasing as they should be.

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 conducted in-depth keyword research to identify relevant, high-traffic terms that the business could target to enhance its search engine results.



2. On-page Optimization:

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

They also verified that the content of the website was linked to the intended search terms.



3. Technical SEO:

The SEO team looked at the technical elements of the website and fixed any issues that were affecting its search engine rankings.

They improved the website's responsiveness to mobile devices, made it private, and sped up how quickly it launched.



4. Content Marketing:

The group developed a strategy for content marketing that was focused on creating superb and informative content to bring in organic traffic to



Results:

The SEO strategy implemented by us proved to be highly effective. In just **3 months**, we saw more than **79k organic revenue** generated for the website.

Our effective strategy worked here and the sales and revenue increased, here you can see in the image below. Additionally, as the website's search engine scores rose, it started to appear on the front page of search results for many of the targeted terms.

The overall website's speed and user experience improved, which raised curiosity levels and lengthened session times.

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
 - Google Ads
 - Search Console
 - Social
 - Campaigns
- Behavior
- Attribution ^{88%}
- Discover
- Admin

Channels ✓

SAVE EXPORT SHARE EDIT INSIGHTS

ALL = DEFAULT CHANNEL GROUPING Organic Search

Organic Traffic
13.47% Users

+ Add Segment

Explorer

Summary Site Usage Goal Set 1 Ecommerce

Users vs. Select a metric

Day Week Month

ROI Minds generated 79K+ revenue within 90 days Organically.



Primary Dimension: Keyword Source Landing Page Other

Plot Rows Secondary dimension Sort Type Default

advanced

Keyword	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Source Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
Organic Traffic	4,617 % of Total: 13.47% (34,274)	3,941 % of Total: 11.96% (32,962)	6,538 % of Total: 14.52% (45,013)	56.82% Avg for View: 56.07% (-17.72%)	2.87 Avg for View: 2.22 (29.21%)	00:02:20 Avg for View: 00:01:29 (36.74%)	0.63% Avg for View: 0.77% (+18.18%)	41 % of Total: 11.88% (345)	₹79,081.36 % of Total: 18.43% (₹428,772.31)
1. (not provided)	4,604 (99.72%)	3,929 (99.70%)	6,520 (99.72%)	56.84%	2.87	00:02:20	0.63%	41 (100.00%)	₹79,081.36 (100.00%)

CONCLUSION:

In conclusion, the client's partnership with our business allowed him to overcome his challenges and increase the volume of organic keywords for the website. By implementing an effective SEO strategy, they were able to increase traffic, better their search engine results, and improve the functionality and user experience of their website.

This case study serves as an excellent illustration of the importance of SEO in eCommerce and how it can help businesses experience fast growth.

