

ATCHAYAPATHRA FOODS – SEO CASE STUDY

“65% Increase In Organic Search Traffic”



About the Client

Atchayapathra Foods offer Home-made vegetarian food delivery service. They provide food based on subscription services like monthly subscription and yearly subscription basis. This Atchayapathra Foods site was a newly developed and fresh site with no previous SEO. We got the project in Dec 2018. We were given full responsibility to boost the traffic. Our SEO experts are having a vast experience in SEO and in-depth knowledge about the winning strategies that do wonders.

The Challenge

Atchayapathra Foods Madurai, their website pages was not optimized well, and also they did not share the blog post regularly. As a result, this page was not reaching their target audience. For this reason, they approached us with the main goal of increasing the number of blog post, On-page optimization, Off-page submission regularly. Their primary focus was on enhancing the brand awareness.



15%

ORGANIC TRAFFIC

20%

BACKLINKS COUNT

10%

DOMAIN STRENGTH

20%

CONVERSION/LEADS

Our Strategy

- 📌 By analyzing our client website, we framed the SEO strategy which aims to bring many visitors to Atchayapathra Foods. Our first step is to introduce Google analytics and webmaster tool on the website to obtain keyword suggestions.
- 📌 We analyzed their potential competitors to identify new opportunities and trends in a particular industry.
- 📌 SEOBusiness Company experts can build top-notch industry keywords based on the geographic region and include Meta title, keywords and Meta description into their website.
- 📌 To increase their search ranking, we removed the 404 redirects and optimize their website speed. We can include robot.txt, XML sitemap and increased the alt tag, image tags and H1 tags.



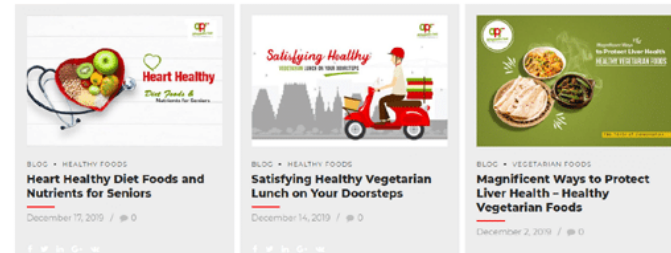
Solution

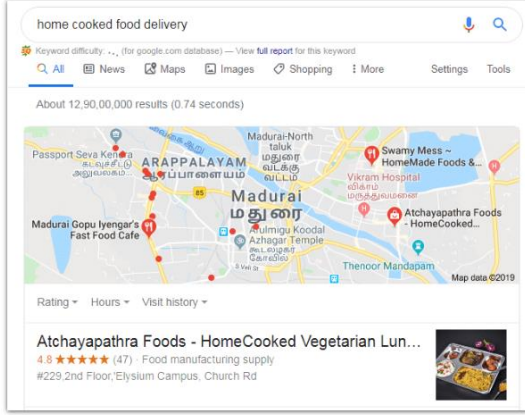
Regular Blog Post

It is one of the effective ways to build brand awareness While Offering relevant and useful content to the target audience is through consistent blogging. A blog post is the simplest way for small businesses to drive more organic traffic to the site, it increases inbound marketing efforts and attracts more prospective customers.

- ✔ Exceptional enhance to search engine optimization
- ✔ Increase and strengthen relationships with new and existing customers
- ✔ Promote their business as an industry leader
- ✔ Build opportunities for sharing

Atchayapathra Foods Blog





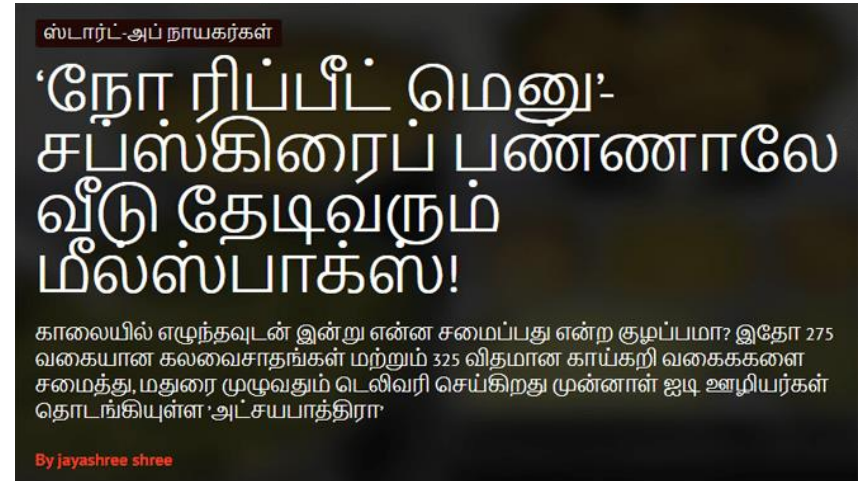
Local SEO

Local SEO includes the correct citation on the relevant websites, it is preferably in the correct geographic location. Especially, it had a direct effect on the local search results. We have to access the directories not available in the general. Our experts actively pursue local citations to increase the local rankings.

Press Release Post

A press release is a public relations tool, which is more beneficial for a startup or else developing business. In fact, press releases alert the public to product recalls while providing essential consumer information and working the mitigate an internal crisis. It helps many companies to get valuable publicity for spreading the message.

- ✔ Boost up the company's visibility
- ✔ PR establish the industry expert
- ✔ It spread wide and far
- ✔ Turning the PR into an advertisement



Increase in Keyword Ranking

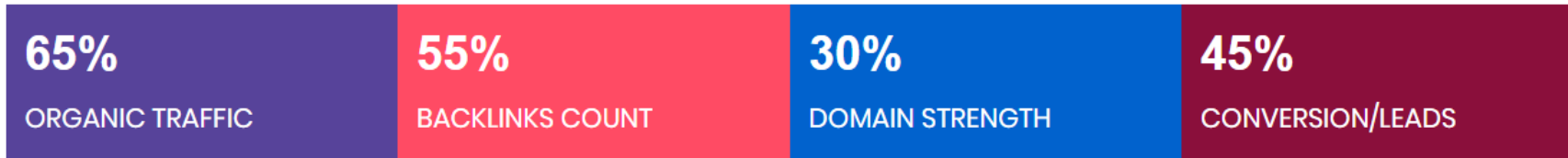
We have achieved high search volume keywords on the Google top page within the suggested timeframe!

Keywords	Before SEO	After SEO
Homemade food delivery	#82	#1
Meal delivery service	No	#1
Lunch delivery	#52	#1
Dinner delivery	#73	#1
Vegetarian food delivery	No	#1
Meal providers	#32	#2
Nutrition food delivery	#48	#2
Home delivery food	#37	#2
Organic food delivery	#29	#2

Atchayapathra Foods

Result

In the final analysis, the results are really awesome. The traffic is exploded. SEO is essential for success these days as it helps in getting more organic visitors and to convert them into customers.



Takeaway

11 months and out SEO expects showed our potential and increased the rank of the site. We completely focused on what users wanted and provided them with the unique and most informative content. We must continue to work the same.

After the successful execution of our powerful tactics, there was an increase in the number of visitors per day, increased brand awareness and upgraded their website position. Specifically, we focused on what users wanted and provided them with valuable content. Clearly, this case study shows several significant improvements in the various sectors in the business market.