



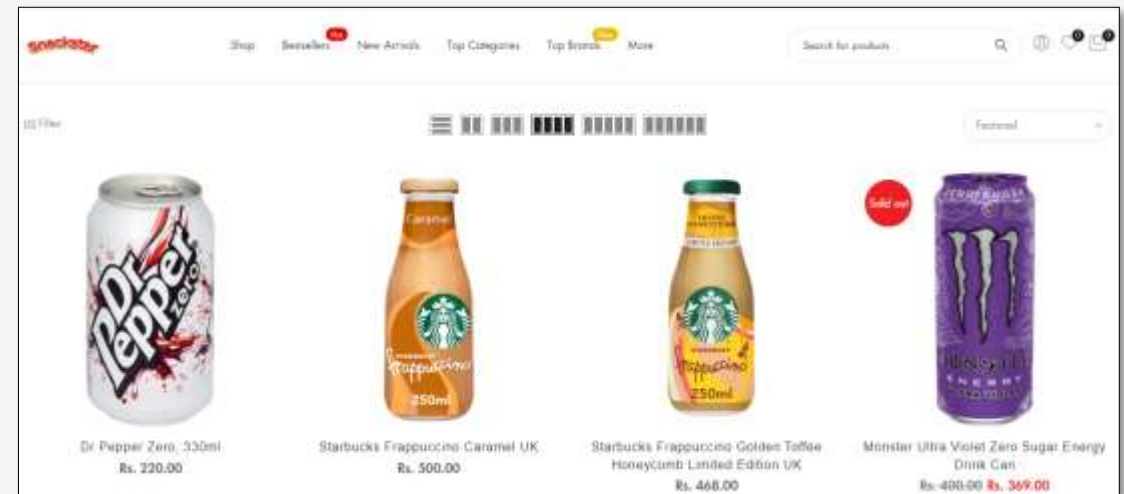
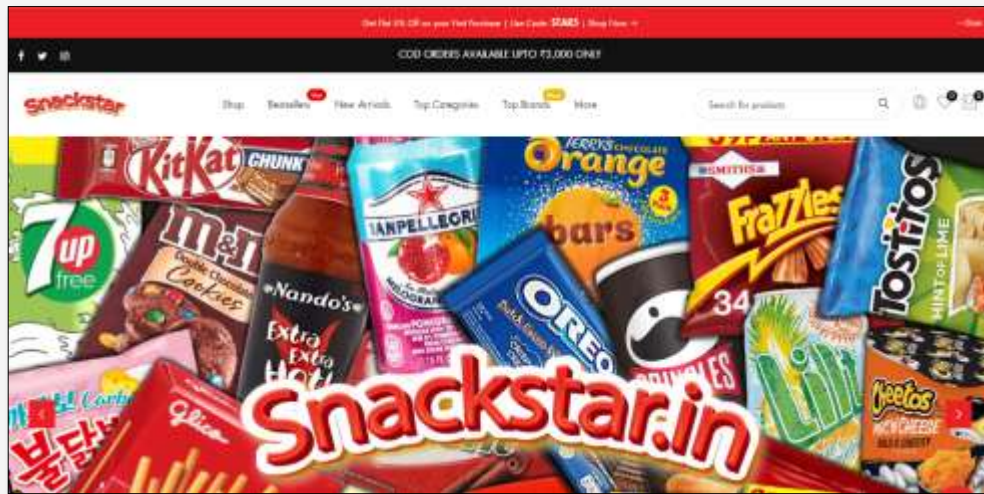
# Search Engine Optimization Client Case Study



<https://snackstar.in/>

Snack star has been a part of SEO WHY SHY since 2020

**About Brand** - Snackstar is a platform where you can find all your favorite imported candies, chocolates, and snacks. The greatest solution to munchies & the go-to for all your snack cravings. In 30 years of importing & offering our offline tie-ups with the renowned best, we know exactly what you crave to satisfy those unforgiving munchies.



Yes Sir, Your requirement's are always our top most priority. We will create a SEO friendly Website and focus to increase the brand visibility and generate maximum lead for brand.

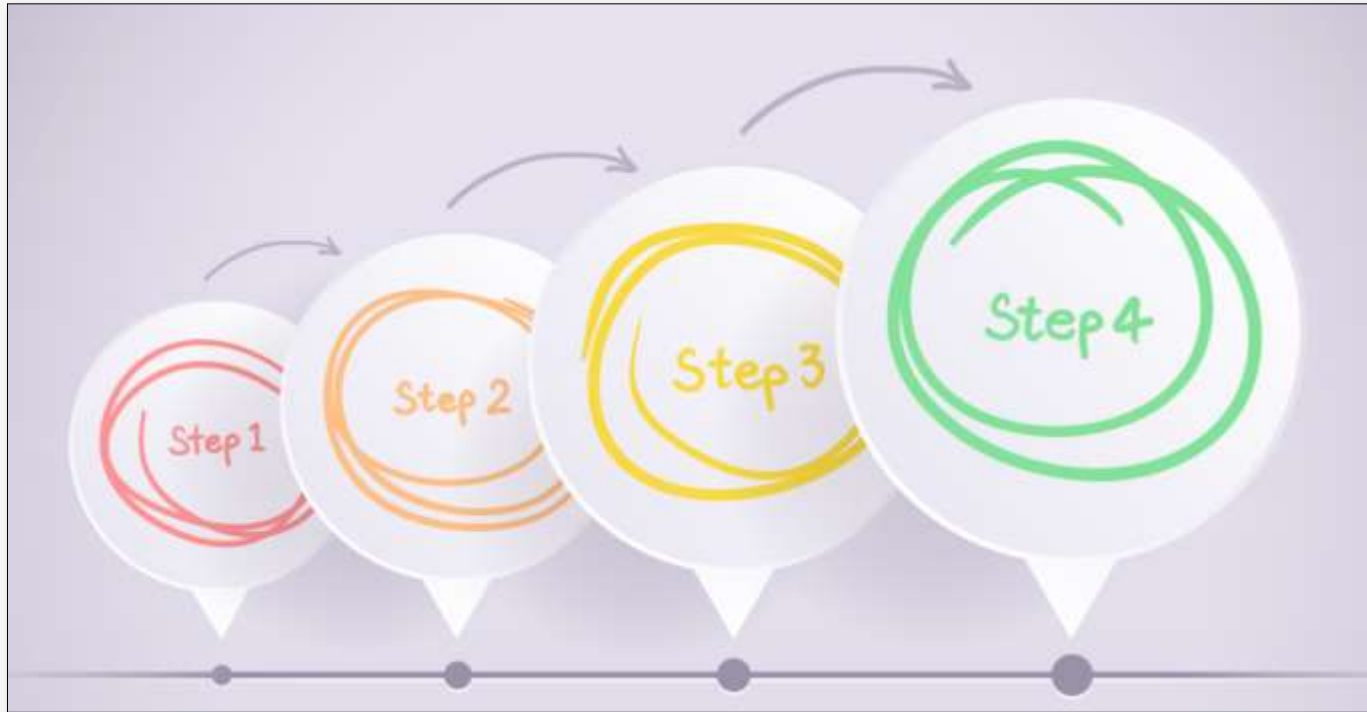


**Client**

**Remember!**

Its important to have SEO friendly website for the better brand visibility.

# Basic Plan For The Website



**First Step** – First we did in-depth market research, competitor analysis and do basic On-page and Technical SEO setup.

**Fourth Step** – Its go time now we will be doing link building strategies so that we can get the most of the keywords in top.

**Third Step** –Checked the SEO factors on regular basis, keep the brand updated with the marketing trends.

**Second Step** – We tracked the website with conversation code and start implementation so that we can monitor the campaign.

# WEBSITE STANDINGS

---

Did you know that investing in SEO is one of the best ways to grow your brand's reach, leads, and sales organically?

In this SEO case study, we'll cover our proven SEO strategy and how it helped us grow the traffic to our client's website <https://snackstar.in>.

## **But why did we leverage SEO, after all?**

One of the biggest reasons behind it was the fact that organic traffic is highly targeted. So, if you're not ranking well for relevant searches, it's likely that you're losing out on many conversion opportunities.


That's why we choose SEO to grow our client's website traffic. And it paid less, too. In just six months, we drove over **30k visitors** to their website.

## **Want to find out how?**

In this SEO case study, we've put in every bit of our strategy so that you too can replicate the same and grow your traffic.


# SEO Case Study: The Objectives

---

- ▶ Our main goal was to boost the traffic of our client's website through organic search. Also, we wanted the client to rank for more competitive keywords.
  - ▶ And that's not all.
  - ▶ We also wanted to rank them for high CPC keywords that could help the client boost their revenue at a later stage.
- 

# SEO Case Study: The Challenges

---

- ▶ We had to face several challenges while improving our client's rankings in the SERPs (search engine results pages). We'll talk about them in this section of this SEO case study.
  - ▶ **Case Study Duration**
  - ▶ We implemented our strategy from 1st August 2021 to 31st January 2022 and tracked results for the same period.
  - ▶ In this case study, we are comparing results to the results from the previous six months - 1st August 2021 to 31st January 2022 .
  - ▶ Let's now take a look at the results of our SEO efforts.
- 



# SEO Results At a Glance

---

- ▶ Through our SEO strategy, we were able to:
- ▶ Rank our client's website for **2.2k** keywords on Google in the India(as of January 2023)
- ▶ Rank the client's site for **200+** keywords on the first page of Google (as of January 2023)
- ▶ Increase their site's organic traffic by **27.3k** in just six Month (2000k to 30000k)
- ▶ Increase their inbound leads by **62%**
- ▶ Get their blog posts featured in Google's featured snippets

# Improve Website's Improve Traffic and Organic Visibility

---

## Challenges

- Create a search-friendly website
- Maximize visibility
- Improve user experience
- Increase visitors website

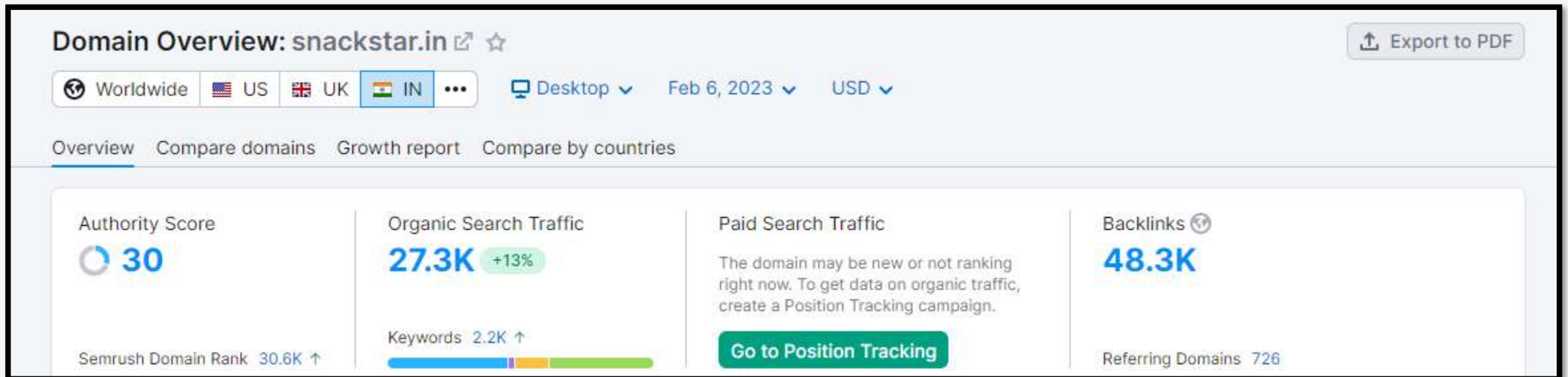
## Strategy

- Develop an integrated site-wide keyword strategy
- Uncovering user intent and organizing the site's content
- Create URL strategy to take advantage of established value
- Remove and merge sections of the old website to support keyword strategy
- Post website launch, SEO monitoring to fix issues



# WEBSITE STANDINGS

- ▶ After having mixed experience with trying to work on the website's SEO on their own, they were hoping to get on a steady upward curve



# Step 1. Technical SEO Audit

---

- ▶ Our work started in August 2021 with assessing the overall state of the website. Our standard technical assessment procedure includes checking how fast are the pages on the website, does it index the way it should, is the health of URLs ok, are all images loading and does it check other technical requirements boxes. Having all the technical aspects in order is a must to start climbing on the top of google search results.
- ▶ Overall, we were off to a good start and the client's website was already in good shape. A couple of improvements on the to-do list were:
- ▶ **Fixing URL redirects and broken links, sending visitors to webpages that no longer exist.** They not only decrease the user experience but can also negatively impact the way search engines assess the website. The more broken URLs, the more red flags Search Engines see.
- ▶ **Updates on the sitemap.** Sitemap sends the info to the search engines about the website's structure and helps them discover new pages quicker and easier. Some of the elements on the sitemap were either outdated or incorrect, thus we worked with <https://snackstar.in/> tech team to solve it.

# Step 1. Technical SEO Audit

---

- ▶ Our work started in August 2021 with assessing the overall state of the website. Our standard technical assessment procedure includes checking how fast are the pages on the website, does it index the way it should, is the health of URLs ok, are all images loading and does it check other technical requirements boxes. Having all the technical aspects in order is a must to start climbing on the top of google search results.
- ▶ Overall, we were off to a good start and the client's website was already in good shape. A couple of improvements on the to-do list were:
- ▶ **Fixing URL redirects and broken links, sending visitors to webpages that no longer exist.** They not only decrease the user experience but can also negatively impact the way search engines assess the website. The more broken URLs, the more red flags Search Engines see.
- ▶ **Updates on the sitemap.** Sitemap sends the info to the search engines about the website's structure and helps them discover new pages quicker and easier. Some of the elements on the sitemap were either outdated or incorrect, thus we worked with <https://snackstar.in/> tech team to solve it.

## Step 2. Content Strategy

---

- ▶ When all the technicalities are in place, it's time to focus on creating the right content to bring visitors to the website.
- ▶ **Keyword research**
- ▶ Every good content plan has to start with keyword research. After all, what you write about should be relevant to your audience.
- ▶ An industry insider knowledge might help with guessing what your customers are interested in. However, it does not always translate in page views on your website. Keyword research helps to narrow down exact keywords people are typing in their google search, see the approximate search volume, and how easy or difficult it would be to outrank the existing pages in the top positions of SERPs (Search Engine Result Pages).
- ▶ The client's primary target market is India. Keeping that and Inyova's user personas in mind and with the help of the powerful SEO tool [ahrefs.com](https://ahrefs.com) & [Semrush.com](https://semrush.com) we could identify the **main keywords to target:**

# Some Keywords Idea

---

Keywords	Search Volume
Cadbury biscuits	2400
instant noodles	5400
chocolate sticks	5400
Samyang Ramen	3,600
Samyang Noodles	8,100
Bourneville chocolate	14800
Pocky chocolate	1000

In India, each of the keywords has attractive monthly search volume and keyword difficulty that would allow competing for Google's top positions. Most importantly, people searching for these keywords are those that Snackstar would like to see on their website.

# Content creation

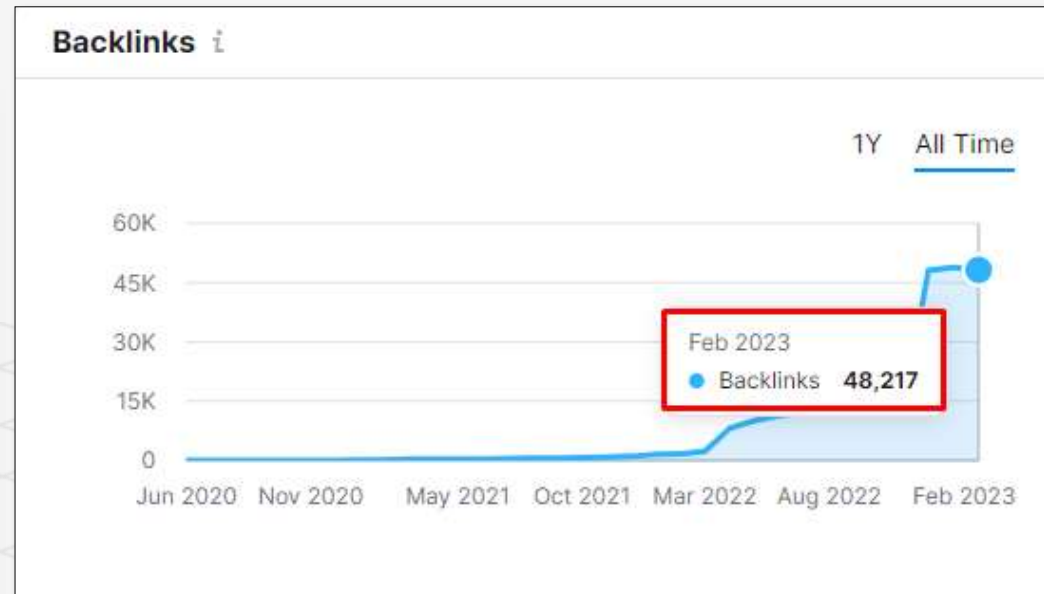
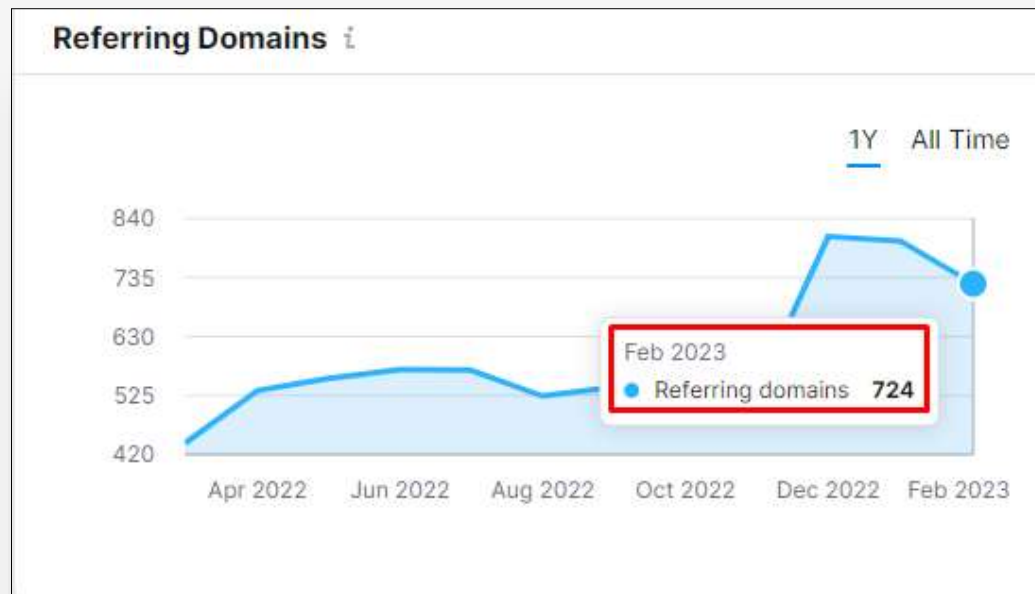
---

- ▶ After the focus keywords and more extensive list of supporting keywords were identified, it was time to plan the articles that both the website visitors and Google will like.
- ▶ We agreed to work on a mix of in-depth *skyscraper* articles and shorter, concise supporting articles.
- ▶ Skyscraper Technique was developed by an SEO expert Brian Dean and it became one of the most effective ways to boost organic search rankings. Skyscraper articles are meant to serve users' search intent in the best possible way, provide the most complete answer to their question and therefore send positive ranking signals to the Search Engine.
  
- ▶ **So, how did we go about content upgrades? We mainly did the following:**
  - A. Replaced old statistics with new ones
  - B. Updated strategies to reflect new advancements
  - C. Increased the content length to offer more value
  - D. Replaced old examples with new and relevant ones
  - E. Optimized content for the target keyword and other related keywords
  - F. Improved internal linking structure



# Step 3. Link Building

- ▶ While the strategy was focused on on-page SEO, additionally, we worked on link building. After all, the number of backlinks is one of the [top 3 Google's rankings signals](#).
- ▶ As you can see in the graph from Semrush.com, even before our cooperation Snackstar was steadily increasing the website's referring pages and domains.



## Step 3. Improved Link Building

---

- ▶ Another good result that we would like to highlight in this case study is how our SEO strategy improved our client's backlink profile.
- ▶ We continued link building and outreach for backlinks resulted in quality backlinks on various blogger websites. However, the main backlink growth is attributed to the client's own activity. Snackstar is very active in the industry and their PR & Event Marketing activities have resulted in a steady flow of links to their website.
- ▶ There was a massive jump in the number of dofollow and nofollow backlinks the client's site had.

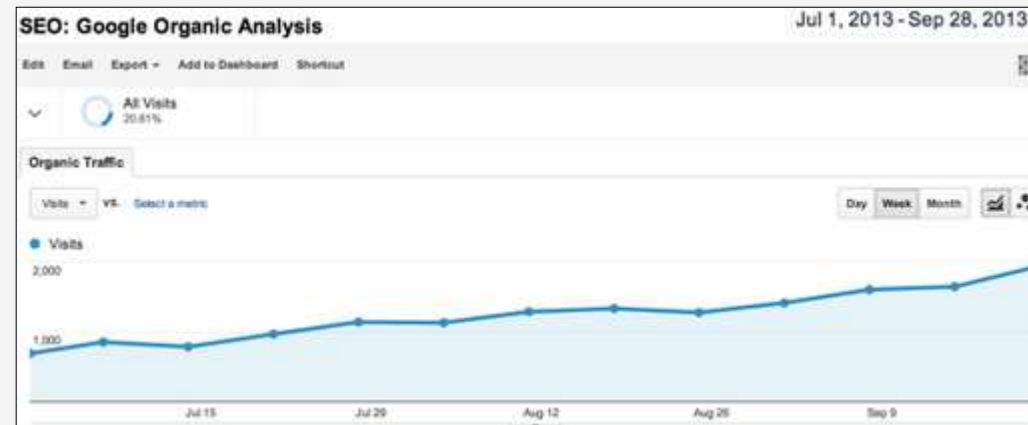
# Step 3. Improved Link Building

- ▶ And the best part?
- ▶ Most of these links (92%) were dofollow links while nofollow backlinks constituted only 8% of all backlinks. These backlinks helped improve their off-page SEO.

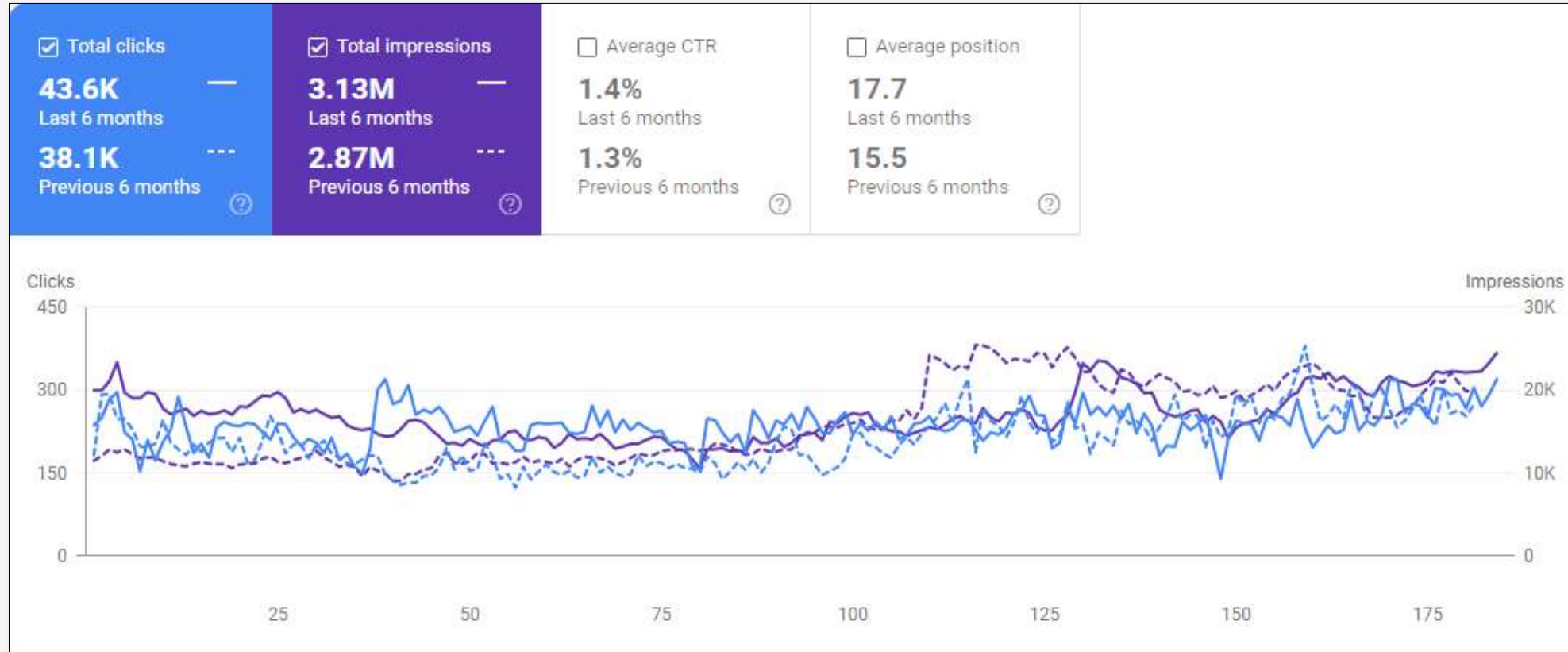
Backlink Types				Link Attributes			
Text		98%	47.8K	Follow		92%	44.4K
Image		1%	577	Nofollow		8%	3.9K
Form		<1%	1	Sponsored		<1%	3
Frame		<1%	1	UGC		<1%	294

# The Results-Increased Organic Traffic and Page Views

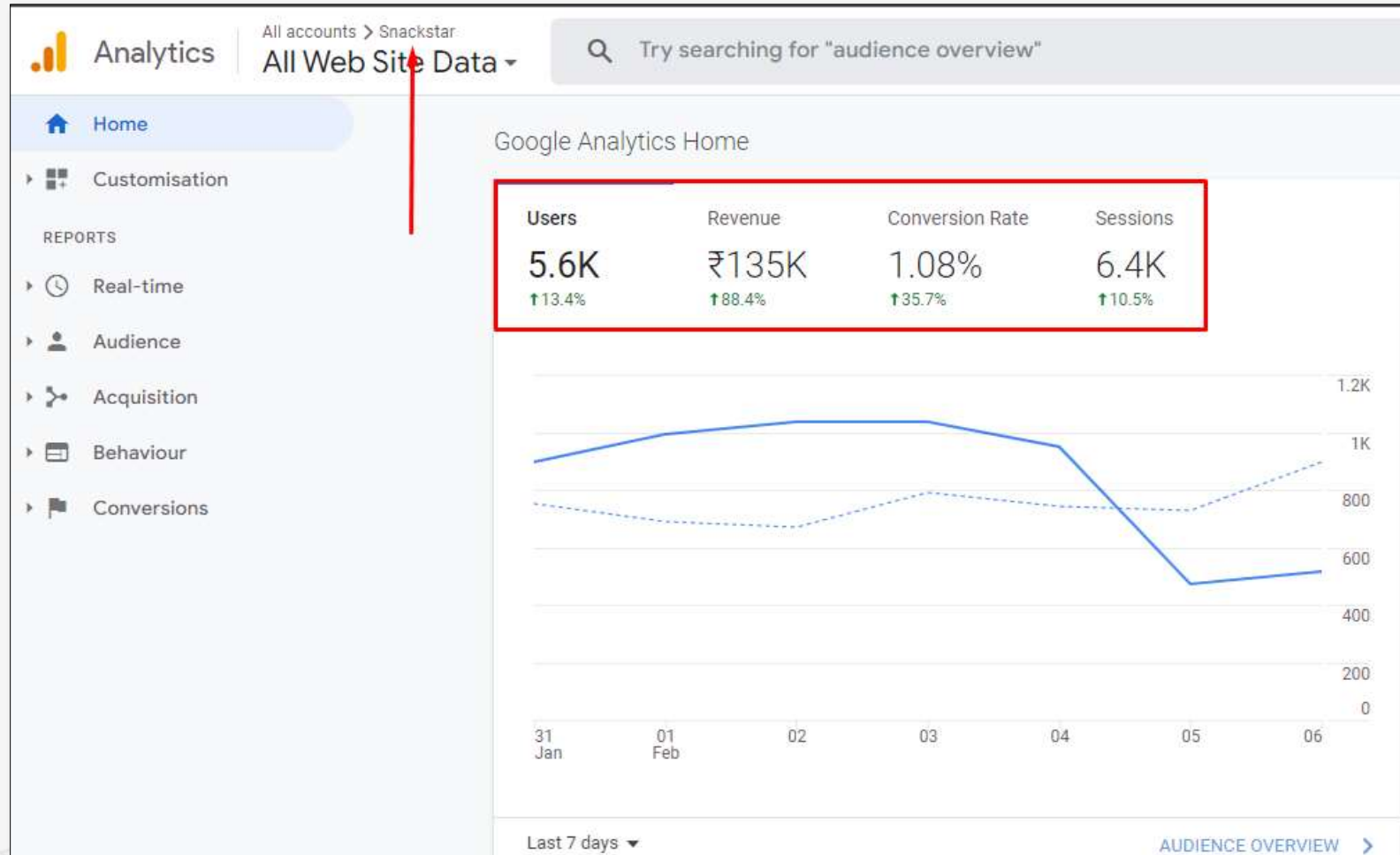
- ▶ **Organic traffic growth**
- Organic traffic has been steadily increasing since the start of our cooperation in August. Overall when comparing August 2021 and Jan 2022 results we can see huge increase in organic traffic from Google.



# The Results-Increased Organic Page Views

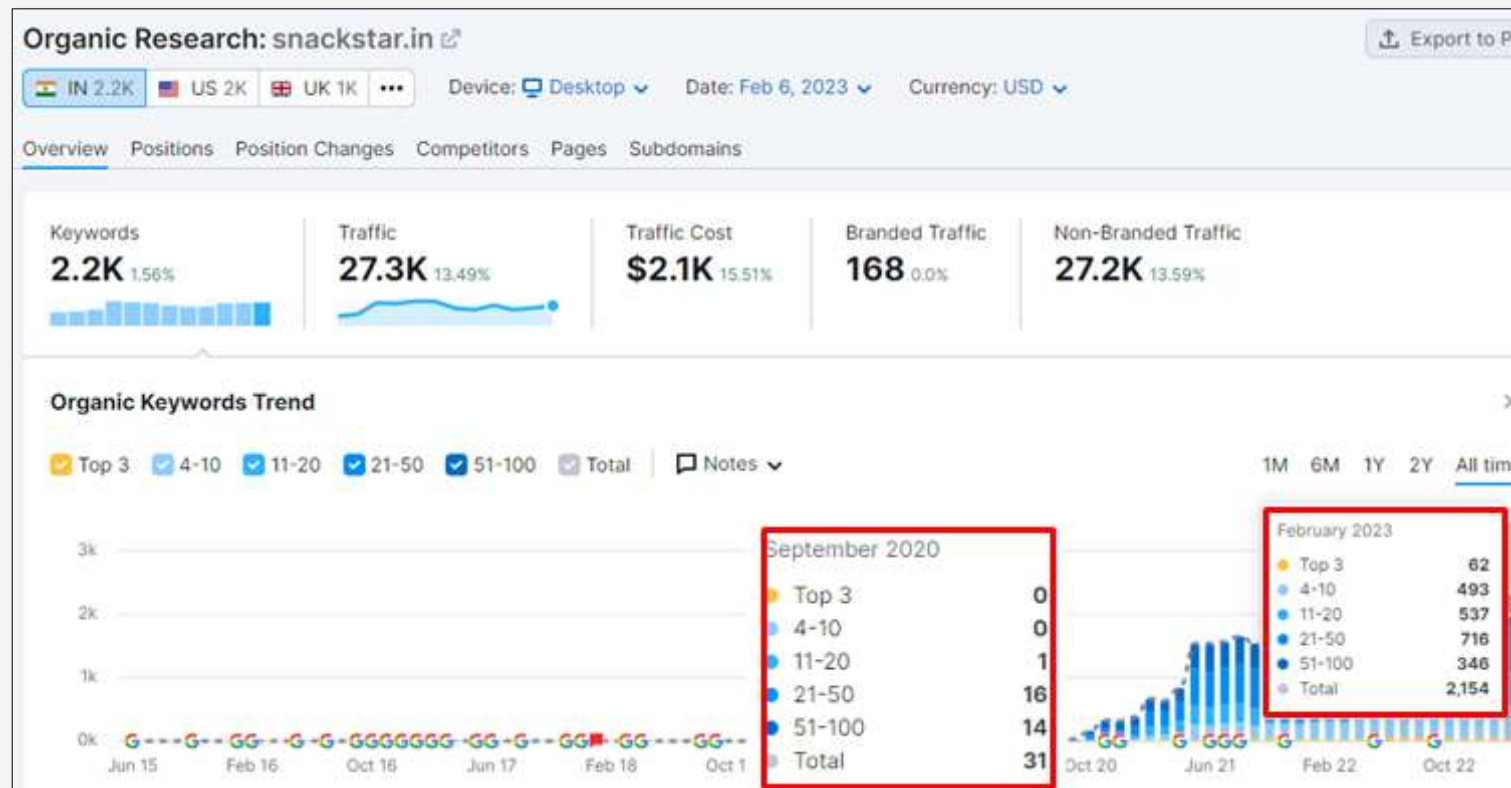


# The Results Oriented Google Analytics Stats-

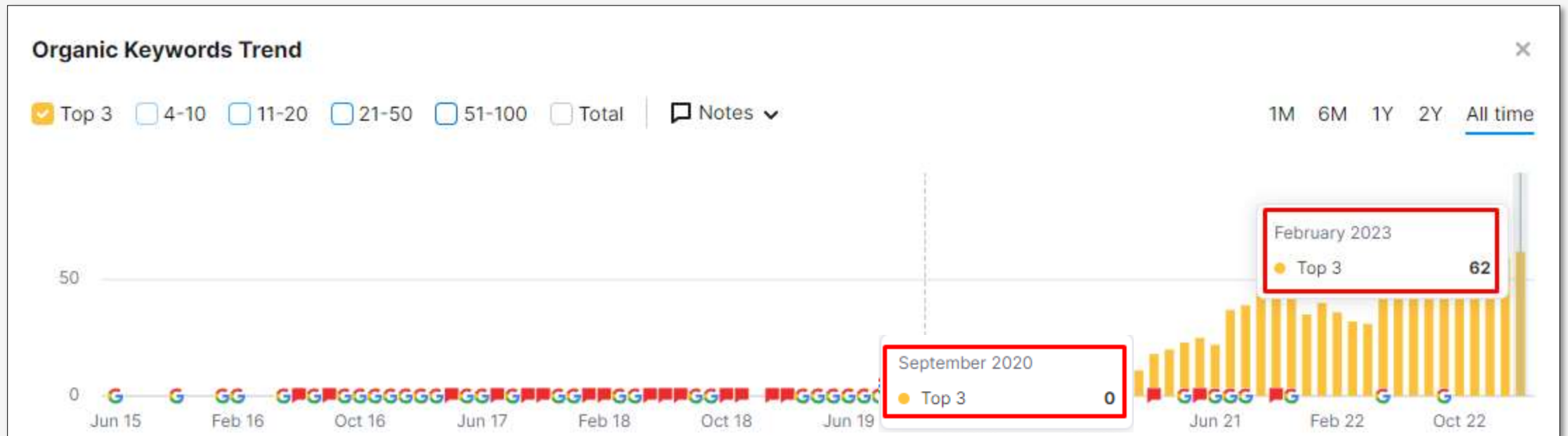


# No. of Keywords in Top 3, Top 10 positions

In the duration of this case study, our client's website started ranking for **2154** more keywords. Additionally, the number of keywords ranking in the **top 10 positions grew by 186**.



# Total Keywords In Top 3





# Some Competitive Keywords Ranking

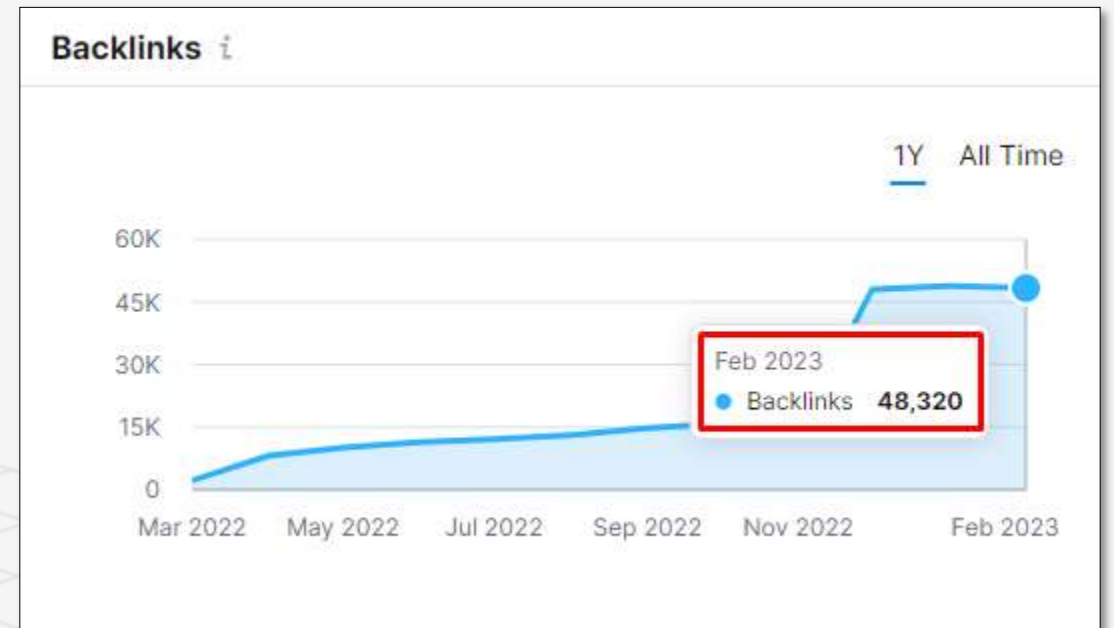
Organic Search Positions 1 - 100 (2,154) + Add to keyword list Manage columns 12/16 Export

<input type="checkbox"/>	Keyword	Intent	SF	Pos.	D...	T...	Vo...	K...	CP...	URL	S...
> <input type="checkbox"/>	toblerone chocolate >>	C	±6	12 → 10	↑ 2	3.63	33.1K	42	0	snackstar.in/co...rone	
> <input type="checkbox"/>	snack shop >>	C	±7	4 → 4	0	3.09	12.1K	39	0.2	snackstar.in/	
> <input type="checkbox"/>	7up >>	I T	±5	11 → 11	0	2.54	14.8K	29	0.1	snackstar.in/pr... ular	
> <input type="checkbox"/>	cheetos >>	I T	±5	• → 12	new	1.92	40.5K	32	0	snackstar.in/pr... -hot	
> <input type="checkbox"/>	takis chips >>	I T	±4	2 → 2	0	1.71	3.6K	23	0.1	snackstar.in/pr... hips	
> <input type="checkbox"/>	ramen noodles >>	I	±5	13 → 12	↑ 1	1.57	33.1K	69	0.2	snackstar.in/co...dles	
> <input type="checkbox"/>	sohar chips >>	C I	±3	1 → 1	0	1.51	880	17	0.1	snackstar.in/pr... -15g	
> <input type="checkbox"/>	samyang noodles >>	T	±5	6 → 6	0	1.48	8.1K	37	0.2	snackstar.in/co...dles	
> <input type="checkbox"/>	hubba bubba >>	I T	±4	6 → 6	0	1.48	8.1K	17	0	snackstar.in/pr... -gum	
> <input type="checkbox"/>	cadbury chocolate >>	I T	±7	10 → 11	↓ 1	1.38	40.5K	56	0.2	snackstar.in/co...bury	
> <input type="checkbox"/>	pocky >>	I T	±5	5 → 5	0	1.20	6.6K	23	0	snackstar.in/pr... icks	
> <input type="checkbox"/>	buldak noodles >>	I T	±7	11 → 11	0	1.13	6.6K	30	0.1	snackstar.in/pr... dles	
> <input type="checkbox"/>	kinder bueno >>	I T	±5	8 → 8	0	1.08	9.9K	23	0	snackstar.in/pr... nuts	

# Backlinks growth

Both referring domains and pages are seeing an upward curve. We focused on anchor text backlinks while doing Off-Page of Snackstar.

Backlink Types			
Text		98%	47.8K
Image		1%	577
Form		<1%	1
Frame		<1%	1



# Stop Shying Away...

OUR PROCESS IS EASY

GET

IN

TOUCH



Digitally yours,

[www.whyshy.co](http://www.whyshy.co)

[jafar@whyshy.co](mailto:jafar@whyshy.co)

Call Jafar Shah on +91-8810577535