

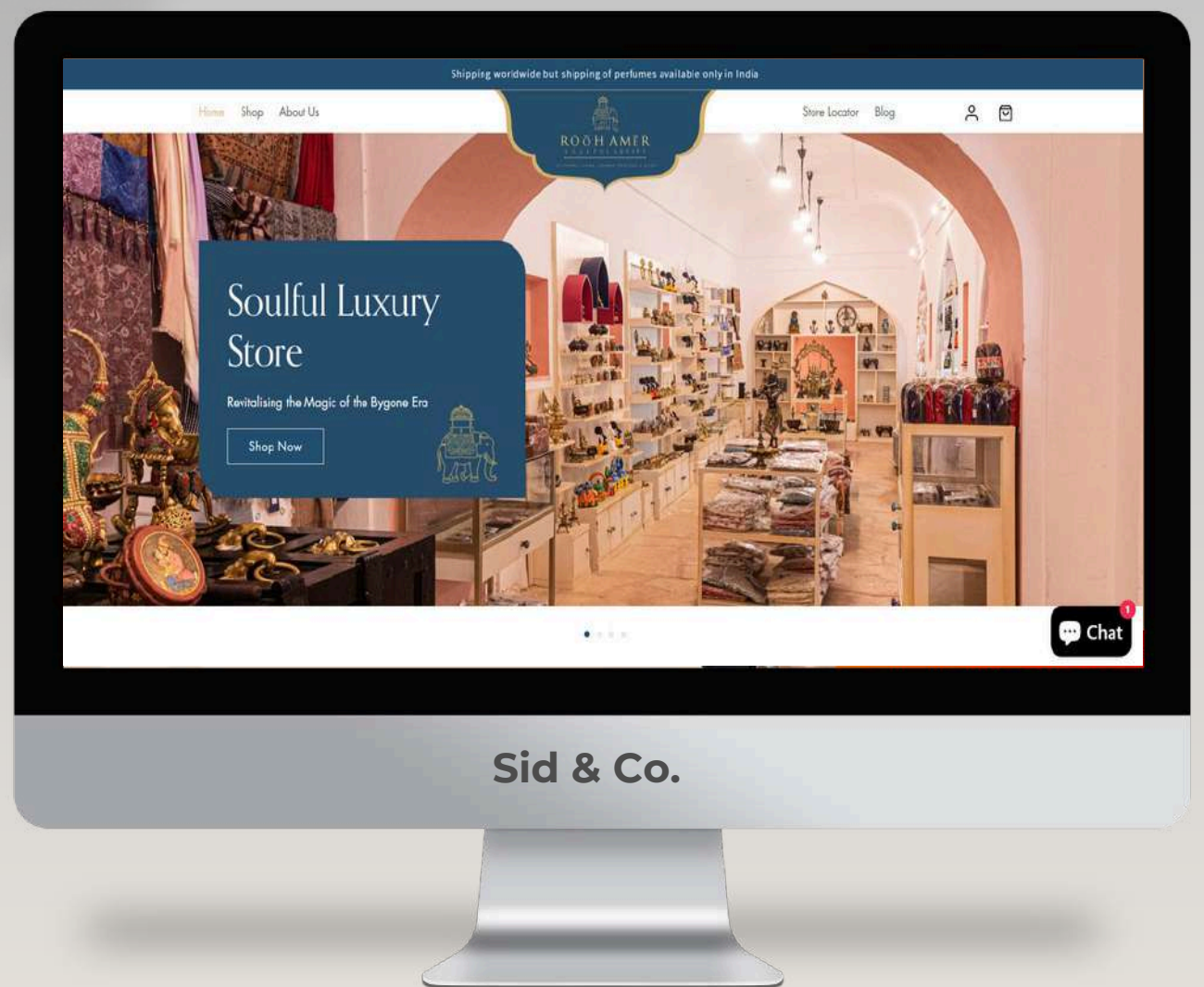
SEO & REBRANDING

Scaling a lifestyle & perfume brand
to **8.25 Lakhs in sales** via Scaling



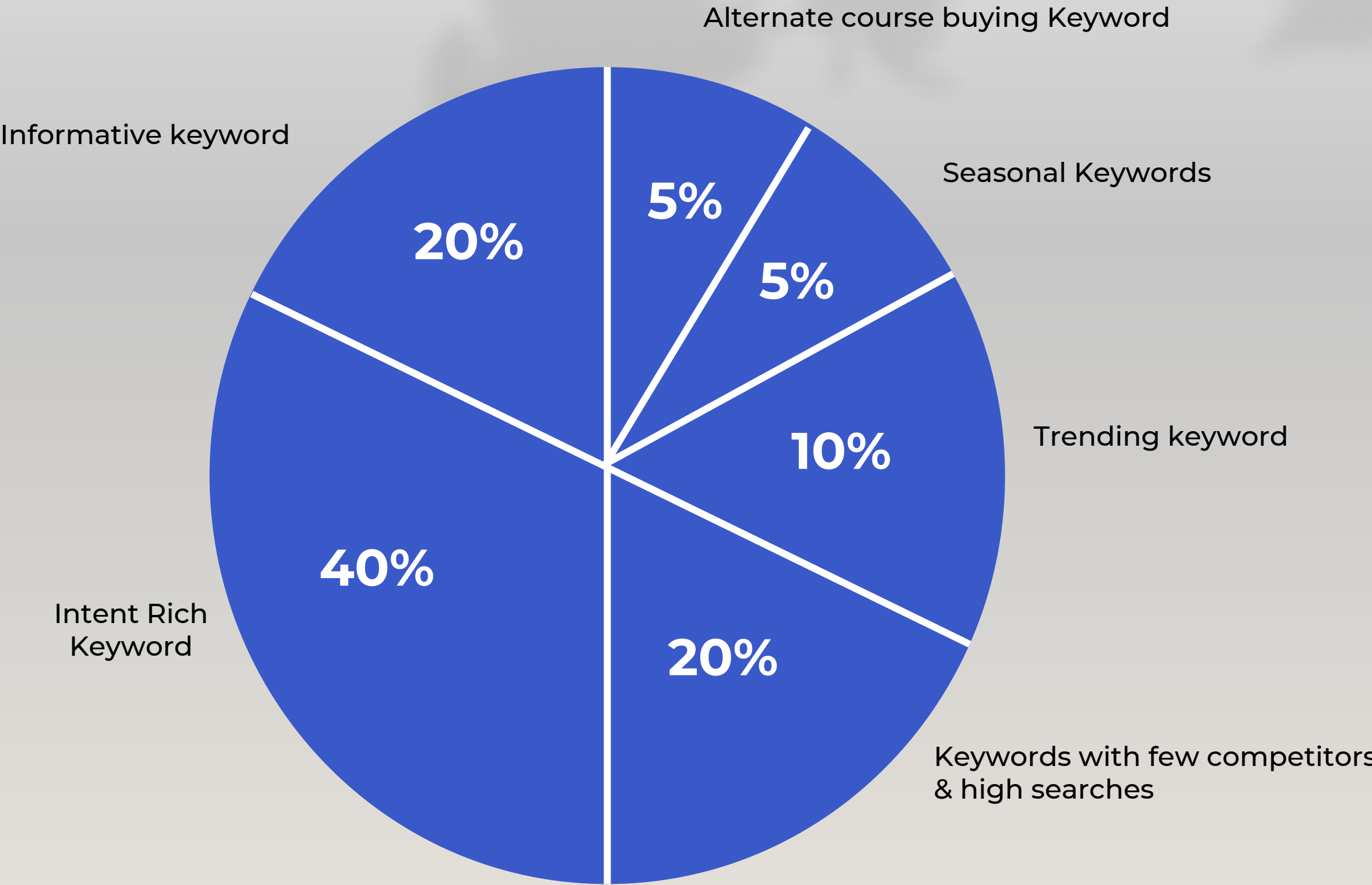
01 WEBSITE REBRANDING

- Highly converting website
- Loading optimisation
- Mapped customer journey



02

KEYWORD STRATEGY



03

KEYWORD RESEARCH

S.NO	Keywords	Initial Ranking
1	fine indian perfume	Not in Google
2	fine indian perfume in india	Not in Google
3	rooh amer	Not in Google
4	rooh amer jaipur	Not in Google
5	frangipani perfume	Not in Google
6	fine indian perfume online	Not in Google
7	jaipur perfume	Not in Google
8	paperclip earrings	Not in Google
9	perfume shop in jaipur	Not in Google
10	handmade jewellery shop in jaipur	Not in Google
11	handcrafted brass earrings	Not in Google
12	jaipur boutique stores	Not in Google
13	best party jewellery in india	Not in Google
14	udaipur perfume	Not in Google
15	jodhpur perfume	Not in Google
16	handmade perfumes online in india	Not in Google
17	handmade perfumes	Not in Google
18	buy handmade perfumes	Not in Google
19	buy ittar for men online	Not in Google
20	luxury jewellery in jaipur	Not in Google
21	buy ittar for men	Not in Google
22	luxury perfume online in india	Not in Google
23	imitation jewellery in jaipur	Not in Google
24	luxury perfume online	Not in Google
25	best handicrafts in jaipur	Not in Google
26	best jewellery design store in jaipur	Not in Google
27	best jewellery shop in jaipur	Not in Google
28	buy fashion jewellery in jaipur	Not in Google
29	shopping store in jaipur	Not in Google
30	fashion jewellery shop in jaipur	Not in Google
31	fashion jewellery in jaipur	Not in Google
32	alcohol free perfume	Not in Google
33	handmade jewellery online in india	Not in Google
34	jewellery design in jaipur	Not in Google
35	jewellery shop jaipur	Not in Google
36	best fashion jewellery india	Not in Google
37	handmade jewellery	Not in Google
38	luxury jewellery in india	Not in Google
39	fashion jewellery online	Not in Google
40	best jewellery shop near me	Not in Google
41	buy earrings online	Not in Google



04

RANKING

Results

Highlights

Sl.NO		Rank	18-Dec-2020
1	fine indian perfume	1	1
2	fine indian perfume in india	1	1
3	rooh ameer	1	1
4	rooh ameer jaipur	1	1
5	frangipani perfume	1	1
6	fine indian perfume online	1	1
7	jaipur perfume	1	3
8	paperclip earrings	2	4
9	perfume shop in jaipur	2	3
10	handmade jewellery shop in jaipur	3	68
11	handcrafted brass earrings	4	Not in Google
12	jaipur boutique stores	4	Not in Google
13	best party jewellery in india	5	Not in Google
14	udaipur perfume	7	Not in Google
15	jodhpur perfume	7	Not in Google
16	handmade perfumes online in india	8	Not in Google
17	handmade perfumes	8	Not in Google
18	buy handmade perfumes	11	Not in Google
19	buy ittar for men online	11	Not in Google
20	luxury jewellery in jaipur	11	Not in Google
21	buy ittar for men	15	Not in Google
22	luxury perfume online in india	15	88
23	imitation jewellery in jaipur	22	Not in Google
24	luxury perfume online	22	Not in Google
25	best handicrafts in jaipur	24	Not in Google
26	best jewellery design store in jaipur	25	55
27	best jewellery shop in jaipur	35	65
28	buy fashion jewellery in jaipur	42	Not in Google
29	shopping store in jaipur	46	Not in Google
30	fashion jewellery shop in jaipur	48	79
31	fashion jewellery in jaipur	52	Not in Google
32	alcohol free perfume	55	48
33	handmade jewellery online in india	62	85
34	jewellery design in jaipur	71	Not in Google
35	jewellery shop jaipur	80	Not in Google
36	best fashion jewellery india	80	Not in Google
37	handmade jewellery	80	Not in Google
38	luxury jewellery in india	80	Not in Google
39	fashion jewellery online	100+	Not in Google
40	best jewellery shop near me	100+	Not in Google
41	buy earrings online	100+	Not in Google
42	buy jewellery online	100+	Not in Google
43	fine jewelry online	100+	Not in Google
44	handmade items	100+	Not in Google
45	indian earrings online	100+	Not in Google
46	ittar for men	Not in Google	Not in Google
47	ittar for women	Not in Google	Not in Google
48	perfumes for men	Not in Google	Not in Google
49	perfumes for women	Not in Google	Not in Google

Click for Complete Report



05

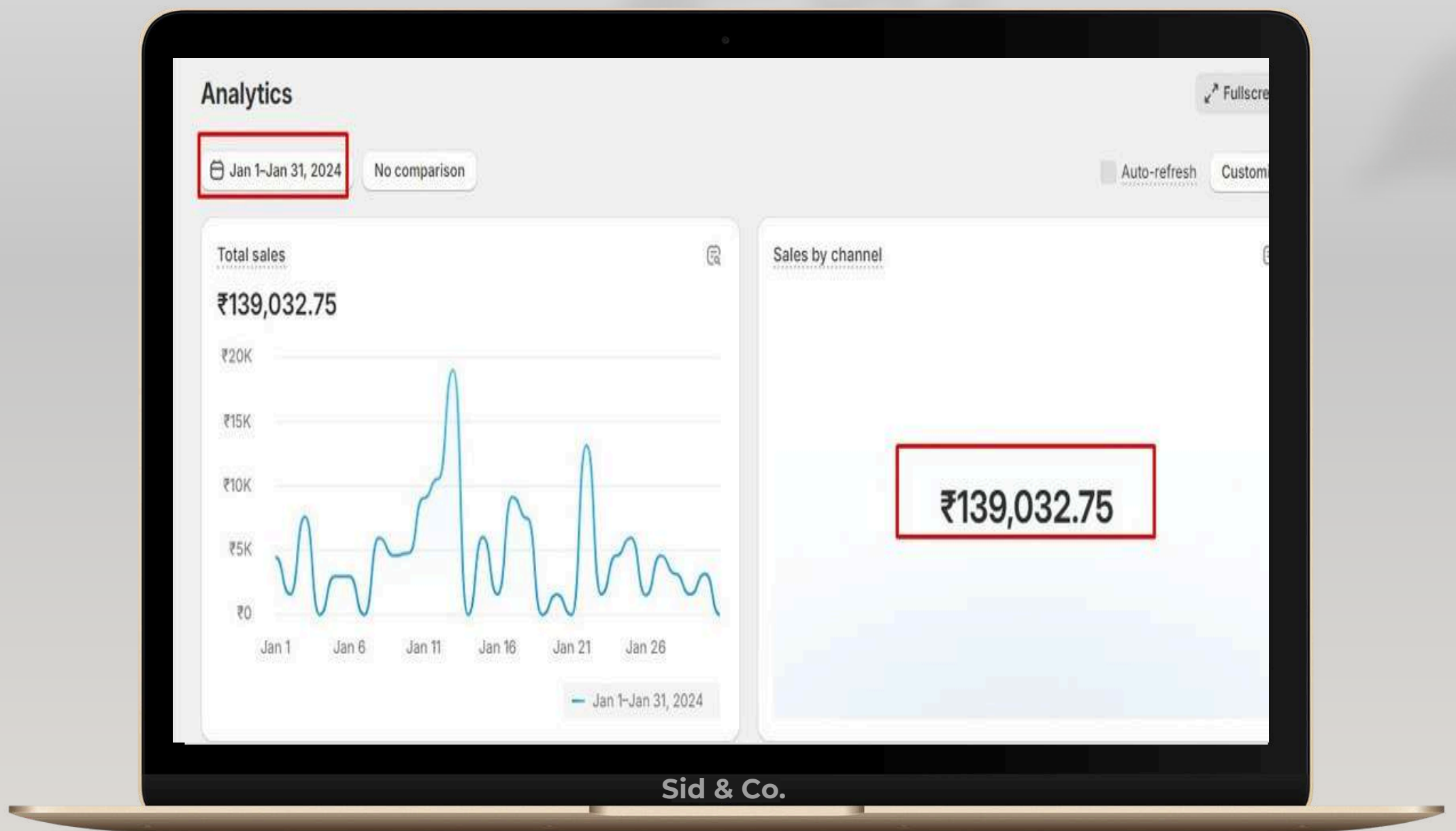
GROWTH OF 6 MONTHS (starting)

In Google.com													
S.NO	Keywords	Initial Ranking	20-Jun	30-May	14-May	01-May	16-Apr	01-Apr	15-Mar	29-Feb	15-Feb	29-Dec	18-Dec
1	fine indian perfume	Not in Google	1	1	1	1	1	1	1	1	1	1	1
2	fine indian perfume in india	Not in Google	1	1	1	1	1	1	1	1	1	1	1
3	rooh amer	Not in Google	1	1	1	1	1	1	1	1	1	1	1
4	rooh amer jaipur	Not in Google	1	1	1	1	1	1	1	1	1	1	1
5	frangipani perfume	Not in Google	1	1	1	1	1	1	1	1	1	1	1
6	fine indian perfume online	Not in Google	1	1	1	1	1	1	1	1	1	1	1
7	jaipur perfume	Not in Google	1	1	1	1	3	3	3	3	4	2	3
8	paperclip earrings	Not in Google	2	2	2	2	3	3	3	4	4	4	4
9	perfume shop in jaipur	Not in Google	2	2	2	2	5	5	8	9	10	6	9
10	handmade jewellery shop in jaipur	Not in Google	3	3	4	4	4	6	11	43	62	65	68
11	handcrafted brass earrings	Not in Google	4	4	4	4	4	4	4	4	Not in Google	Not in Google	Not in Google!
12	jaipur boutique stores	Not in Google	4	5	3	11	11	11	11	Not in Google	Not in Google	Not in Google	Not in Google!
13	best party jewellery in india	Not in Google	5	5	5	5	5	5	6	6	83	Not in Google	Not in Google!
14	udaipur perfume	Not in Google	7	8	8	8	8	8	11	12	Not in Google	Not in Google	Not in Google!
15	jodhpur perfume	Not in Google	7	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google!
16	handmade perfumes online in india	Not in Google	8	8	8	3	85	83	30	Not in Google	Not in Google	Not in Google	Not in Google!
17	handmade perfumes	Not in Google	8	3	10	11	11	100+	100+	Not in Google	Not in Google	Not in Google	Not in Google!
18	buy handmade perfumes	Not in Google	11	11	11	11	11	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google!
19	buy titlar for men online	Not in Google	11	11	11	12	13	15	16	17	Not in Google	Not in Google	Not in Google!
20	luxury jewellery in jaipur	Not in Google	11	12	65	63	80	82	85	30	32	Not in Google	Not in Google!
21	buy titlar for men	Not in Google	15	15	17	18	20	22	24	25	Not in Google	Not in Google	Not in Google!
22	luxury perfume online in india	Not in Google	15	16	18	18	24	23	80	82	83	85	88
23	imitation jewellery in jaipur	Not in Google	22	22	24	24	24	24	24	26	Not in Google	Not in Google	Not in Google!
24	luxury perfume online	Not in Google	22	24	24	25	27	37	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google!
25	best handicrafts in jaipur	Not in Google	24	24	25	27	30	30	31	82	85	88	Not in Google!
26	best jewellery design store in jaipur	Not in Google	25	27	30	32	32	34	36	45	53	43	55
27	best jewellery shop in jaipur	Not in Google	35	38	40	40	46	46	48	58	60	62	65
28	buy fashion jewellery in jaipur	Not in Google	42	45	48	50	50	52	54	54	Not in Google	Not in Google	Not in Google!
29	shopping store in jaipur	Not in Google	46	50	52	55	55	53	61	65	85	88	Not in Google!
30	fashion jewellery shop in jaipur	Not in Google	48	50	50	52	55	55	55	55	72	74	73
31	fashion jewellery in jaipur	Not in Google	52	55	58	60	62	62	66	83	89	32	Not in Google!
32	alcohol free perfume	Not in Google	55	55	50	50	52	54	55	55	56	45	48
33	handmade jewellery online in india	Not in Google	62	65	68	70	72	75	78	80	80	81	85
34	jewellery design in jaipur	Not in Google	71	75	72	75	80	82	82	85	32	Not in Google	Not in Google!
35	jewellery shop jaipur	Not in Google	80	80	75	80	82	85	83	32	35	Not in Google	Not in Google!
36	best fashion jewellery india	Not in Google	80	100+	100+	100+	100+	100+	100+	Not in Google	Not in Google	Not in Google	Not in Google!
37	handmade jewellery	Not in Google	80	100+	100+	100+	100+	100+	100+	Not in Google	Not in Google	Not in Google	Not in Google!
38	luxury jewellery in india	Not in Google	80	100+	100+	100+	100+	100+	100+	Not in Google	Not in Google	Not in Google	Not in Google!
39	fashion jewellery online	Not in Google	100+	100+	100+	100+	100+	100+	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google!
40	best jewellery shop near me	Not in Google	100+	100+	100+	100+	100+	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google!
41	buy earrings online	Not in Google	100+	100+	100+	100+	100+	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google!
42	buy jewellery online	Not in Google	100+	100+	100+	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google!
43	fine jewelry online	Not in Google	100+	100+	100+	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google!
44	handmade items	Not in Google	100+	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google!
45	indian earrings online	Not in Google	100+	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google	Not in Google!

Ranked On First Page



06 SALES

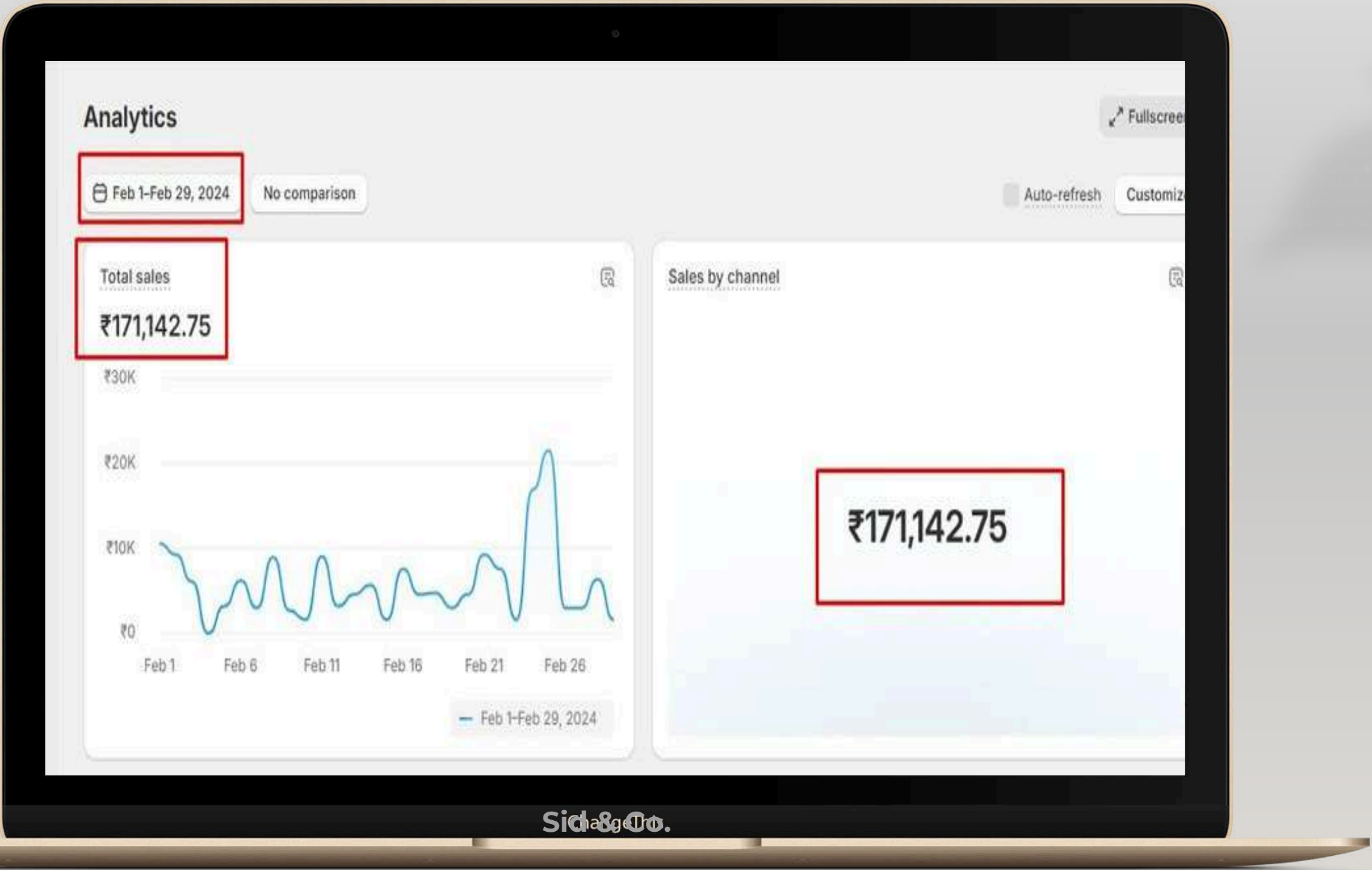


Jan : Net Sales 139,032.75



06

SALES

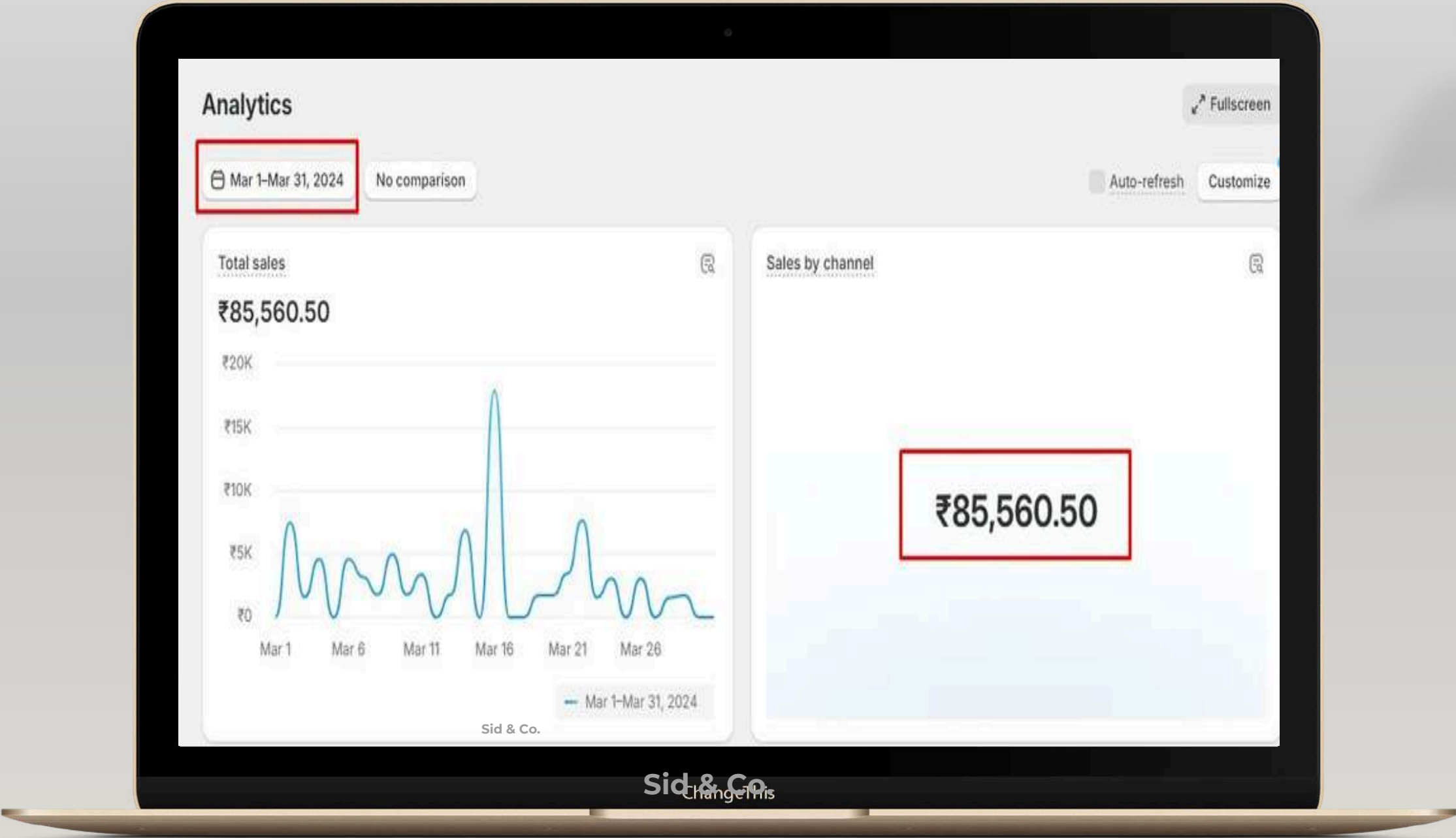


Feb : Net Sales 171,142.75



06

SALES

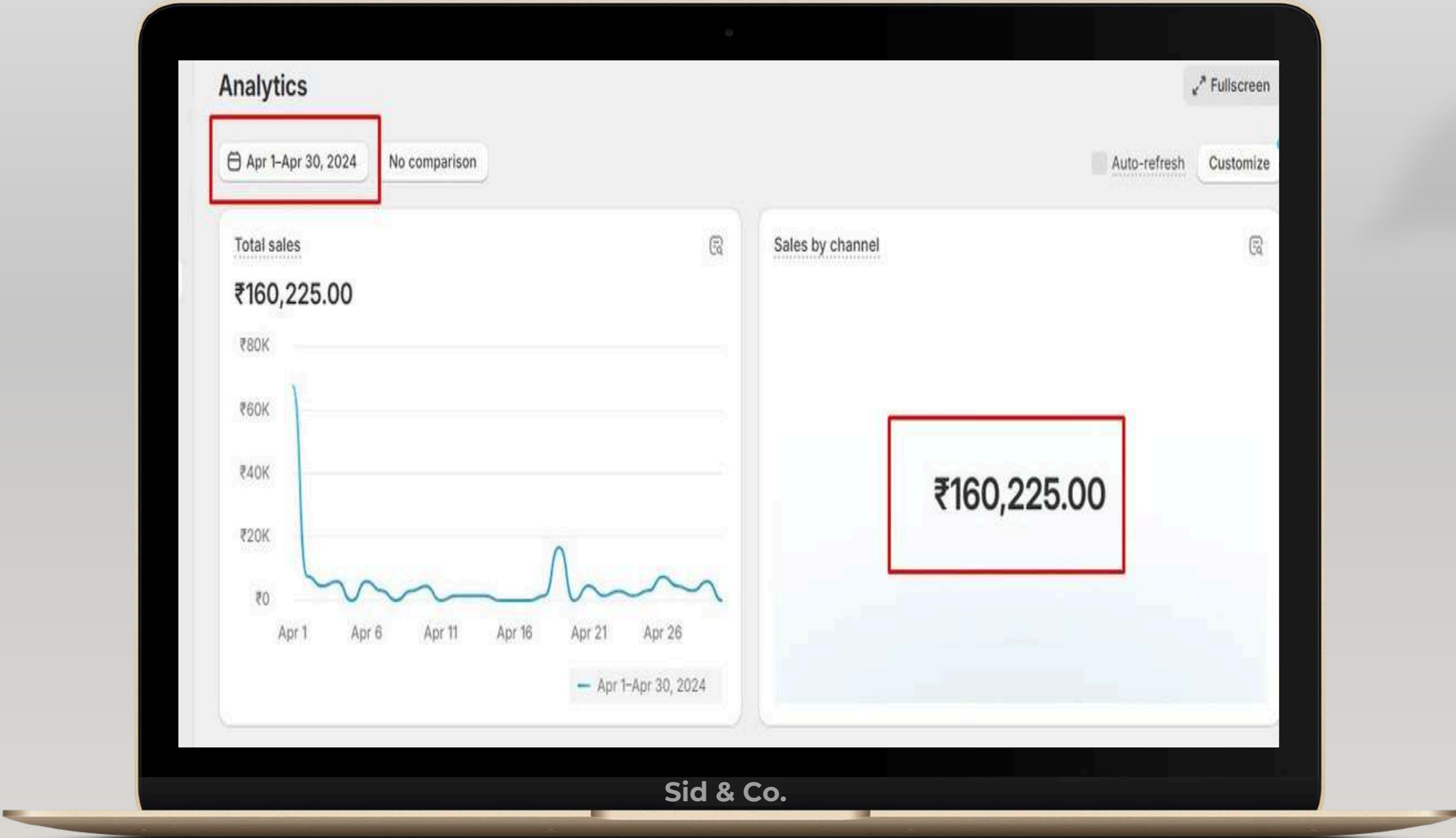


March : Net Sales 85560.50



06

SALES

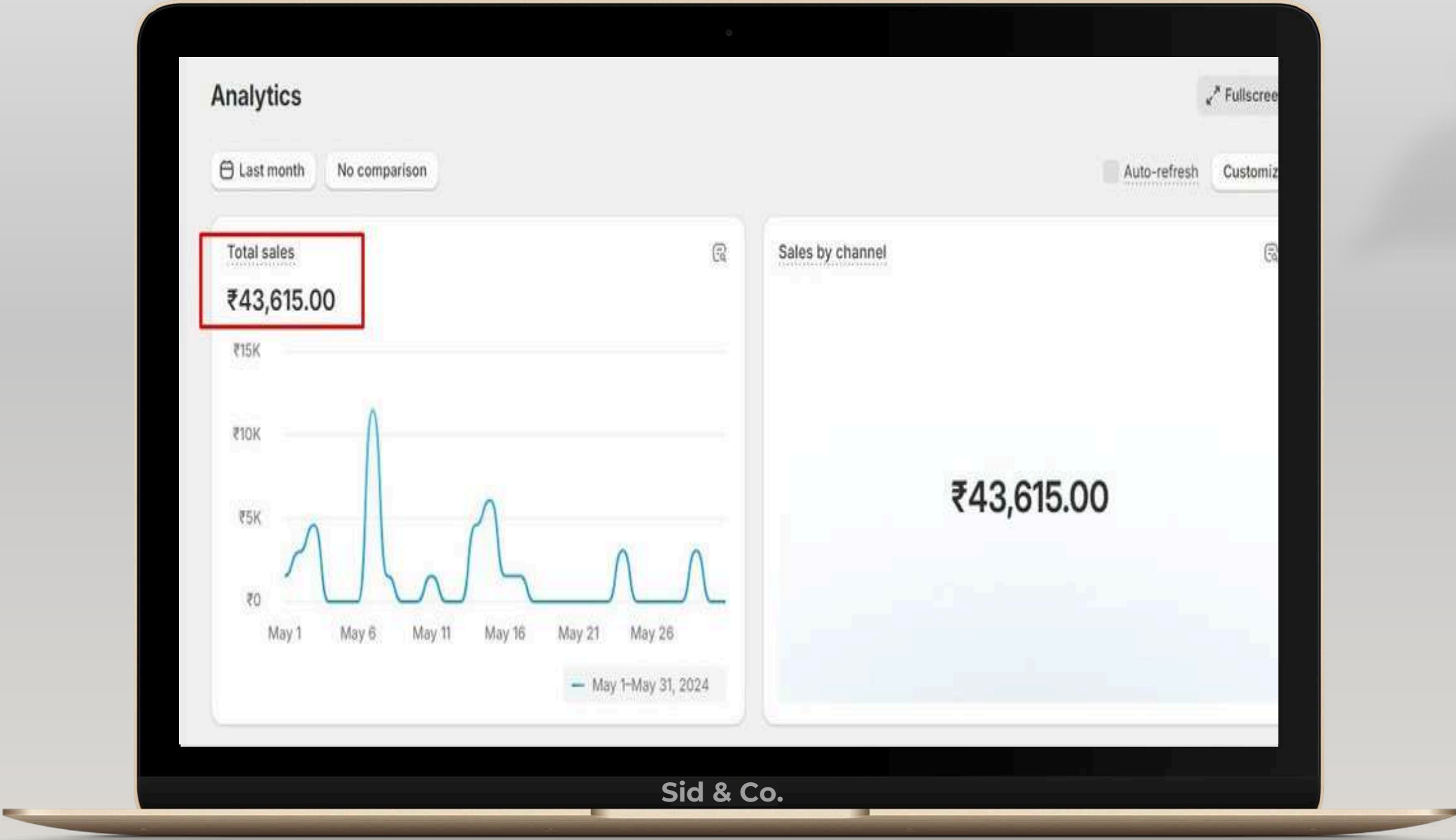


April : Net Sales 160, 225.00



06

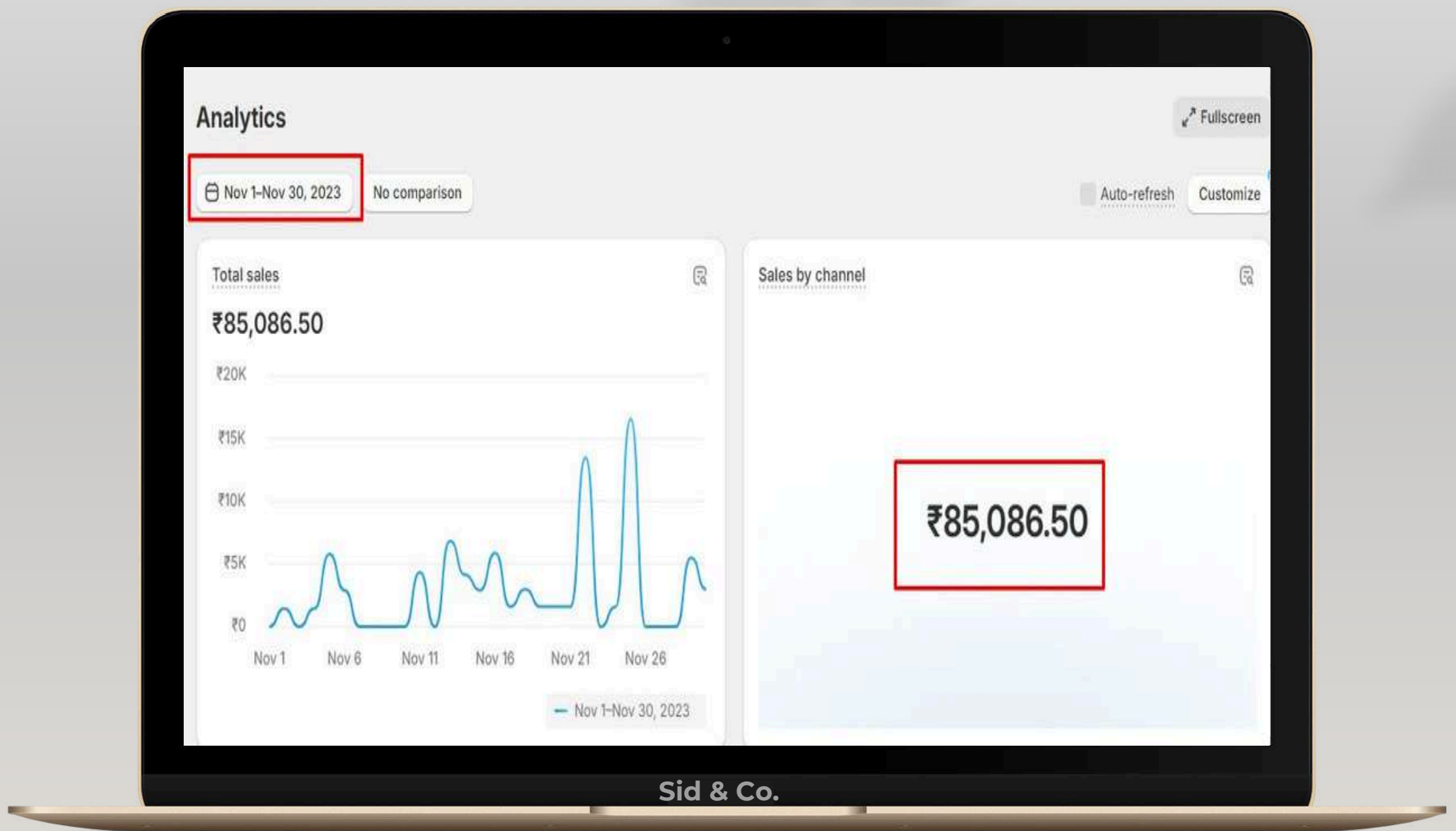
SALES



May : Net Sales 43,615.00



06 SALES

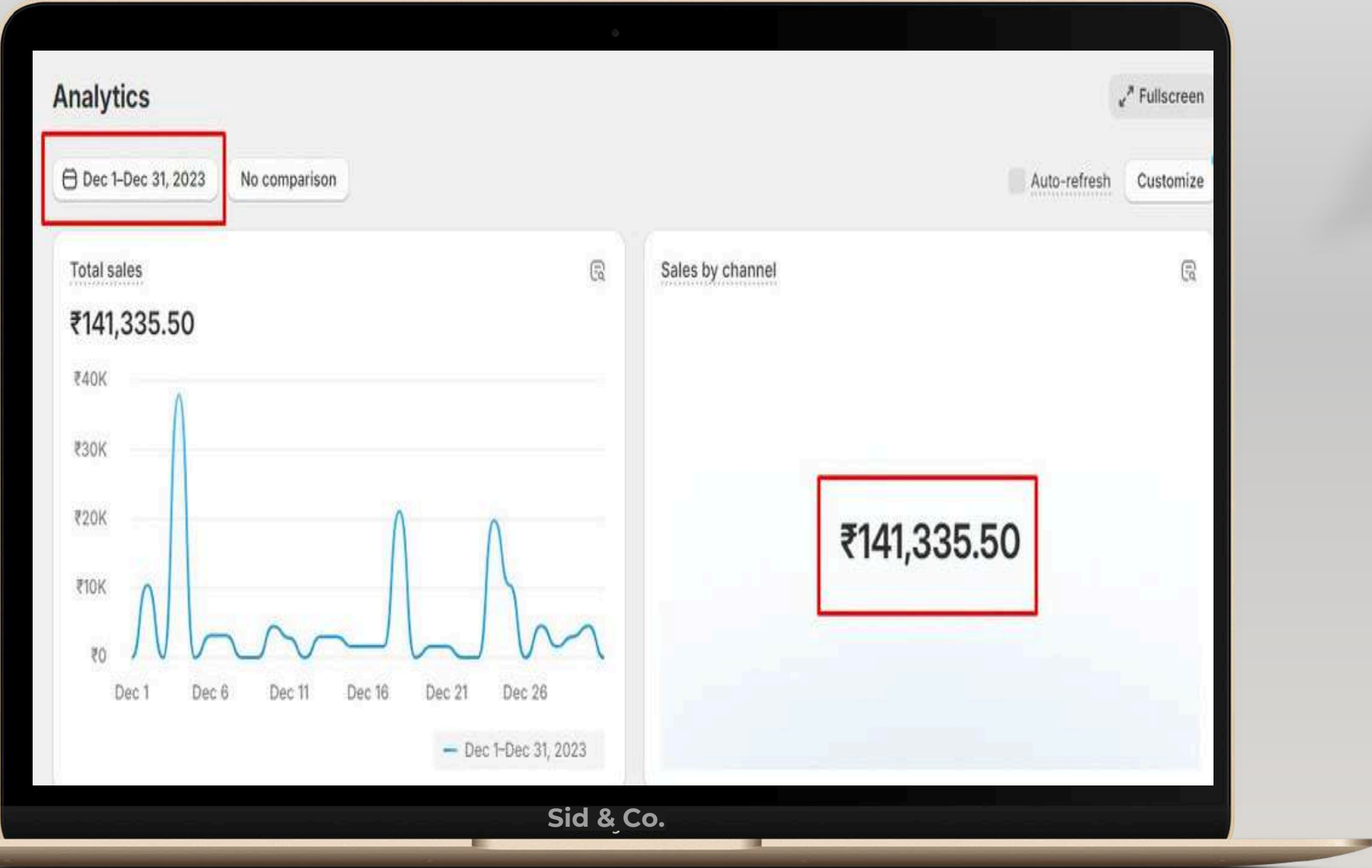


November : Net Sales 85,086.50



06

SALES

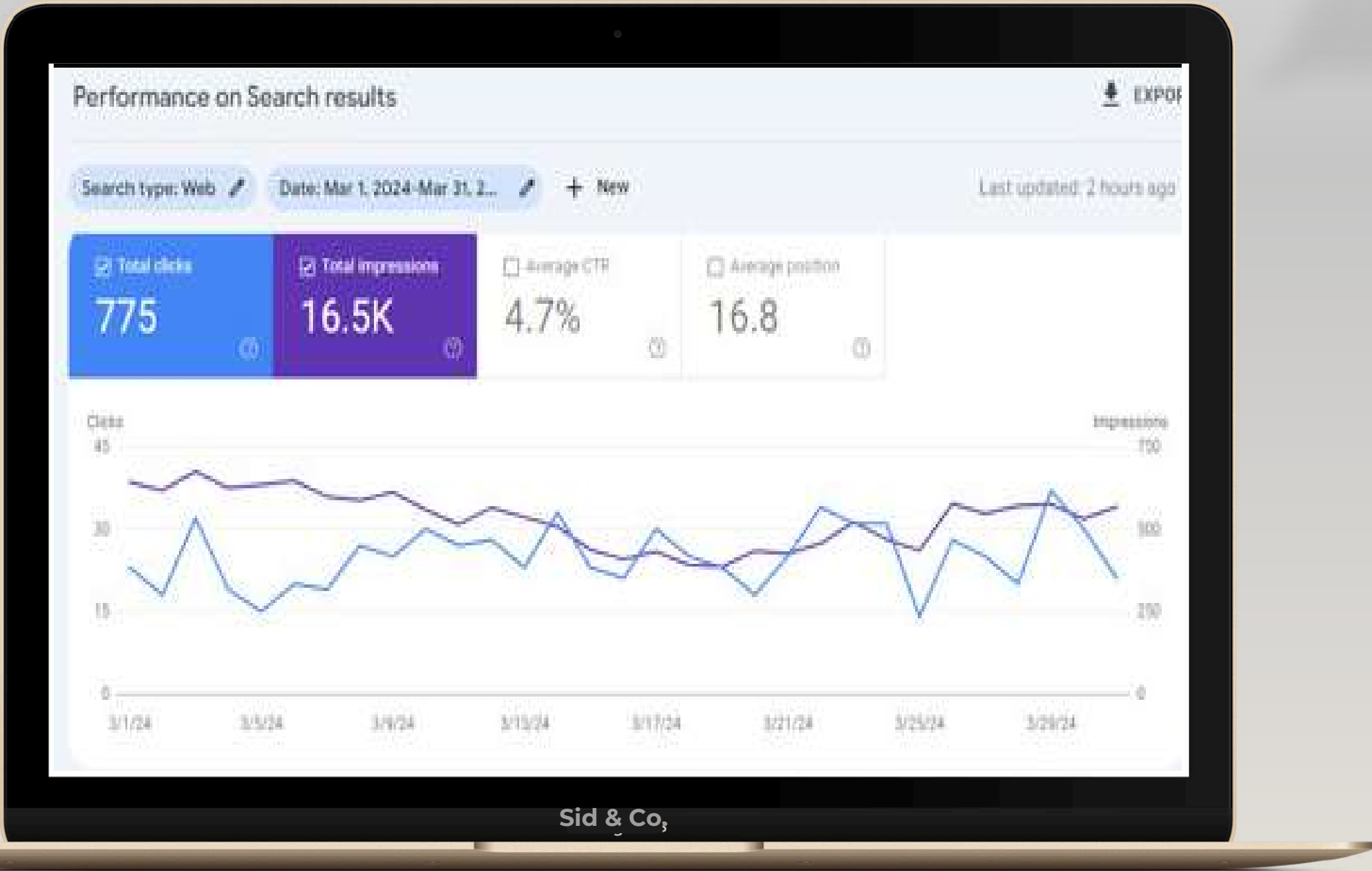


December : Net Sales 141,335.50



07

TRAFFIC GROWTH RESULT



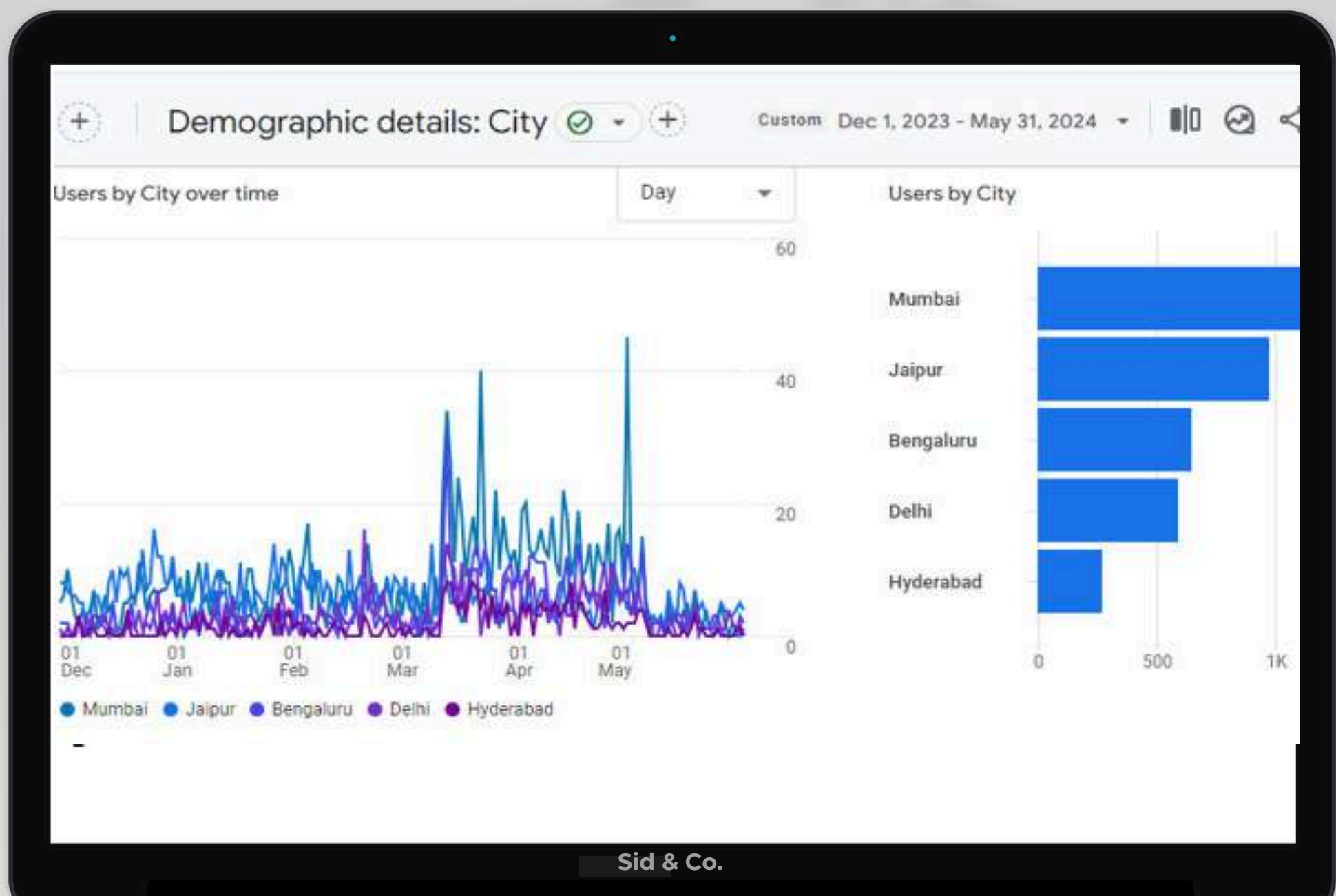
07

RESULT: Traffic Growth



08

RESULT: Citywise traffic analysis



09

RESULT: Other Growth KPIs

	BEFORE	AFTER
DOMAIN AUTHORITY	1	6
PAGE AUTHORITY	1	9



10

RESULT: Off Page work

BOOK MARKING

660+



CLASSIFIEDS

281+



PDF
SUBMISSION

451+



IMAGE
SUBMISSION

408+



SEARCH
ENGINE
SUBMISSION

461+



DIRECTORY
SUBMISSION

488+



SOUND
SUBMISSION

333+



11

RESULT: Traffic Growth



11

RESULT: Traffic Growth



12

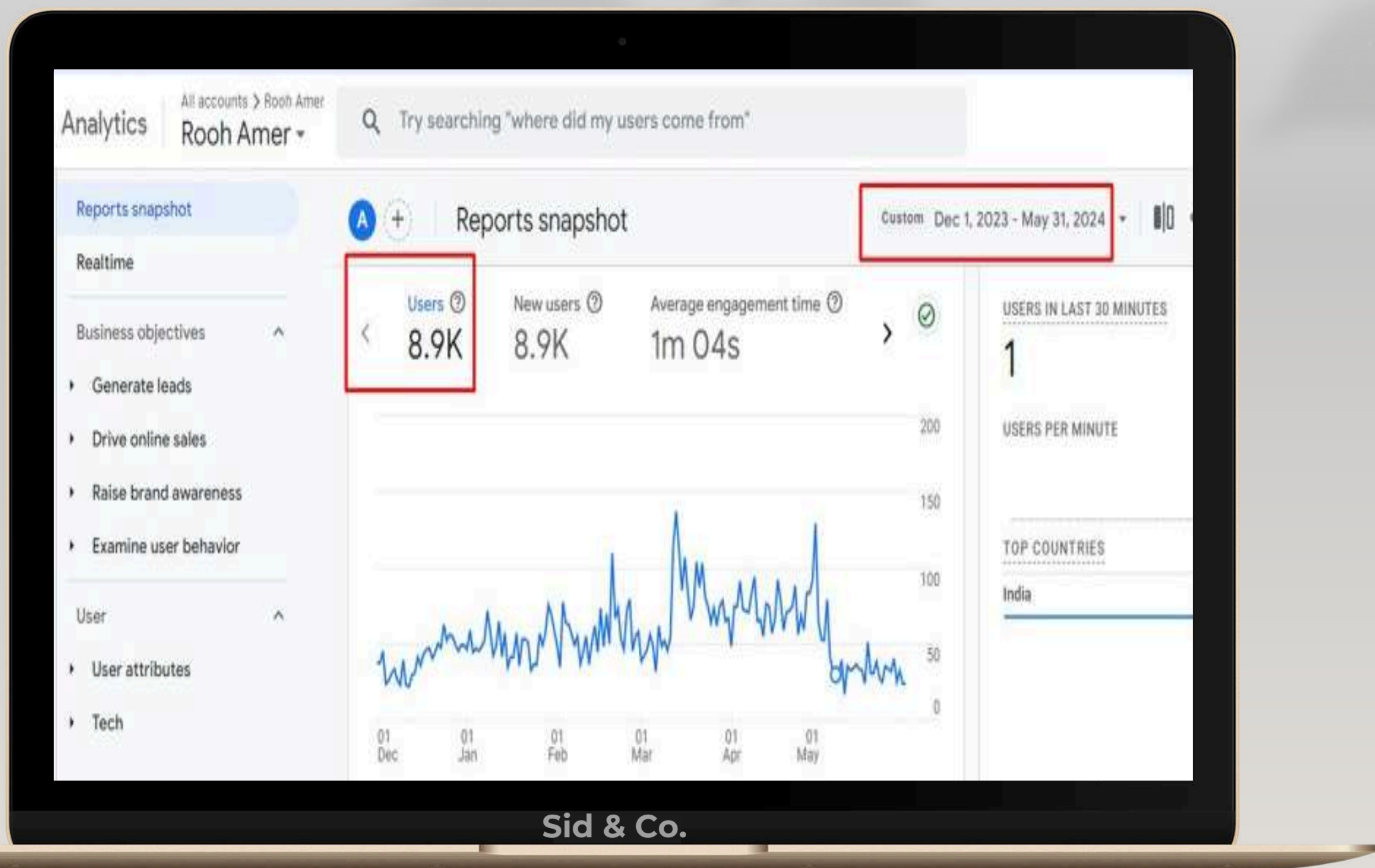
RESULT: Off Page work

Sr-Num	Activities	Status
1	Google Webmaster Code	Done
2	Google Analytic Code	Done
3	Ror.xml File	Done
4	XML Sitemap	Done
5	HTML Sitemap	Done
6	Urllist.txt File	Done
7	SEO Tags	Done
8	Meta Tags	Done
9	Author Tags	Done
10	Schema Tags	Done

Sid & Co.



13 GOOGLE ANALYTICS TRAFFIC



13

GOOGLE ANALYTICS TRAFFIC



①④ STRATEGY FOLLOWED

- ▶ MIN DOMAIN AUTH OF 40 FOR OFF-PAGE SEO
- ▶ FOCUS ON RELEVANCE IN REGARDS TO THE BRAND'S NICHE
- ▶ KEYWORD MIX OF HI POTENTIAL LESS & MID COMPETITION KEYWORDS
- ▶ FOCUS ON BUYING INTENT KEYWORDS
- ▶ WEBSITE OPTIMIZATION & WEBSITE JOURNEY ENHANCEMENT

