

**FUSION9 STUDIOS**

**WWW.fusion9studios.com**

**MAJOR PROJECT**

**SEARCH ENGINE OPTIMIZATION**

**PRESENTED BY:**

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# PROBLEM STATEMENT

**“It all started when Tushar, a graduate of the prestigious Harvard University, started his venture in Australia. His product is a website that tells the users when the price for an item goes down. All the users have to do is create their account on the website. Once that is done, they can paste the URL of the product of this website, and whenever the price drops, the users will be notified.”**

**Now, Tushar is a technical person. He is good with Code, but he knows nothing about Digital Marketing. His friend told him that he should go for SEO because that helps.**

**Then Tushar comes to our agency asking for help with SEO. So, here are some important suggestions to be followed: –**

1. **Major Keyword Groups**:- He should use keywords which is well related to his product and its unique selling prospective are **price drop alerts, online price tracker, discount alerts, best deals online, save money online & cashbacks, amazon product price trackers, eBay price tracker etc.** Also he can use Google Keyword Planner, SEMrush tool or Ahrefs for keyword research and implementing.

2. Search Engine:- We all know that Google is the most popular search engine world wide with market share of (83.86)% as recorded by NetMarketShare in July 2020. He can also consider Bind, Yahoo, Baidu as they have significant user base across the world. So, in Australia Google is the most used Search Engine, but it's better to optimize for other Search Engines for getting more users.

3. Performance Metrics:- He can track some metrics which include **Organic traffic, time on site, conversion rate, bounce rate, pages per session etc.** He may want to track his targeted keywords.

4. Content Strategy:- The content should be well matched or well organized as of targeted audience need. He can create blog article on topics in unique style like "Best time to buy products", "Tips and Tricks for saving money while Online shopping from diff. websites", How to use credit card, debit card & UPI payment option for getting more discount or cashbacks. Overall the content should be engaging, well optimized keywords, informative & relative to the search results of end users.

5. Backlinks:- Backlinks are important for getting higher ranking on SERP and getting more customers. So, focus should be on high authority websites rather than getting numerous backlinks from low-authority websites or same authority. (So, focus on quality rather than quantity).
  
6. Website Auditing:- Website auditing is an important process for checking any issues or errors in website for SEO prospective for not getting higher ranking in SERP. So, he can use **Google Search Console** or **SEMrush** tools for technical audit of his website to check and fix the errors and issues.

**Note**:- Website Auditing should be done regularly in (daily, weekly or Monthly) basis accordingly to how big the website is.

# AUDIT WEBSITE

## Mamaearth.in

I have used SEMrush tool to conduct an SEO audit on mamaearth.in, here are some of the key findings:-

- The domain authority score of Mamaearth's website is 38 & trust score is 60, their organic search traffic per month is 3.3 million, and the number of backlinks to their website is 92.9k which is high for an ecommerce website in the competition zone.
- Mamaearth.in ranks for over 2 million keywords on google, out of which top 78k+ keywords rank on googles SERP and 5k are in the top 1 to 10 positions.
- Mamaearth.in has a good backlink profile, with over 7.1 k referring domains and over 92.9k backlinks. The website has a good balance to hold follow & nofollow links, as well as a verity of link.
- Google penalty risk should be checked if you are doing blackhat SEO. It is free in backlink analytics.

Worldwide

US

UK

DE

...

Desktop

Oct 27, 2023

USD

[Overview](#)
[Compare domains](#)
[Growth report](#)
[Compare by countries](#)

# Domain Overview

Authority Score

**60**Semrush Domain Rank **34.4K ↑**

Organic Search Traffic

**3.1M** +11%Keywords **218.9K ↑**

Paid Search Traffic

**79.6K** -38%Keywords **58 ↓**

Backlinks

**93.1K**Referring Domains **7.1K**

Engagement metrics

September 2023

Pages/Visits **1.67 ↓**Avg. Visit Duration **06:45 ↓**Bounce rate **70.60% ↓**

Show all

[Organic](#)
[Paid](#)
[1M](#)
[6M](#)
[1Y](#)
[2Y](#)
[All time](#)
[Export](#)

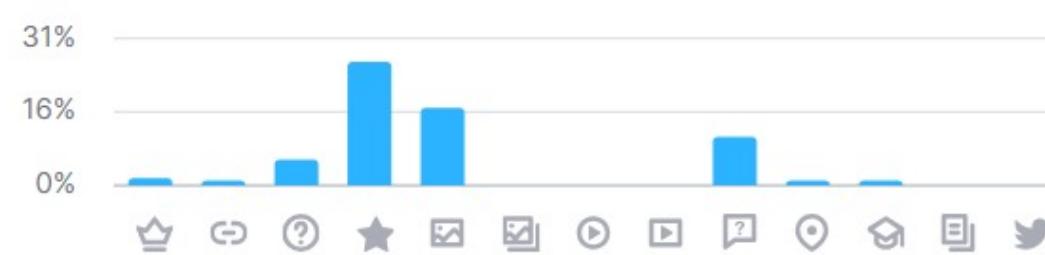
## Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	3.1M	218.9K
IN	94%	2.9M	84.9K
US	1.9%	58K	48.3K
PH	<0.1%	14.9K	6.1K
Other	3.4%	103.9K	79.5K

[Compare](#)

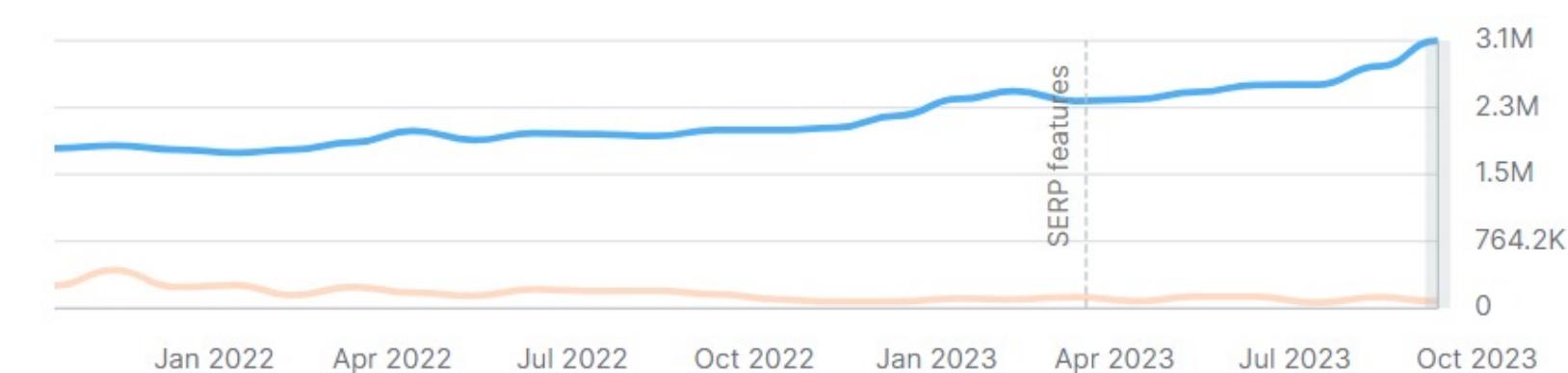
## SERP features

US


[View full report](#)

## Organic Traffic

3,056,842/month

 Organic Traffic
  Paid Traffic
  Notes
 

## Organic Keywords

218,881

 Top 3
  4-10
  11-20
  21-50
  51-100
  SERP features
 

# Keyword Overview

## Keyword Overview: mamaearth.in

United States  Desktop  Oct 28, 2023  USD

Overview Bulk Analysis

Your request contains a domain name.

To view keywords for which **mamaearth.in** ranks in Google's search results, go to [Organic Research](#).

Select location 

 Update metrics

 Export to PDF

Volume

**110** 

Keyword Difficulty

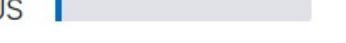
**55%**



You will need to have 12 referring domains and optimized content to compete here.

Global Volume

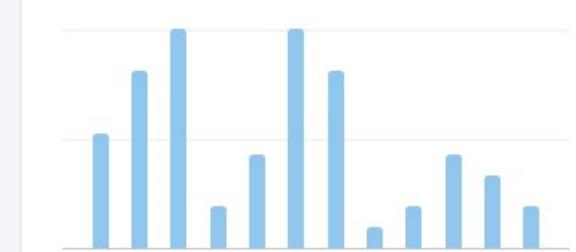
**8.4K**

 IN		8.1K
 US		110
 DE		50
 UK		30
 CA		20
 AE		10
Other		30

Intent

Navigational

Trend



CPC

**\$0**

Competitive Density

**0.01**

PLA

**0**

Ads

**0**

### Keyword ideas

All Keywords

**218** Total volume: **11.5K**

Keywords	Volume	KD %
mamaearth	4.4K	65 
mama earth	2.4K	34 
mamaearth products	1.0K	50 
mama earth products	880	50 
mamearth	170	62 

[View all 218 keywords](#)

Questions

**16** Total volume: **70**

Keywords	Volume	KD %
is mamaearth available in usa	20	n/a 
are mamaearth products safe in pregnancy	10	n/a 
how to invest in mamaearth	10	n/a 
is mamaearth available in canada	10	n/a 
is mamaearth available in stores	10	n/a 

[View all 16 keywords](#)

Keyword Clusters

Get keyword clusters [automatically](#)

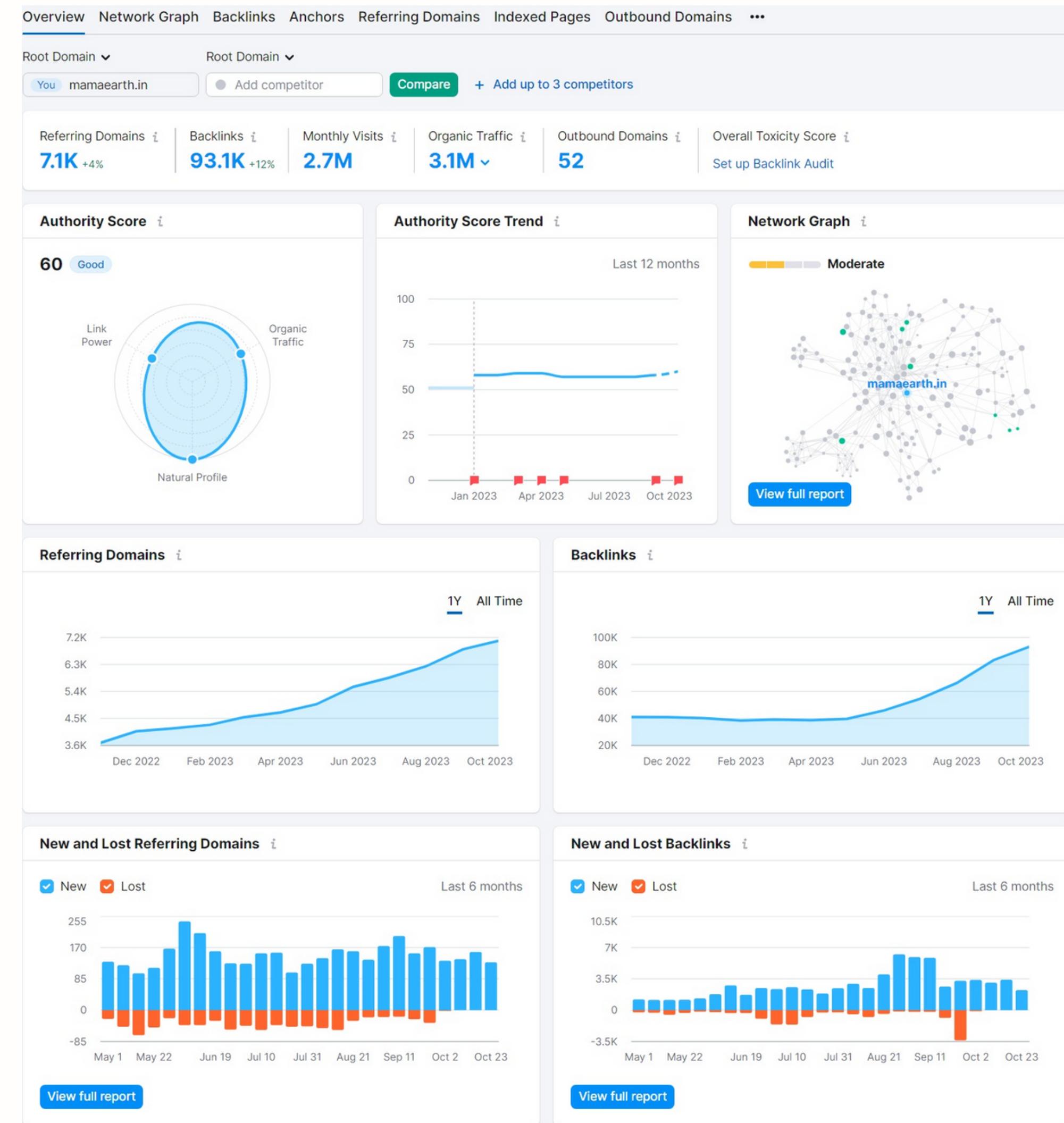
• **mamaearth.in**

-   [what is](#)
-   [what's new](#)
-   [mamaearth review](#)
-   [what's old](#)
-   [new launches](#)

and more clusters

[View all clusters](#)

# Backlink Overview



# INSTALL SEO PLUGIN YOAST

- Open your WordPress website dashboard and click on the “plugins” in the menu bar.
- Click “add New” & search for “Yoast SEO” plugin in search bar.
- Click install now & then click Activate.
- Once activated you can see a new menu option called “Yoast SEO” on the left hand menu bar or at the top of menu in Yoast symbol.
- Then click on Yoast SEO & then click on dashboard.
- Follow the instruction for setting up Yoast SEO for your website.

- Hostinger
- Dashboard
- Posts
- Media
- Pages
- Comments
- Formidable
- Gutenverse
- Form
- Elementor
- Templates
- Elements
- WPForms
- ElementsKit
- Appearance
- Plugins 9
- Users
- Tools
- Settings
- Tidio Chat
- Yoast SEO 1

## General - Yoast SEO

Dashboard First-time configuration

Yoast recommendations for you

**Tell us about your site, so we can get your site ranked!**

Put the [Yoast SEO indexables squad](#) to work! Make Google understand your site.

The Yoast indexables squad can't wait to get your site in tip-top shape for the search engines. Help us and take these 5 steps in order to put our Yoast indexables to work!

**SEO DATA OPTIMIZATION** [Edit](#)

**SITE REPRESENTATION** [Edit](#)

**SOCIAL PROFILES** [Edit](#)

**PERSONAL PREFERENCES** [Edit](#)

**FINISH CONFIGURATION**

Good job! By providing this information, Yoast has improved your site and told search engines what your site is all about.

To increase your rankings, you need to regularly work on SEO. That can be overwhelming, so let's start small!



[Learn how to increase your rankings with Yoast SEO →](#)

**Get Yoast SEO Premium**

Use AI to generate titles and meta descriptions, automatically redirect deleted pages, get 24/7 support and much, much more!

[Get Yoast SEO Premium ▶](#)

Read reviews from real users

 4.6 / 5

**Learn SEO**

Want to learn SEO from Team Yoast? Check out our [Yoast SEO academy](#)! We have both free and premium online courses to learn everything you need to know about SEO.

[Check out Yoast SEO academy](#)

**Need help?**

# CONDUCT OF BASIC ON-PAGE SEO

**After installation of Yoast SEO, you can conduct basic on-page SEO by following these steps: –**

- Activate Yoast SEO then tap the page or post you want to edit.
- Scroll down to the Yoast SEO section at the bottom of the content editor.
- Enter your desired keywords in the “Focus keyphrase” field.
- Follow the recommendations provided by Yoast SEO to optimize your content for better keyword, html tag etc.



+

← Back to WordPress Editor

Gutenverse Library

## Search appearance

Determine how your post should look in the search results.

Preview as:

Mobile result  Desktop result

fusion9studios  
fusion9studios.com › index.php › be...



Experience our New Product! -  
**fusion9studios**

Oct 1, 2023 - This is a cool looking smart watch with lots of features and a best battery life to make your whole day smarter. We have some more features!

## SEO title

Use AI

Insert variable

**Title** **Page** **Separator** **Site title**

## Slug

best-looking-digital-watch-for-your-daily-life

## Meta description

Use AI

Insert variable

## Yoast SEO

### Focus keyphrase

- Please enter a focus keyphrase first to track keyphrase performance

 Get related keyphrases

### SEO analysis

Premium SEO analysis

### Readability analysis

### Add related keyphrase

### Internal linking suggestions

### Track SEO performance

### Search appearance

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# THANKS FOR WATCHING!

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