

BigBasket

Chirag Ashokbhai Mungra

BigBasket

- BigBasket is India's largest online grocery platform, offering a wide assortment of products across categories including fresh fruits & vegetables, foodgrains, dairy, bakery, snacks, beverages, household essentials, and personal care items. With the backing of Tata, BigBasket has become a trusted household name for online grocery shopping.
- Combining convenience, affordability, and quality, BigBasket delivers both scheduled and express orders through its website and mobile app. Its multiple delivery models — **Slotted Delivery**, **Express Delivery (BB Now)**, and **Subscription (BB Daily)** — cater to the diverse needs of urban consumers.
- BigBasket has built a strong supply chain by directly sourcing from farmers, wholesalers, and brands. With a customer-centric approach, wide product range, and reliable delivery service, BigBasket is redefining the way Indian households shop for groceries.

PROBLEM STATEMENT

As the newly appointed SEO Manager at **BigBasket**, India's leading online grocery platform backed by Tata, the challenge lies in sustaining its market dominance in the face of rising quick-commerce competitors such as Blinkit, Zepto, and Swiggy Instamart. While BigBasket has a wide product portfolio and strong brand recognition, it struggles to consistently capture top positions on Search Engine Results Pages (SERPs) for high-intent keywords related to grocery shopping, local delivery, and category-specific queries.

The primary problem is to design and execute an advanced SEO strategy that strengthens BigBasket's digital presence, optimizes on-page and off-page elements, drives organic traffic across tier-1 and tier-2 cities, and enhances customer engagement. Addressing this challenge is crucial for BigBasket to maintain its leadership and expand its footprint in the highly competitive e-grocery and quick-commerce market.

OBJECTIVES

1. **Boost SERP Rankings** – Target competitive grocery-related and local delivery keywords to improve BigBasket's visibility across India.
2. **Optimize On-Page SEO** – Refine title tags, meta descriptions, headings, schema, internal linking, and mobile responsiveness for better search engine crawlability.
3. **Strengthen Content Marketing** – Develop a rich content strategy with blogs, recipes, buying guides, FAQs, and category pages aligned with customer search intent.
4. **Enhance Off-Page & Local SEO** – Build high-authority backlinks, optimize Google Business Profiles for each service city, and capture “near me” searches to improve hyperlocal discovery.
5. **Track Performance & Conversions** – Monitor keyword rankings, traffic sources, bounce rates, and conversion rates using analytics tools to measure SEO ROI and user engagement.

APPROACH

❖ **SEO Audit & Benchmarking**

- Assess BigBasket's current website performance, keyword rankings, category pages, competitors, and technical issues.

❖ **Keyword Research & Targeting**

- Identify high-intent grocery keywords, product-category terms (e.g., “buy fruits online,” “fresh vegetables delivery”), and hyperlocal searches for tier-1 & tier-2 cities.

❖ **On-Page Optimization**

- Improve meta titles, descriptions, H1/H2 headings, schema markup, internal linking, image optimization, and ensure mobile-first responsive design.

❖ **Content Development**

- Create SEO-driven blogs, recipes, buying guides, FAQs, and local landing pages to match seasonal grocery needs and customer pain points.

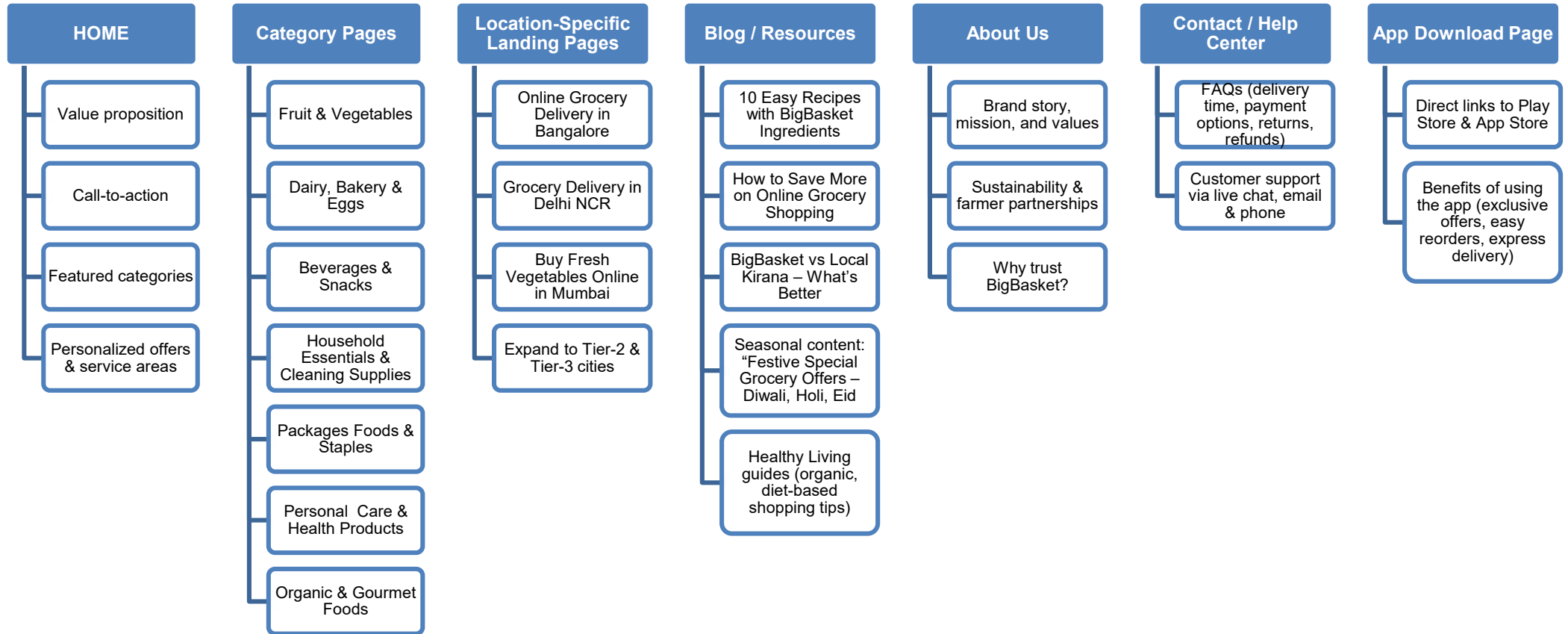
❖ **Off-Page & Local SEO**

- Build high-quality backlinks via food bloggers, recipe platforms, and media mentions; optimize Google Business Profiles for every delivery city; encourage positive customer reviews.

❖ **Performance Tracking & Continuous Improvement**

- Monitor keyword positions, organic traffic, CTR, and conversions using Google Analytics & Search Console, while refining strategies for better ROI.

TASK 1 - CREATE A WEBSITE STRUCTURE



TASK 2 - TOPIC IDEAS

Online Grocery & Lifestyle

- Why Online Grocery is the Future of Urban India
- How BigBasket is Redefining Daily Essentials in Metro Cities

Recipes & Meal Planning

- 10 Quick Dinner Recipes Using BigBasket Ingredients
- Healthy Weekly Meal Plan with BigBasket

Smart Shopping Tips

- How BigBasket Saves You Money on Monthly Groceries
- Tips to Build a Smart Grocery List with BigBasket

Seasonal & Festive Content

- Navratri Special: Fasting Essentials on BigBasket
- Diwali Sweets & Gifts – Shop Online with BigBasket

Local SEO / City-Specific




- Best Online Grocery App in Bangalore – BigBasket vs Others
- Grocery Delivery in Delhi NCR: BigBasket's Local Advantage

Comparisons & Buyer Guides




- BigBasket vs Zepto: Which is Better for Monthly Shopping?
- Top 5 Grocery Apps in India (2025): BigBasket's Position

TASK 3 - PICKING UP THE PAGES





Blog Page

-  Blog Title:
- Why Online Grocery Shopping Is the Future of Urban India
-  Sample SEO Content:
- In today's fast-paced urban life, online grocery shopping is becoming more of a necessity than a convenience. With platforms like BigBasket, users can avoid long queues, traffic jams, and the hassle of parking — all while getting fresh produce and essentials delivered to their doorstep.
- BigBasket offers a wide range of groceries — from fresh fruits and vegetables to dairy, snacks, and household items — all available at competitive prices. Whether you're managing a busy work schedule or caring for a family, BigBasket helps save time, effort, and even money.
-  Keywords targeted:
- online grocery shopping India, grocery delivery apps, buy groceries online

PRODUCT CATEGORY PAGE

-  Page Title:
- Buy Fresh Fruits & Vegetables Online – BigBasket
-  Sample SEO Content:
- Enjoy the freshest hand-picked fruits and vegetables delivered directly from local farms to your home. Whether you're looking for apples, bananas, tomatoes, onions, or potatoes — BigBasket ensures quality and hygiene in every delivery.
- Why shop fruits and vegetables on BigBasket?
- 100% freshness guarantee
- Daily deliveries from trusted sources
- Great prices and bulk discounts
- No-contact delivery available
- Add your weekly produce to cart and experience a hassle-free grocery routine.
-  Keywords targeted:
- buy fruits online, fresh vegetables delivery, online fruit shop India

PRODUCT PAGE

-  Product Title:
- Fresh Tomatoes – Grade A (1kg)
-  Sample SEO Content:
- BigBasket offers premium-quality fresh tomatoes, sourced daily and delivered with care. These juicy, red tomatoes are ideal for salads, cooking, or juicing.
- Sourced locally & ethically
- Packed in hygienic, tamper-proof bags
- Delivery within 24 hours
- Shelf life: 4–5 days when refrigerated
-  Order now and get your tomatoes delivered fresh to your door tomorrow!
-  Keywords targeted:
- buy tomatoes online, fresh tomatoes delivery, tomato 1kg price

TASK 4 - CONTENT STRUCTURE

Homepage Structure

- **Headline**
"Groceries Delivered in 10 Minutes"
- **Featured Categories**
Quick links to → Fruits & Vegetables, Dairy, Household Essentials, Snacks, Personal Care
- **Why Choose Us Section (Why FlinkIt?)**
Fast delivery
Fresh items
Affordable prices
Available in metro cities
Popular Best Sellers
- **App Download Section**
Play Store & App Store links with badges
- **Footer**
About Us
Blog
Contact
Social Media Links

Product Category Page Structure

- **Category Header**
"Household Essentials Delivered in 10 Minutes"
- **Sub-Categories**
Fruits & Vegetables
Dairy
Household
Snacks
Personal Care
- **Product Grid / Listings**
Image
Product Title
Price
"Add to Cart" Button
- **Filters / Sorting Options**
Price
Popularity
Brand
Relevance
- **SEO Section**
2–3 paragraphs with keywords like:
buy household essentials online, instant grocery delivery, affordable cleaning supplies

Product Page Structure

- **Product Images / Gallery**
High-resolution images with zoom
- **Price & Discounts**
Base price
Bulk deal options (e.g., Buy 2 for 10% off)
- **CTA Buttons**
"Add to Cart"
"Buy Now"
- **Description**
Nutritional facts
Usage tips
Health benefits
- **Customer Reviews & Ratings**
Star ratings
User comments
- **Related Products (Cross-selling)**
Show Apples, Mangoes, Oranges, etc.

TASK 5 - COMPETITIVE ANALYSIS

Competitor	BlinkIt	Zepto	Swiggy Instamart	Dunzo Daily
Competitors' top page	Location, Product category, pricing, footer	Product category, Bestseller, New items, footer	Location, Product, offers/discounts, footer	Location, Quick-pick categories, offers
Keyword gaps	Focuses more on broad categories	Optimizes titles but not trend-driven	Campaigns mostly target Hindi; weak for other regions	Focused on delivery speed, not content depth
Strengths	Massive brand recognition	Strong category positioning	Local intent, high integration with Swiggy app	Strong in instant delivery, flexible use cases
Weaknesses	Commerce-first, content-poor	Light content, needs more localization	Relies on regional targeting, vendor dependency	Limited inventory vs others, weaker SEO

TASK 6 - KEYWORD RESEARCH

Keyword	Search Volume	Difficulty	Current Rank	Intent	Suggested Page Type
“online grocery delivery”	25,000-40,000	High (70-85)	BigBasket / Blinkit in top 5	Transactional / Service	Homepage / Location landing page
“grocery delivery app”	8,000-15,000	Medium-High (60-75)	BigBasket app pages	Transactional / App download	App download / Feature page
“buy groceries online india”	10,000-20,000	Medium-High (60-75)	Ranking around 5-15	Transactional	Category / Blog with service angle
“fresh vegetables online delivery”	5,000-12,000	Medium (50-65)	Ranking around 10-20	Transactional / Local intent	Location-specific category page
“instant grocery delivery”	3,000-8,000	Medium-High (60-80)	Maybe lower (20-50)	Transactional / Convenience	Blog / Special offer page / Location page

TASK 7 - ON-PAGE ELEMENTS

Title Tag

Include primary keyword + brand, keep under 60 characters.

Meta Description

Use action words, USP, under 155 characters.

URL Structure

Short, clean, keyword-rich URLs.

Header Tags (H1, H2, H3)

Organize content, include relevant keywords.

Internal Linking

Link to related categories/products for navigation & SEO.

Image Optimization

Use descriptive alt text, compress images for speed.


Content Optimization

Unique, engaging product/category descriptions with keywords.

Call-to-Action (CTA)

Clear buttons like "Shop Now" or "Download App" to improve conversions.

TASK 8 - EXAMPLE BLOG

Title	Exotic & Superfruits from BigBasket	
Intro	Boost your health and taste buds with exotic & superfruits, delivered fresh to your home.	
Exotic Fruits	Dragon Fruit :	Antioxidants & digestion support
	Kiwi :	Vitamin C & immunity boost
	Pineapple :	Aids digestion & reduces inflammation
Superfruits	Blueberries :	Brain & heart health
	Pomegranate :	Immunity & heart support
	Avocado :	Healthy fats & skin glow
BigBasket Advantage	Fresh delivery to your doorstep	
	Guaranteed quality & rare fruits	
CTA	 Order now & make your diet colorful and nutritious!	
Keyword	exotic fruits online, superfruits delivery, fresh fruit delivery BigBasket	

CONCLUSION AND TAKEAWAYS

SEO is essential for BigBasket to improve online visibility and attract organic traffic.

Keyword research helps target the right customer search intent.

On-page optimization (titles, meta descriptions, images, CTAs) enhances rankings and user experience.

Competitor analysis shows BigBasket's USP = wide product variety, fresh quality, and pan-India delivery.

Content strategy (blogs, recipes, health guides) builds trust and brand authority.

Takeaway : strong SEO plan will drive higher traffic, better engagement, and long-term growth in the online grocery market.