

SEO PROJECT

BLINKIT

PROBLEM STATEMENT

Problem Statement

- Many users find it hard to locate fresh produce quality, trust freshness.
- High competition in quick commerce: consumers expect faster delivery (10-minute, express).
- Large catalogue → navigation & search can be overwhelming.
- Need to improve organic visibility & reduce dependency on paid ads.
- Conversion drop-offs at product page or cart stage due to missing information or unclear policies.

OBJECTIVES

Objectives

- Improve user acquisition via organic search.
- Improve user engagement & retention.
- Reduce bounce rates, improve time-on-site, improve session depth.
- Increase conversion rate (from product view to add to cart / checkout).
- Improve Average Order Value (AOV) via cross-sells, private labels, bundles.

APPROACH

Revamp / ensure canonical site structure with clean URLs, category → subcategory → product.

Strong content strategy: blogs, guides, keyword-rich content around user intent.

Improve on-page SEO: titles, meta descriptions, headings etc.

Improve technical SEO: site speed, mobile usability, schema markup, crawlability.

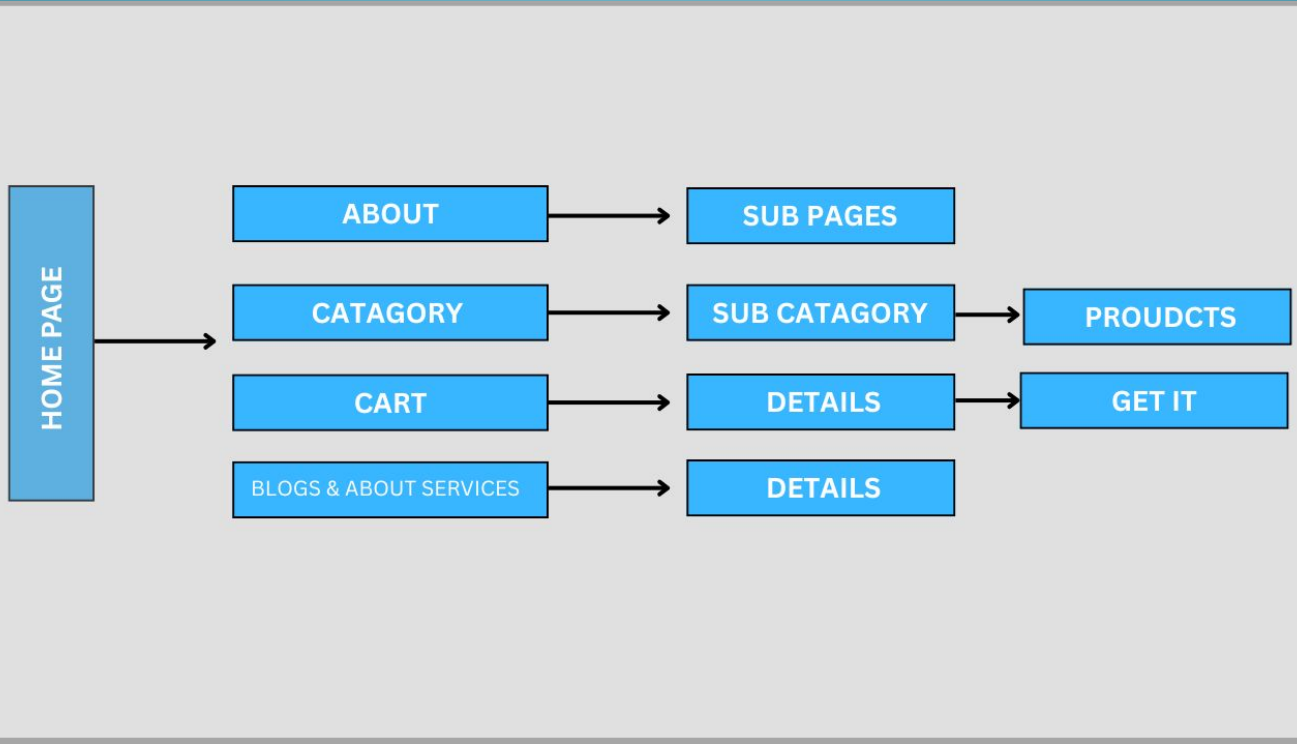
Use competitor insights to identify keyword gaps.

Optimize product pages for keywords & conversions: reviews, specified nutritional info, images.

Use internal linking between blog posts → product & category pages.



WEBSITE STRUCTURE



	Section Content Elements
Title / H1	
How to Pick Fresh Fruits & Vegetables: Tips for Quality & Storage	
Meta Title	
*How to Choose Fresh Fruits & Vegetables	
Meta Description	
Brief summary: e.g. "Learn expert tips to select fresh produce, storage hacks and keep fruits & vegetables longer. Shop farm fresh at BigBasket."	
Intro Paragraph	
Why freshness matters: taste, nutrition, value; common consumer problems.	
Sub-section H2: Key Things to Check When Buying Fresh Produce	
e.g. appearance, smell, firmness, colour, vendor / packaging.	
Sub-section H2: Seasonal vs Local Produce	
benefits, what to look for, advantages.	
Sub-section H2: Storage Tips for Fruits & Vegetables	
separate sections for different produce (leafy, root, fruits etc.), refrigeration, shelf life.	
Sub-section H2: Common Mistakes to Avoid	
what degrades quality.	
Sub-section H2: How BigBasket Ensures Freshness	
quality checks, cold chain, guarantee, return options.	
Conclusion / Summary	
Recap tips, encourage action (e.g. browse fruits & vegetables category).	
Call-to-Action	
Link to "Fruits & Vegetables" category; Shop Now; Try our "Fresco" fresh section.	
Related Posts	
e.g. "10 Healthy Summer Fruits", "How to Store Herbs", "Choosing Organic Produce".	

Blog Page ("one blog page")

Purpose: To attract organic traffic via informational content; build authority; funnel users into product/category pages.

Sample Blog Page Topic: *"How to Pick Fresh Fruits & Vegetables: Tips for Quality & Storage"*



Section Content Elements	Product Category Page (e.g. Fruits & Vegetables)
<p>Title / H1</p> <p><i>Fruits & Vegetables</i></p> <p>Breadcrumbs</p> <p>Home > Grocery > Fresh Produce > Fruits & Vegetables</p> <p>Intro Text (short)</p> <p>2-3 lines about this category: what we offer, freshness, sourcing, variety.</p> <p>Filters / Sorting</p> <p>Brand, Price range, Discount, Organic / Conventional, Type (fruits or veg), Region / Origin, Rating, Delivery availability.</p> <p>Featured Subcategories / Banners</p> <p>“Seasonal Picks”, “Exotic Fruits”, “Leafy Greens”, “Organic Options” etc.</p> <p>Product Grid / Listing</p> <p>Product images, titles, price / discount, rating, key attribute (organic / seedless etc.), “Add to cart” button. Pagination or infinite scroll.</p> <p>Best Deals / Offers</p> <p>Highlight deals happening in this category.</p> <p>Informational Sidebar / Section</p> <p>Tips specific to this category (e.g. “How to wash leafy vegetables”, “Storing root vegetables”).</p> <p>Related/Recommended Products</p> <p>Cross-category suggestions: e.g. fruits & salad kits, vegetables for stir fry.</p> <p>Customer Reviews / UGC (if feasible)</p> <p>Some images / reviews of produce.</p> <p>FAQ Section</p> <p>Q/A related: “Are your fruits & veg organic?”, “How fresh is Fresho produce?”, “Return policy for perishable items”.</p> <p>Call-to-Action</p> <p>e.g. “Shop Fresh Now”, “Subscribe to Daily Essentials”, etc.</p>	<p>Purpose: To display many relevant products, allow browsing & filtering, push users to product pages or add to cart.</p>

Section	Content Elements
Product Title / H1	[Brand] Apple – Fuji / Gala / whatever (e.g. “Fresho Fuji Apples 1 kg”)
Breadcrumbs	Home > Grocery > Fruits & Vegetables > Apples > Fresho Fuji Apples
Image gallery / Carousel	High-res images: multiple angles, zoom, cut/open where relevant.
Price / Discount / Offers	MRP, discounted price, % off, bulk or variant pricing.
Quantity / Variant selection	E.g. weight / pack size / organic / conventional etc.
Delivery / Availability	PIN-based, delivery slots, express / instant options.
Key benefits / USPs	Bulleted: e.g. fresh farm-sourced, washed, no preservatives, organic etc.
Nutritional Info / Ingredients / Certification	Especially for packaged / organic / special items.
Ratings & Reviews	Customer reviews, photos, star rating.
Related / Cross-sell products	Similar apples; complementary: nuts, fruit salads etc.
Add to Cart / Wishlist / Share options	Social share, wishlist etc.
Product Description	More in-depth: origin, taste profile, ideal usage, storage tips.
FAQs specific to product	E.g. “Are these pesticide free?”, “How ripe will apples be?”, “Shelf life after delivery?”.
Policy info	Return / refund, quality guarantee, delivery policy etc.

Product Page

Purpose: To provide all details needed to convince a user to add to cart/purchase; reduce friction; SEO optimized for product name & attributes.

SEO Competitive Analysis

Page 1 of 10

a) Key Competitors

1	Competitor A: Leading provider of digital marketing solutions.
2	Competitor B: Established brand in e-commerce.
3	Competitor C: Emerging startup in the fintech space.

b) Top Pages / What Competitor Pages Look Like

1	Competitor A's Top Page: High conversion rate, clear value proposition.
2	Competitor B's Top Page: Strong focus on user experience and navigation.

3	Competitor C's Top Page: Innovative design, strong emphasis on social media integration.
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c) Top Keywords / Keyword Gaps, Strengths, Weaknesses

1	Top Keyword: Digital Marketing Solutions.
2	Keyword Gap: Local SEO Services.

3	Strength: Comprehensive content strategy.
4	Weakness: Limited backlink profile.

5	Competitor A's Strength: Strong brand authority.
6	Competitor B's Weakness: Outdated website design.
7	Competitor C's Opportunity: Niche market focus.

d) Keyword Gap Example

1	Keyword Gap: Local SEO Services. Competitor A ranks #1, Competitor B ranks #5, Competitor C ranks #10.
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Page
Keywords / Phrases to Target

Blog Page ("How to Pick Fresh Fruits & Vegetables")

fresh fruits online, how to choose fresh fruits, how to pick vegetables, fruits & vegetables storage tips, ripe vs unripe fruit, how to wash vegetables properly, fruit freshness tips, organic vs conventional fruits vegetables, fresh produce delivery BigBasket, fruits preservation at home.

Product Category Page (Fruits & Vegetables)

buy fruits online, buy vegetables online, fresh fruits and vegetables delivery, organic vegetables online, seasonal fruits online, fruits & vegetables price, best fruits online India, where to buy fresh produce online, vegetables near me online, local fruits delivery.

Product Page (e.g. "Fresho Fuji Apples 1kg")

Fuji apples online, buy Fuji apples, best Fuji apples fresh, Fuji apples price, organic apples online, apples delivery, fresh apples BigBasket, buy fresh apples near me, nutritional value Fuji apples.

On-Page Elements to Use for SEO Optimization

- **Page Title (title tag)** — include primary keyword + brand name; keeps under ~60 characters.
- **Meta Description** — compelling summary with primary keyword + secondary, call-to-action; under ~155-160 characters.
- **H1** — the main heading matching or similar to title, unique per page.
- **Subheadings (H2/H3/H4)** — help structure content; include secondary / related keywords.
- **URL / Slugs** — clean, keyword-rich, no unnecessary parameters; e.g. /fruits-vegetables/fresho-fuji-apples-1kg.
- **Alt text for images** — descriptive; “Fresho Fuji apples 1kg”, “fresh leafy spinach” etc.
- **Internal links** — from blog to category/product; related products etc.
- **Product schema / structured data** — ratings, price, availability, nutritional info etc.
- **Mobile friendliness and responsive design.**
- **Page speed optimisation.**
- **Breadcrumb markup.**
- **Canonical tags** (to avoid duplicate content).
- **User reviews / UGC** — helps content depth + trust + long tail keywords.
- **Social sharing / meta tags (Open Graph, Twitter Cards).**



Sample Blog Post (≈ 300 words) + On-Page Elements

Topic: “How to Pick Fresh Fruits & Vegetables: Tips for Quality & Storage”

Title (H1): How to Pick Fresh Fruits & Vegetables: Tips for Quality & Storage

Meta Title: How to Choose Fresh Fruits & Vegetables | Freshness Tips & Storage | BigBasket

Meta Description: Learn expert tips to select, store, and preserve fresh fruits & vegetables. Get farm-fresh quality delivered via BigBasket. Read now!

Every time you shop for produce, freshness matters—not just for taste, but also for health and value. Here's how to pick fresh fruits and vegetables like a pro, and store them so they stay crisp and nutritious longer.

Check Appearance & Texture: Choose fruits and vegetables that look vibrant and feel firm but not overly hard. For example, apples should have smooth skin, free of bruises; leafy greens should be crisp, not wilted. Smell matters too—aromas hint at ripeness or spoilage.

Know the Seasonality & Origin: Local & seasonal produce often tastes better and lasts longer. Seasonal fruits like mangoes or strawberries have natural flavor when in season. BigBasket's Fresho section sources produce daily from farms, ensuring minimal transit time.

Proper Handling & Packaging: Avoid produce in torn or damaged packaging. Moisture trapped in plastic can speed up spoilage. Look for breathable packaging or mesh bags for items like broccoli or leafy greens.

Smart Storage at Home: Once home, store fruit and vegetables properly. Keep root veggies in a cool, dry place; leafy greens in perforated bags in the fridge; ripe fruits separately to avoid ethylene gas affecting others. Wash just before use to preserve texture.

Avoid Common Mistakes: Don't buy all hard fruits thinking they'll ripen—they may spoil before ripening. Avoid extremes—something that's very soft may already be past its best. Also, storing everything together in fridge compartments leads to mixed smells and faster decay.

At BigBasket, we understand freshness. Our quality checks, cold chain logistics, and “Farm-to-Doorstep” promise ensure that the fruits & vegetables you receive are fresh, clean, and ready to enjoy. Start browsing our **Fruits & Vegetables category** now to explore the freshest selection and get them delivered straight to your kitchen.

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How the SEO Strategy Uses These to Achieve Goals

Below is how the pieces come together, and how I'd use them to meet the objectives:

- Objective
 - How SEO Strategy Helps Achieve It
 - Improve user acquisition via organic search
 - By targeting non-branded + long-tail keywords in blog content & category pages; optimizing titles/meta; increasing content depth.
 - Increase engagement & retention
 - Better content (blogs, tips), related posts, product suggestions; faster site speed; mobile usability.
 - Reduce bounce rate / increase time on site
 - Rich content (blog), good product descriptions, UGC/reviews; strong internal linking; logical site structure.
 - Improve conversion rate
 - Product pages optimised with USPs, images, reviews; clear delivery & availability info; trust signals; easy add to cart.
 - Increase AOV
 - Use cross-sell / related products; bundle suggestions; promos on category pages; highlight deals.