

Zepto – SEO Strategy Project

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Problem Statement

- Urban lifestyles make grocery shopping time-consuming.
- Visiting physical stores requires effort, time, and travel.
- Customers demand instant grocery delivery.
- Zepto's challenge: Build SEO visibility to attract organic users and compete with Blinkit, BigBasket, Instamart.



Objectives

- Improve Zepto's Google search visibility.
- Drive organic traffic via SEO-friendly blogs & product pages.
- Target local + high-intent grocery keywords.
- Compete with quick-commerce leaders.
- Build long-term organic growth.



Approach

- Keyword Research & Optimization (long-tail, local).
- On-Page SEO (meta tags, headings, product pages).
- Content Strategy (blogs, recipes, guides).
- Technical SEO (site speed, schema, mobile-first).
- Backlinks & Collaborations.
- Local SEO with city-focused targeting.



Website Structure



Topic Ideas



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Product
Pages

- Fresh Mangoes
- Organic Milk



Category
Pages

- Beverages
- Fruits & Vegetables



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Picking Pages

Blog Page

- Title: Best Seasonal Fruits and Their Health Benefits
- Purpose: Educate users on seasonal fruits while subtly promoting related products.
- Sections/Topics:
 - Introduction: Why eating seasonal fruits matters.
 - Summer Fruits: Mangoes, Watermelon – Benefits for hydration and immunity.
 - Monsoon Fruits: Jamun, Lychee – Benefits for digestion and detox.
 - Winter Fruits: Oranges, Pomegranate – Benefits for skin and immunity.
- Tips: How to store seasonal fruits to retain freshness.
- Call-to-Action (CTA): “Shop Seasonal Fruits Now” linking to the Fruits & Vegetables category page.

Product Page

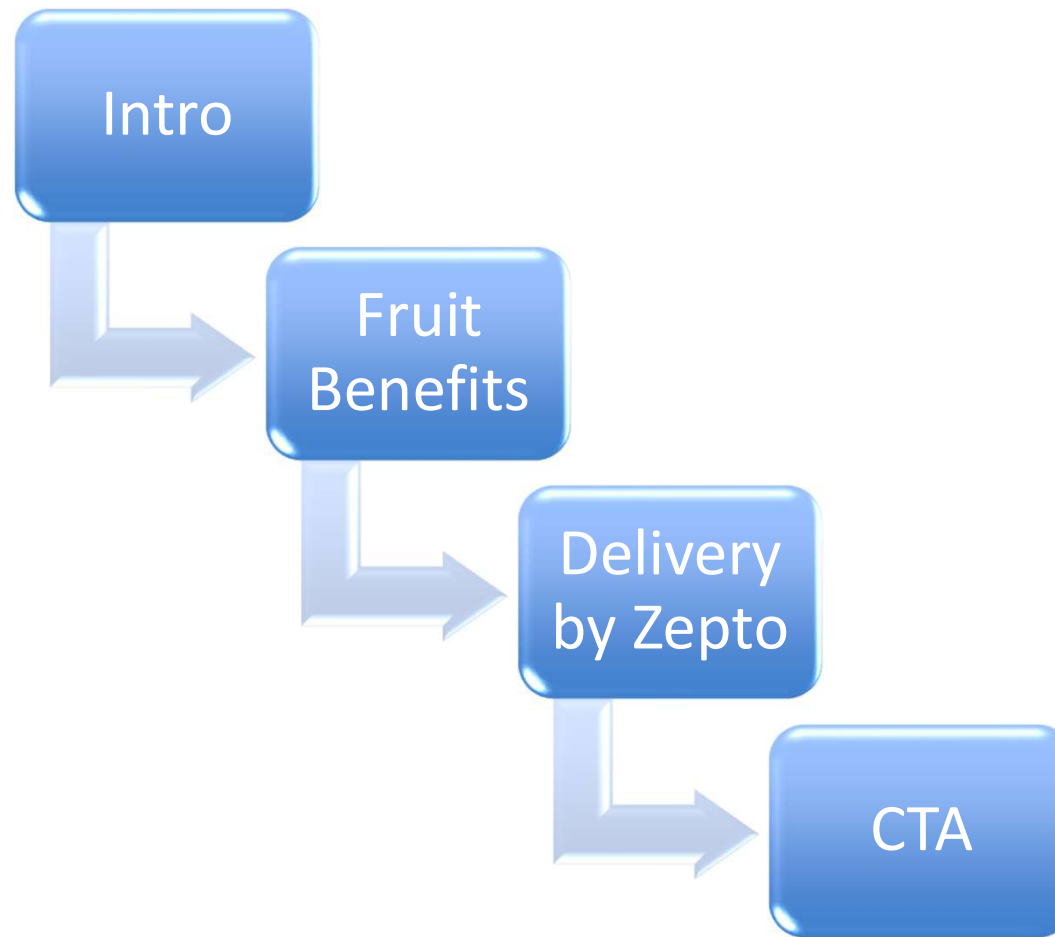
- Product Name: Fresh Mangoes
- Page Structure:
 - Images: High-quality shots showing whole mangoes and sliced pieces.
 - Description: “Deliciously sweet and juicy, our fresh mangoes are perfect for snacking, smoothies, and desserts. Harvested at peak ripeness to ensure maximum flavor and nutrients.”
- Price & Quantity Selector
- Add to Cart Button
- Health Benefits Section: Boosts immunity, rich in vitamin C, aids digestion.
- Customer Reviews & Ratings
- Related Products: Other seasonal fruits (Watermelon, Lychee)

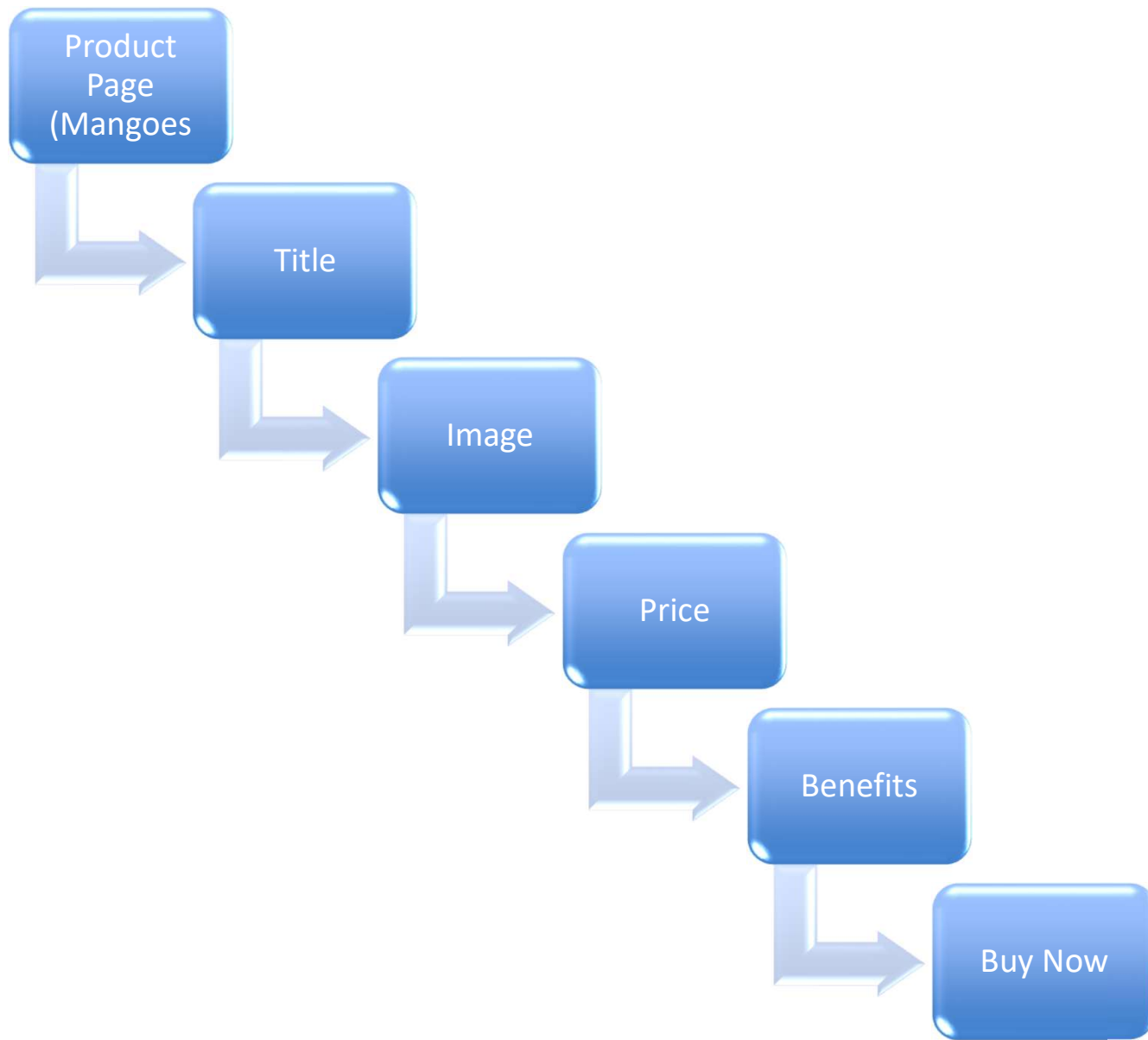
Category Page

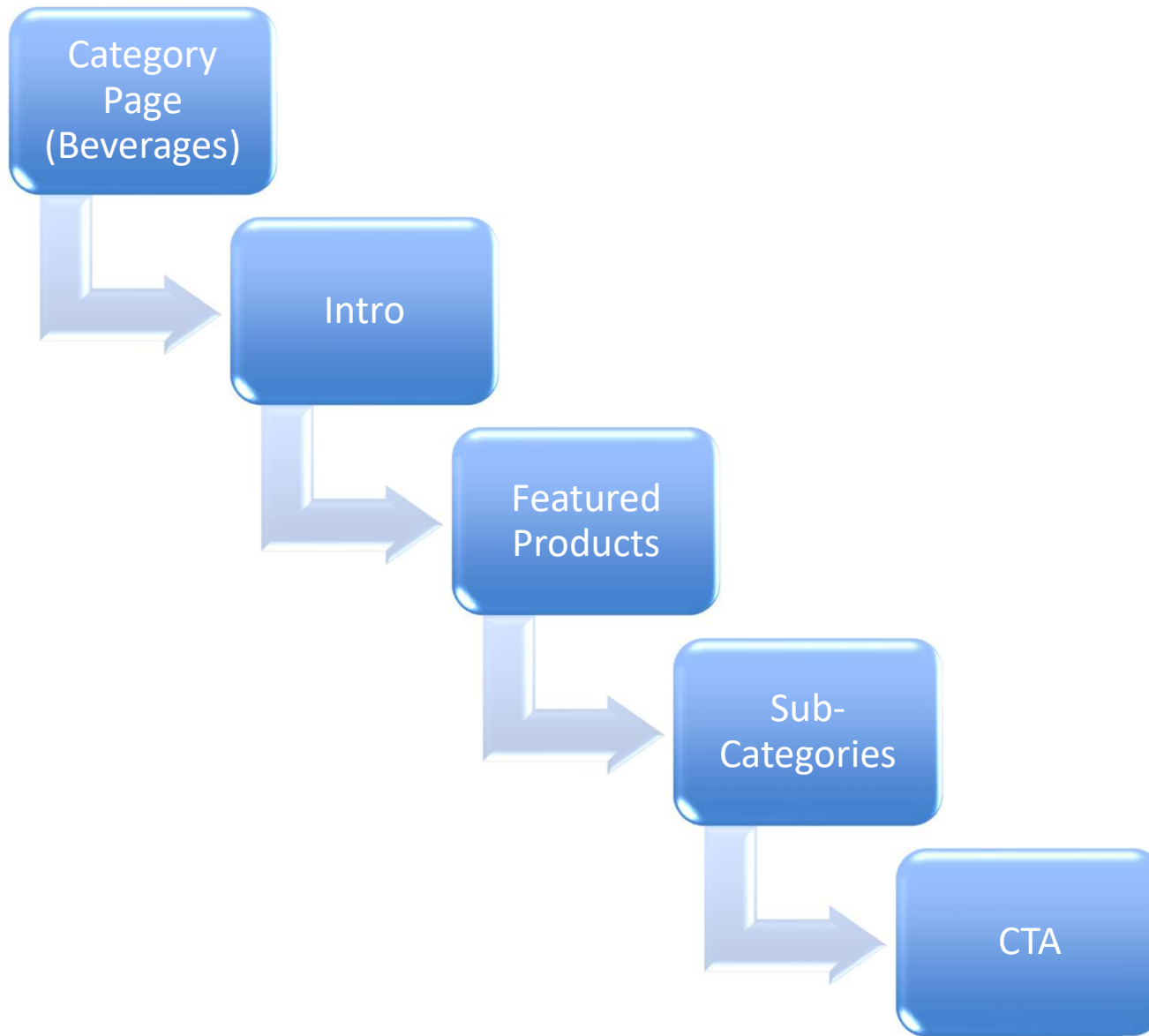
- Category Name:
 - Beverages
- Sub-Categories:
 - Fresh Juices (Orange, Pomegranate, Mixed Fruit)
 - Packaged Beverages (Tea, Coffee, Smoothies)
 - Health Drinks (Protein shakes, Herbal teas)
- Page Elements:
 - Filter Options :
 - Price, Type (Fresh/Packaged/Health)
 - Product Grid :
 - Images, brief description, price, “Quick View” button
 - Featured Promotions :
 - E.g., “Buy 1 Get 1 Free – Fresh Juices”
- CTA: “Shop All Beverages”

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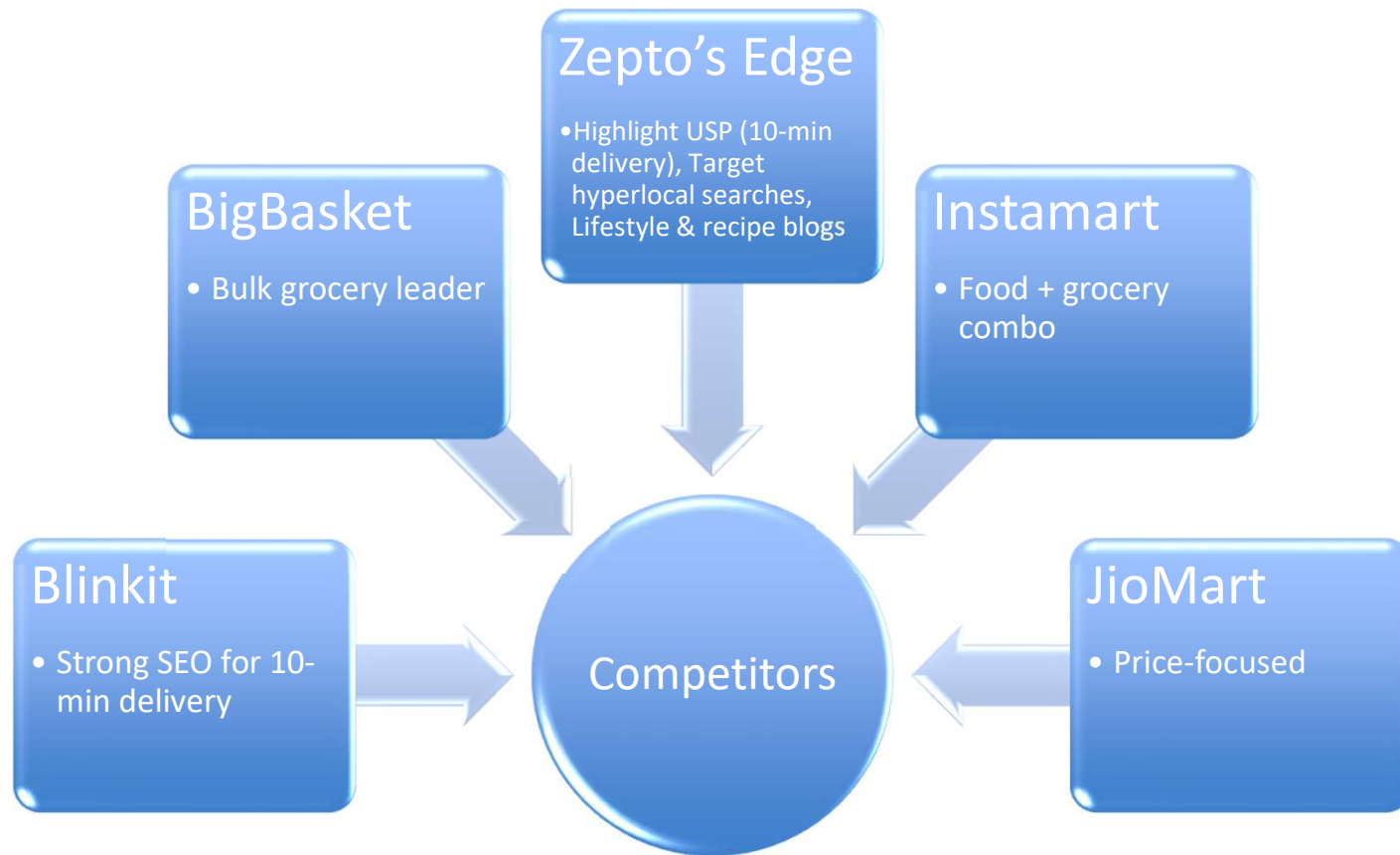
Content Structure







Competitive Analysis



Keyword Research

Blog Page : seasonal fruits in India

health benefits of mango

best fruits in summer

Product buy fresh mangoes online
Page :

mango home delivery

organic alphonso mangoes

Category online beverages delivery
Page :

soft drinks online order

buy juices online



On-Page Elements

Meta Tags with keywords.

Short, keyword-rich URLs.

H1, H2, H3 headings optimized with intent.

Content with natural keywords.

Image Alt Text optimization.

Internal Linking across pages.

Strong CTAs (Order Now, Buy Fresh).

Mobile-first optimization.

Schema Markup for products.

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Example Blog

| | |
|-----------------|---|
| Title | • Best Seasonal Fruits in India and Their Health Benefits |
| Introduction | • Seasonal fruits are fresh, affordable, and packed with nutrients that support health. |
| Summer Fruits | • Mangoes : • Boost skin health & immunity (Vitamin A & C). • Watermelons : • Keep body hydrated in hot weather. |
| Winter Fruits | • Oranges : • Rich in Vitamin C, build strong immunity. • Guavas : • Aid digestion & improve wellness. • Apples : • Provide energy & support good digestion. |
| Zepto Advantage | • Fresh seasonal fruits delivered in 10 minutes, ensuring quality and convenience. |
| CTA | • Seasonal fruits taste better and are healthier. • 👉 Order fresh fruits now on Zepto and enjoy the best of every season! |
| Keywords : | • seasonal fruits in India, fresh fruits delivery, buy mangoes online. |

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Conclusion and Takeaways

SEO is crucial for Zepto's digital growth.

Keyword research + on-page optimization = higher traffic.

Competitor gaps → Zepto can rank for hyperlocal searches.

Future: Use SEO knowledge for digital marketing campaigns.

