

Deadline 26 June EOD(11:59 pm).

Assignment: 3

Task: Blinkit SEO Optimization

Analyze and evaluate the current SEO strategy of Blinkit (formerly Grofers) and recommend improvements to increase organic traffic for relevant keywords.

Keyword Research:

- **Identify high-volume, low-competition keywords related to Blinkit's services (grocery delivery, quick commerce, pharmacy delivery) and target audience (location, demographics). Utilize tools like Google Keyword Planner, Ahrefs, or SEMrush.**
- **Analyze competitor keyword strategies (Bigbasket, Swiggy Instamart, Dunzo) to identify potential gaps.**

On-page Optimization:

- **Evaluate Blinkit's website content (product pages, category pages, blog) for keyword optimization.**

Content Strategy Analysis:

- **Evaluate the effectiveness of Blinkit's current content marketing strategy.**