



# MARKET IN LOVELY PROFESSIONAL UNIVERSITY FOR

B.tech CSE (Lovely Professional University)

# SEARCH ENGINE OPTIMISATION MKT905



**L** OVELY  
**P** ROFESSIONAL  
**U** NIVERSITY

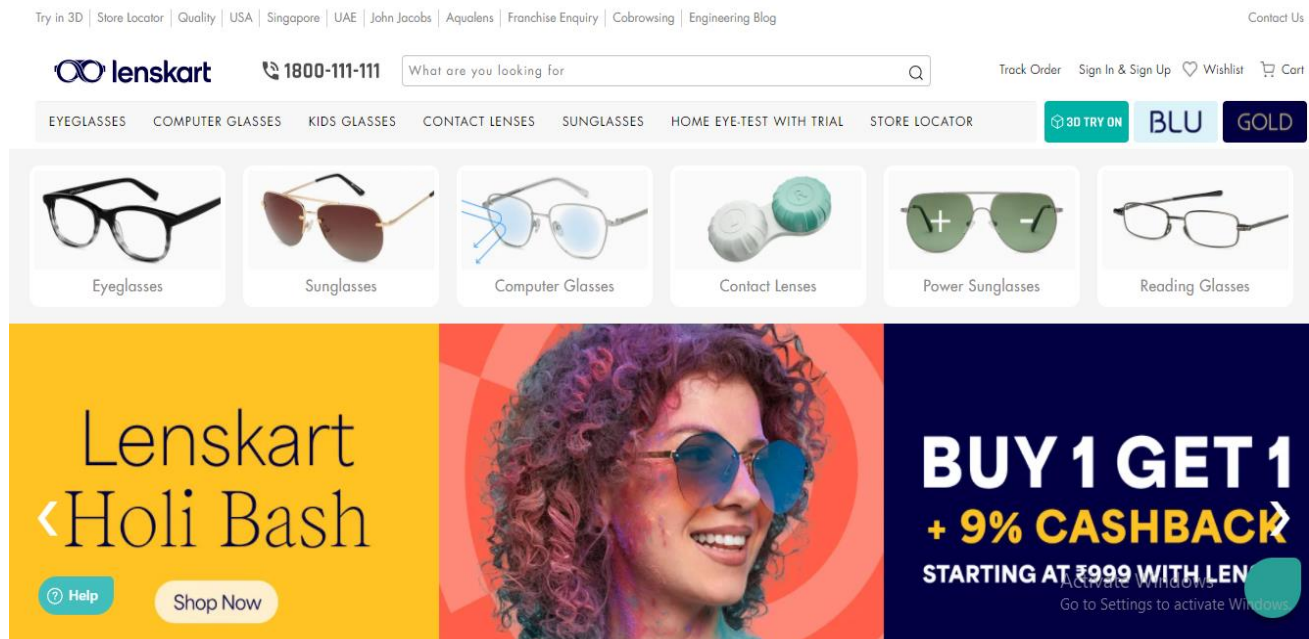
CA-2

**TOPIC:** LensKart Website Analysis Report

Submitted to:  
Faculty: Pawandeep Kaur

Submitted by:  
Name: Ravi Prasad  
Regi. no.: 11917141

# LensKart Website Analysis Report



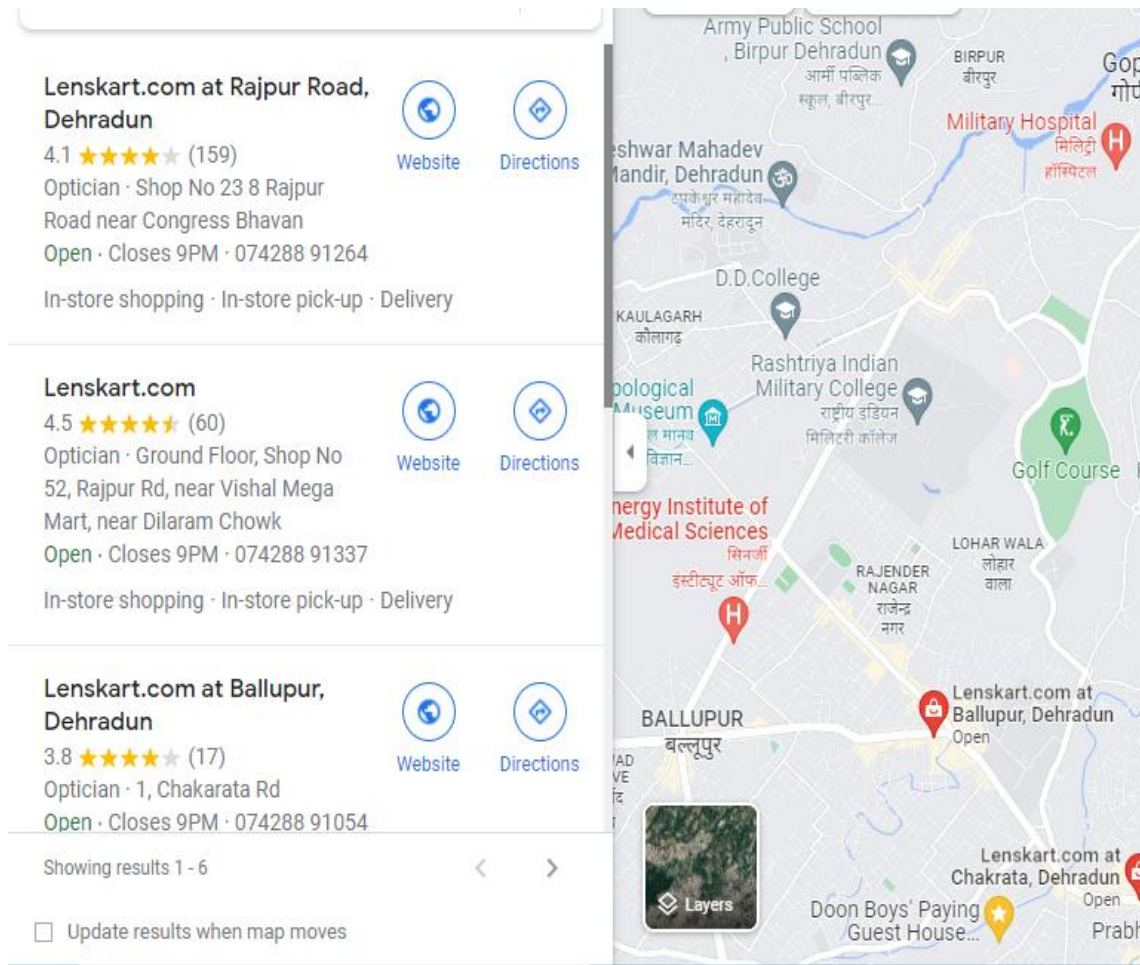
\* Lenskart is an Indian optical prescription eyewear retail chain, based in the city of New Delhi, India. Its manufacturing facility in New Delhi manufactures 3 lakh glasses a month.

**Founded:** 2010; 12 years ago

# **Overview**

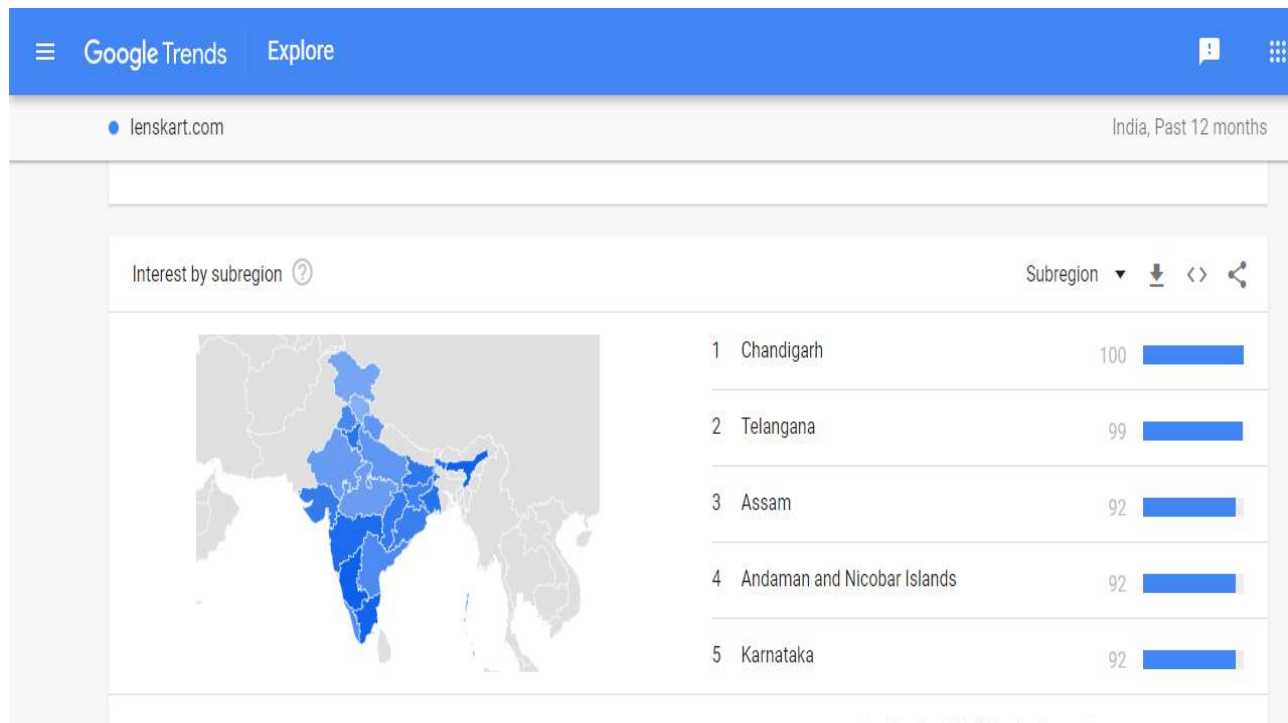
- **Local Business Presence**
- **Mobile Website Optimization**
- **Website Speed**
- **Organic SEO (Search Engine Optimization)**
- **TRAFFIC OVERVIEW**
- **Ranking Keywords**
- **TOP SEO PAGES**
- **Competitor SERP Presence**
- **Social Media Presence/Engagement**
- **Alexa Ranking And Google Page Ranking**

# LOCAL BUSINESS PRESENCE



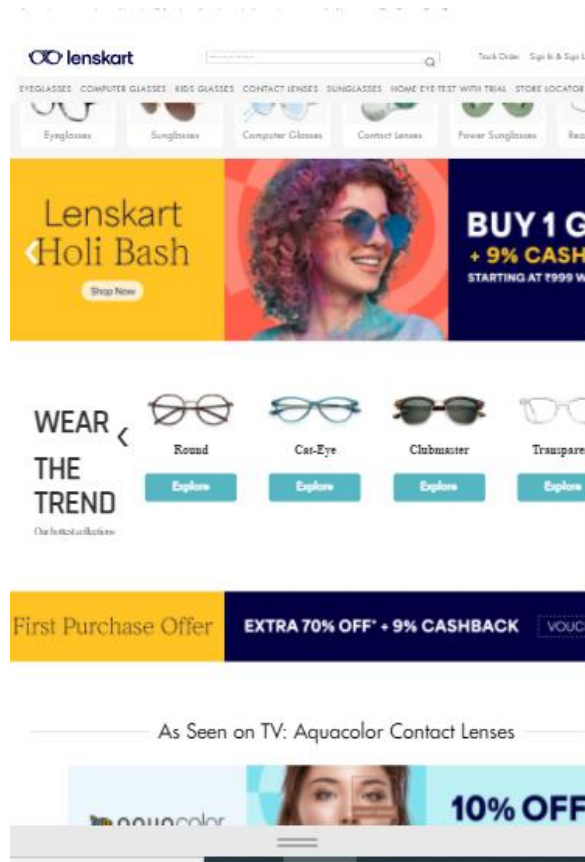
People Search for lens or eye glass, lenskart comes on top  
Good local Business Presence With good rating and reviews.

# INTEREST BY SUBREGION



Top states are mentioned as also the main reason for Chandigarh to be on top is the major outlet stores are present in Chandigarh.

# MOBILE WEBSITE OPTIMIZATION



Mobile website is essential to gain engagement and business through people who browse websites from mobile!

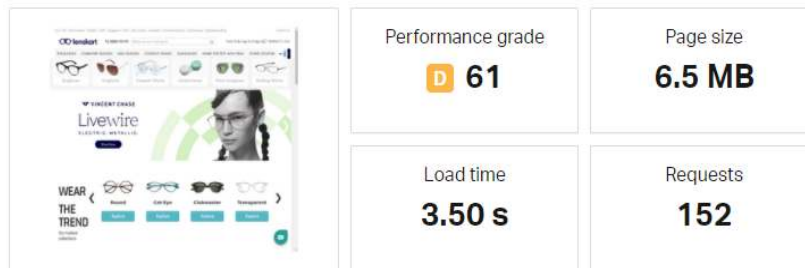
This process helps improve organic traffic, which is coming to site from search results.

# WEBSITE SPEED

Your Results:

DOWNLOAD HAR

SHARE RESULT



Page performance

Activate Window


According to the page size the Speed is Good, As Faster the website, higher the conversion!

The probability of bounce rate increases by 32% if the page load time increases from 1 to 3.5 seconds





# ORGANIC SEO


aces very well.


 Image: allbestops.com


**The Best Cat Eye Sunglasses: Trends and Options - Vint&York** ✓  
[www.vintandyork.com/blogs/content/best-cat-eye-sunglasses](http://www.vintandyork.com/blogs/content/best-cat-eye-sunglasses)


Was this helpful?  

**People also ask**


What is a cat eye glasses? 

What are the best cat eye sunglasses to buy this summer? 

What are the best cat eyes for my face? 

How to choose the best cat eyeglasses for men? 

[Feedback](#)

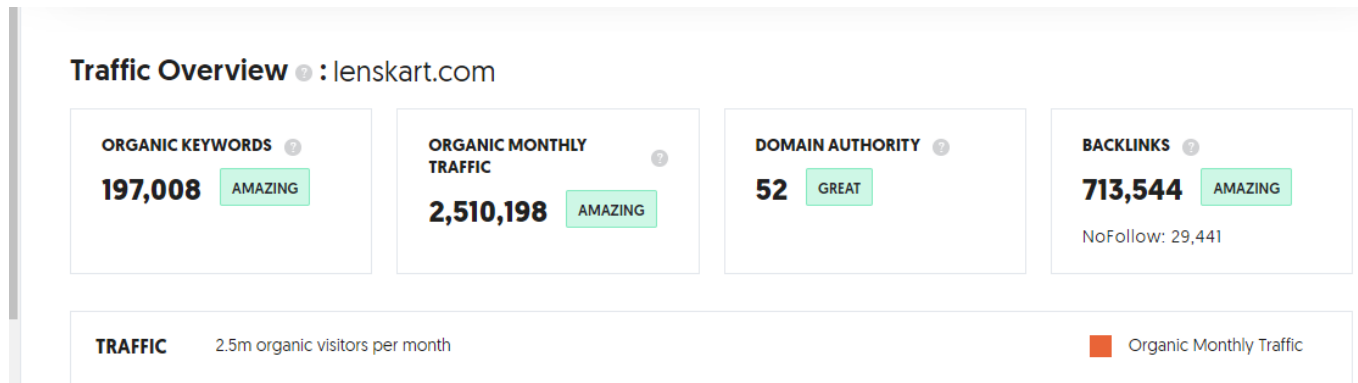
**Cat Eye Glasses: Cat Eyed Glass Frames for Women & ...** ✓   
<https://www.lenskart.com/eyeglasses/frame-shape/cat-s-eye.html> ▾  
Cat-eye glasses look good on bottom-heavy face shapes such as Triangular, Round and Square by balancing them out. But, as they come in multiple variations and styles, they're wearable for a wi...

[Oval Shape Eyeglasses](#) [John Jacobs JJ E13746](#)

**The Best Cat Eye Frames for 2022 | Premium Eyewear** ✓  
<https://blog.favrspecs.com/the-best-cat-eye-frames> ▾  
Subsequently, cat eye sunglasses have experienced a glorious comeback since the early 2000s

- Lenskart is ranking in Google.com for targeted search terms!
- People searching for keywords related to such as: "Cat eye Glass" , "Best RayBan" will see and click on their website! = Traffic! Organically

# TRAFFIC OVERVIEW





























\* The no. of organic keywords are pretty good as organic keywords are better than paid keywords in Search Engine Optimization.

\* Organic traffic plays a very important role in SEO, as more the customer comes organically leads to better ranking and cost efficient as well.

\* Backlinks as they give an indication to Google that another resource finds our content valuable, as here number of backlinks are amazing.

# RANKING KEYWORDS

## SEO KEYWORDS

TOP KEYWORDS BY COUNTRY  US / EN [17,575]  IN / EN [1.6m]  IN / HI [770,590]  AE / EN [12,855] <span>MORE ▾</span>					
SEO KEYWORDS 	VOLUME 	POSITION 	EST. VISITS 		
lenskart 	9,900	2	4,099		
lenskart india 	2,900	2	944		
lenskart usa 	1,900	2	706		
glasses india 	390	1	199		
eyeglasses lenskart 	320	1	145		
lenskart eyeglasses 	320	1	145		
lenskart india website 	320	1	129		
john jacobs 	5,400	13	102		
<input type="checkbox"/> KEYWORDS 	VOLUME 	POSITION 	EST. VISITS 	SEO DIFFICULTY 	
<input type="checkbox"/> eyeglasses lenskart lenskart.com/eyeglasses.html 	320	1	145	48	
<input type="checkbox"/> lenskart india website lenskart.com/ 	320	1	129	77	
<input type="checkbox"/> john jacobs lenskart.com/eyeglasses/brands/joh... 	5,400	13	102	69	
<input type="checkbox"/> size large sunglasses lenskart.com/frame-size-guide-sungl... 	170	1	95	47	
<input type="checkbox"/> sunglass size chart lenskart.com/frame-size-guide-sungl... 	2,900	5	92	44	










Keywords that are ranking are shown above like john jacob, size large sunglass etc with good amount of volumes.

SOME RANKING KEYWORDS ARE:

FRAMES EYEGASSES SUNGLASSES COLLECTION LENSES  
CONTACT BRANDS LENSART WAYFARER BEST

# TOP SEO PAGES




## TOP SEO PAGES

TOP PAGES BY COUNTRY  US / EN [17,575]  IN / EN [1.6m]  IN / HI [770,590]  AE / EN [12,855] <span>MORE ▾</span>					
SEO TITLE URL 	EST. VISITS 	BACKLINKS 			
Lenskart.com® - Sunglasses, Contact Lens, Eyeglasses ... lenskart.com/	7,577 <a href="#">View All ▾</a>	14,054 <a href="#">View All ▾</a>	72,523	4	
How to know your Existing Frame Size? - Lenskart.com lenskart.com/frame-size-guide-sunglasses	1,009 <a href="#">View All ▾</a>	9 <a href="#">View All ▾</a>	0	0	
Eyeglasses Online: Buy Latest Glasses Frames, Spectacles lenskart.com/eyeglasses.html	769 <a href="#">View All ▾</a>	1,443 <a href="#">View All ▾</a>	1,351	2	
Men Eyeglasses - Lenskart.com lenskart.com/eyeglasses/gender/mens-eyeglasses.html	338 <a href="#">View All ▾</a>	297 <a href="#">View All ▾</a>	194	4	
John Jacobs: Luxury Eyewear at Honest Prices @LensKart lenskart.com/eyeglasses/brands/john-jacobs-eyeglasses.html	198 <a href="#">View All ▾</a>	231 <a href="#">View All ▾</a>	5,097	2	

Given are top seo pages of Lenskart shows that how the pages are maintained.

# COMPETTORS ANALYSIS AND SERP ANALYSIS





Top competitors of Lenskart are flipkart, titaneyeplus, tatacliq, snapdeal etc. are mentioned with their category rank.

Competitors & Similar Sites				
Reveal your top competitors and find potential or emerging competitors. lenskart.com's top competitor is flipkart.com. <a href="#">Analyze competitors</a>				
Site	Affinity	Monthly visits	Category	Category rank
 flipkart.com	100% <div><div></div></div>	170.8M	E commerce and Shopping > Marketplace	#23
 titaneyeplus.com	87% <div><div></div></div>	460.1K	Health > Other Health	#1,076
 essilorindia.com	81% <div><div></div></div>	107.5K	E commerce and Shopping > Marketplace	#1,793
 tatacliq.com	80% <div><div></div></div>	11.4M	E commerce and Shopping > Marketplace	#158
 specsmakers.in	80% <div><div></div></div>	99.7K	E commerce and Shopping > Other E commerce and Shopping	#5,996
 snapdeal.com	79% <div><div></div></div>	16.7M	E commerce and Shopping > Marketplace	#108

## 1> Lenskart Vs Flipkart Analysis



The screenshot displays a comparison interface for 'lenskart.com' and 'flipkart.com'. The title is 'Traffic & Engagement Last Month'. The data is presented in a table with five rows of metrics. The first column lists the metrics, and the next two columns show the values for lenskart.com and flipkart.com respectively. The flipkart.com values are significantly higher than lenskart.com's, particularly in total visits (170.8M vs 3.9M) and bounce rate (49.20% vs 44.75%).

		
Total Visits	3.9M	170.8M
Last Month Change	29.14% 	19.51% 
Avg Visit Duration	00:04:03	00:04:43
Pages per Visit	6.35	6.22
Bounce Rate	44.75%	49.20%

As total visits of flipkart is more because of the very large category of products are there on flipkart, but as comparing with eye category products Lenskart beats flipkart. Also the bounce rate of lenskart is less than that of flipkart which is good.

## 2> Lenskart Vs titaneyeplus

	lenskart.com	VS.	titaneyeplus.com
Total Visits	3.9M		460.1K
Last Month Change	29.14% ▲		14.86% ▼
Avg Visit Duration	00:04:03		00:04:56
Pages per Visit	6.35		8.88
Bounce Rate	44.75%		50.12%

Total visitors are more in lenskart, average visit duration of lenskart is little bit lesser, need to work on UI UX to grab more attention. Also bounce rate is less.

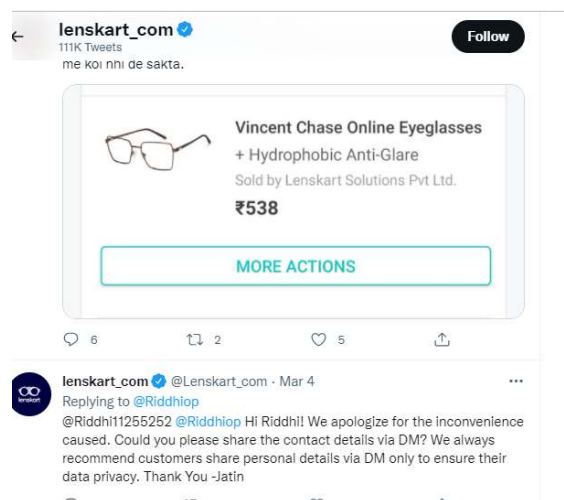
	lenskart.com	VS.	specsmakers.in
Total Visits	3.9M		99.7K
Last Month Change	29.14% ▲		0.97% ▼
Avg Visit Duration	00:04:03		00:01:41
Pages per Visit	6.35		4.75
Bounce Rate	44.75%		45.38%



# SOCIAL MEDIA PRESENCE/ENGAGEMENT



Great following and frequently posting, 111k tweets has been done, replying to various problems/bugs and deriving more attention which results in acquiring good customer base. And also redirecting from tweet to their website via link leading to great traffic. As shown below.

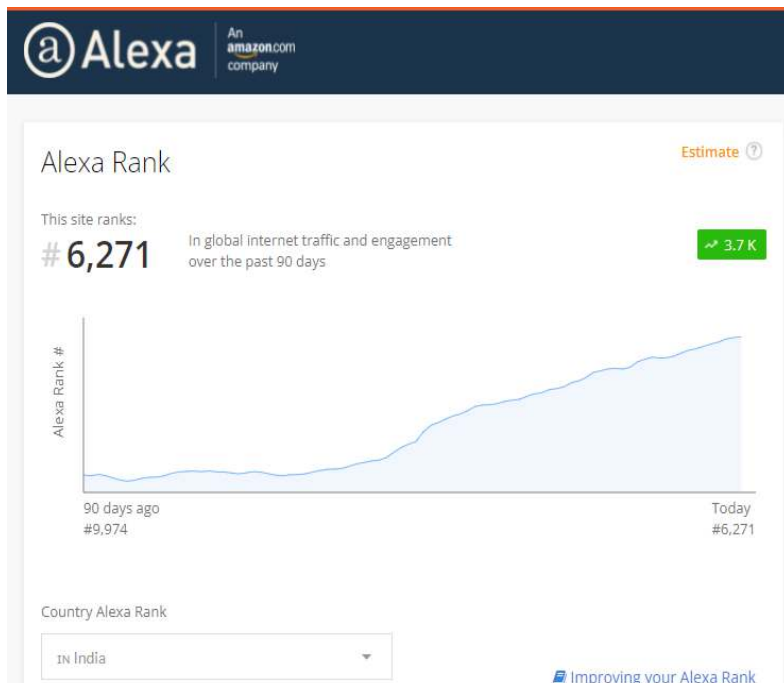






Flipkart's its competitor tweets less in number as compared to lenskart. Thus Lenskart wins.

## ALEXA RANKING



Alexa Ranks it 6,271

# GOOGLE PAGE RANKING

Date: March 22 2022

Google PageRank: 5/10

cPR Score: 5.6/10

Google uses to determine a page's relevance or importance. Higher the number greater possibility to rank on top.

# THANK YOU