



**Imperial College
Business School**

**Keyword Research and Content
Strategies in B2B Context for Udaan**

Digital Marketing Individual Assignment

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Word Count: 1437

Introduction

Udaan is the largest Indian B2B e-commerce platform that has gained popularity among business owners and merchants. Launched in 2016, it brings together producers, dealers, wholesalers, and retailers on a single stage. Udaan's business model is based on providing a seamless trading experience for all participants, to empower small and medium businesses in India. The platform offers features such as secure payments, hassle-free coordination, and access to new markets market to connect stakeholders and streamline the trading process. (Jalan, n.d.)(Udaan, n.d.)(Lapaas, n.d.)

Overall, Udaan's innovative approach to B2B e-commerce has positioned it as a key player in the industry, offering a comprehensive solution for businesses looking to streamline their trading processes and expand their networks.

Question 1: Keyword Research in the B2B Context for Udaan

1.1 Understanding Keyword Research

Based on the keyword data, it possesses the ability to pinpoint the most valuable keywords, thereby enhancing traffic, generating leads, and boosting revenue for its platform. For instance, Udaan can target potential customers like Arjun Patel, a tech-savvy entrepreneur who values innovation. (Appendix Exhibit A). By understanding the search terms and motivations that its target audience uses, Udaan can optimise its platform and develop content that aligns with the requirements of its users.

1.2 Applying Keyword Research to the B2B User Journey

Udaan can tailor its keyword strategies to different stages of the B2B funnel (Appendix Exhibit L) to reach its target audience effectively. Udaan can create content that matches the user intent and addresses specific customer needs by identifying the keywords relevant to each stage of the customer journey. (Appendix Exhibit B). (Web Solution Media, 2023)

Integrating the "See-Think-Do-Care" framework into Udaan's keyword research strategy involves tailoring keywords to align with the customer journey stages of awareness, consideration, decision-making, and loyalty. For a persona like Arjun Patel, this means starting with broad industry-related keywords to capture interest ("See"), moving to comparison and decision-focused terms as he evaluates options ("Think" and "Do"), and finally, emphasizing customer support and engagement for retention ("Care"). (PushOn, n.d.). This approach ensures Udaan effectively targets and meets the needs of potential and existing customers at every stage, fostering a seamless journey from discovery to loyalty. (Appendix Exhibit B)

See Phase

Objective: Build awareness among a broad audience who may not yet be aware of Udaan's offerings.

Keywords: Broad and general keywords related to the B2B marketplace, wholesale suppliers, and bulk purchasing opportunities. Examples might include "wholesale marketplaces," "B2B e-commerce platforms," and "bulk order suppliers."

Think Phase

Objective: Target users who are considering their options in the B2B marketplace and might be looking for solutions that Udaan offers.

Keywords: More specific keywords that reflect consideration and comparison, such as "best B2B e-commerce platforms," "Udaan platform reviews," and "benefits of bulk purchasing."

Do Phase

Objective: Reach users ready to take action, such as signing up for Udaan or making a purchase.

Keywords: Highly specific and action-oriented keywords, including "Udaan sign up," "buy wholesale electronics," and "Udaan supplier registration."

Care Phase

Objective: Engage and retain existing customers, encouraging loyalty and repeat business.

Keywords: Keywords focused on customer service, loyalty programs, and user engagement, such as "Udaan customer support," "loyalty rewards for B2B purchases," and "how to get the best deals on Udaan."

1.3 Tools and Techniques for Keyword Research

Popular tools like Google Keyword Planner, SEMrush, and UberSuggest can be used to select the keywords based on search volume, relevance, and competition. (Tech Lustt, 2023) (Appendix Exhibit F, G, H). The keyword data provided includes both organic and paid keywords which can be used to identify the search terms driving the most traffic and revenue to its platform.

1.4 Measuring Keyword Effectiveness

Measuring the effectiveness is crucial to evaluate the performance of its keyword strategies and make adjustments accordingly. Metrics such as search volume, click-through rates, and conversion rates can help understand the impact of its keywords on its platform. Based on the keyword data provided, Udaan can evaluate the effectiveness of its organic and paid keywords. (Appendix Exhibit F)

Udaan can use CTR to evaluate the relevance and value of its keywords to its target audience. If the CTR for a specific keyword is low, Udaan may need to optimise its content and meta descriptions to make it more appealing to users. (Appendix Exhibit H)

Conversion rates refer to the percentage of people who take a desired action, such as purchasing after clicking on a link. Udaan can use conversion rates to evaluate the quality of its traffic and leads. (Appendix Exhibit I). For instance, if a keyword's conversion rate is low, landing pages and CTA can be optimised to drive more conversions.

Question 2: Content Strategies

By embedding the B2B funnel and STDC framework, the content now clearly articulates how Udaan's platform and strategies support customers like Arjun Patel at every stage of their purchasing journey. The website has a search volume of 9,900 for its app and organic keywords of 169,911, with 284,265 monthly organic traffic and a domain authority of 39. (Appendix Exhibit F). The platform's content strategy is crucial to its success, providing customers with content that guides, informs, and converts at every user journey stage.

As described in each stage of the user journey (Appendix Exhibit B) Udaan has created content that educates and informs its target customers about its products and services. At the **Awareness or "See" stage**, Udaan's homepage content like "Online Store for Wholesale Market, Bulk Order for B2B" serves to introduce a range of products and services to potential customers, including tech-savvy entrepreneurs like Arjun Patel. This initial touchpoint is crucial in capturing the interest of customers who are just beginning their journey in the B2B space.

Moving into the **Consideration or "Think" stage**, Udaan provides detailed product pages and comparative content such as "Compare Products: Mobile & Accessories Wholesale," helping customers like Arjun evaluate their options and make informed decisions. Product reviews and ratings further assist in this evaluation process.

To motivate customers to complete their purchases and transition to the **Decision or "Do" stage**, Udaan offers content with incentives such as "Get Flat 10% Off on your First Order" to encourage purchase completion. Personalized content like "Recommended for You" and "Top Selling Products" cater to the user's preferences, aiding in the decision-making process by highlighting products tailored to their previous interactions and searches.

Finally, to nurture customer relationships and encourage repeat purchases, Udaan provides content that offers value to its customers. To maintain engagement in the **Loyalty or "Care" stage**, Udaan provides value-added content, including "How to Choose the Right Mobile Phone for Your Business," which offers insights and tips, fostering a relationship beyond the initial sale. Keeping customers informed with content like "Top Mobile Phones to Look Out for in 2021" ensures they remain connected and see Udaan as an ongoing resource.

Circling back to the customer persona and the user journey, an entrepreneur like Arjun Patel can benefit from Udaan's platform, its content ideas, product comparisons, personalised recommendations, and content strategy for growing his business. Arjun can discover new products and services that cater to his enterprise needs. He can also take advantage of informative product pages to make decisions about the products he wants to purchase.

Moreover, Udaan's content strategy can help Arjun market his business to potential customers. By creating content that educates and informs his target audience, he can attract more customers to his business. Arjun can also use Udaan's product comparisons to showcase the unique features of his products and services, highlighting their strengths and advantages over competitors.

As Udaan progresses and develops further, it consistently adapts its platform and content strategy to align with the evolving demands of its clientele. Whether Arjun Patel is a small business owner or a large corporation, Udaan's platform and content strategy can give him the

tools he needs to succeed. By utilising Udaan's content strategy, Arjun can save time, money, and effort, allowing him to focus on what matters most - growing his business which is his main motivation. (Appendix Exhibit A)

Conclusion

In summary, Udaan's strategic approach to keyword research and content creation plays a pivotal role in connecting with and serving the needs of B2B customers like Arjun Patel. By meticulously analysing keyword data and tailoring content to various stages of the customer journey, Udaan enhances its platform's visibility, fosters engagement, and supports informed decision-making for its users. This dual strategy not only streamlines the path from awareness to purchase but also positions Udaan as a valuable resource and partner for businesses aiming to thrive in a competitive marketplace. Ultimately, Udaan's commitment to understanding and addressing its clientele's evolving needs underscores its success in the B2B e-commerce sector.

References

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Appendix

Exhibit A: User Persona for Udaan

PERSONA: Arjun Patel

NAME		MARKET SIZE	TYPE
Arjun Patel		 35.63 %	Rational
		Goals Professional: To expand product range and increase business's online presence by performing technology integration and market expansion. Personal: To find a balance between his business demands and personal life.	
Demographic Male 34 years Tier-2 City in India Married Owner of a small to medium-sized electronic retail business		Quote <i>"Running a business requires constant innovation and a keen eye for what my customers need. I rely on technology not just to sell, but to find the best products and keep my operations smooth."</i>	
Skills Digital and Technological Literacy (85) Strategic Thinking and Planning (80) Supply Chain and Inventory Management (70) Leadership and Team Management (80)		Background Arjun Patel, a tech-savvy entrepreneur from a Tier 2 city in India, founded a successful retail business specialising in electronics. He values innovation, and ethical practices, and aims to mentor aspiring entrepreneurs.	
Technology      		Motivations Entrepreneurial Success: To build and scale a successful business that stands out in the competitive retail market, particularly in electronics and general merchandise. Innovation and Technology: To leverage the latest technology and innovative solutions to streamline business operations, improve customer experience and stay ahead of industry trends. Quality-Focused: Prioritising quality and reliability in both the products sold and the technology used in his business. Ethical Business Practices: To operate his business with integrity and transparency, ensuring fair practices, quality products, and trustworthy relationships with customers and suppliers. Empowerment and Mentorship: To inspire and mentor aspiring entrepreneurs to help them navigate the challenges of starting and growing their businesses.	
Channels  Facebook  LinkedIn  Instagram		Frustrations Supply Chain Challenges: Navigating the complexities of supply chain management, including dealing with unreliable suppliers and the logistical hurdles of sourcing and delivering products. Market Competition: Facing stiff competition from larger, established retailers and online marketplaces that can offer lower prices due to their scale. Digital Marketing Overwhelm: Keeping up with the constantly evolving digital marketing landscape, including SEO, social media trends, and online advertising strategies, can be overwhelming. Access to Capital: Finding adequate funding and financial resources to scale her business. Investing in new technology, and entering new markets can be a significant hurdle. Talent Acquisition and Retention: Attracting and retaining skilled employees who share her vision and commitment to quality and innovation, especially in a competitive job market.	
Expectations <ul style="list-style-type: none"> Reliable partnerships with suppliers that offer flexibility and competitive pricing Cutting-edge, reliable and scalable software solutions Seamless and engaging shopping experience for her customers, whether online or in-store. Financial stability and growth through increased sales, cost-effective operations, and strategic investments. 		Brands and influencers     	
Challenges Navigating the complexities of online marketplaces and finding reliable suppliers.			

UXPRESSIA
This persona was built in upresso.com

Exhibit B: User Journey Map and Explanation

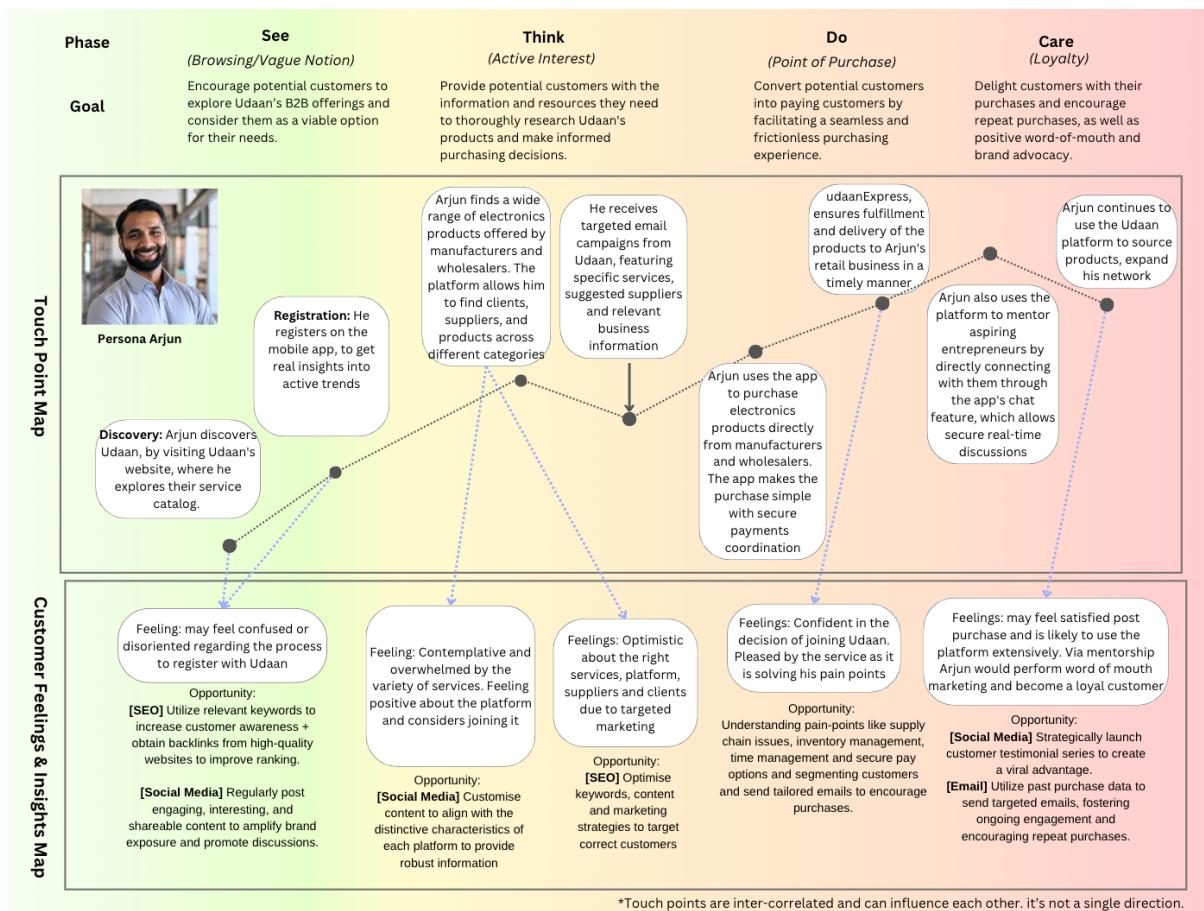


Exhibit C: Udaan Website Traffic Overview, UberSuggest

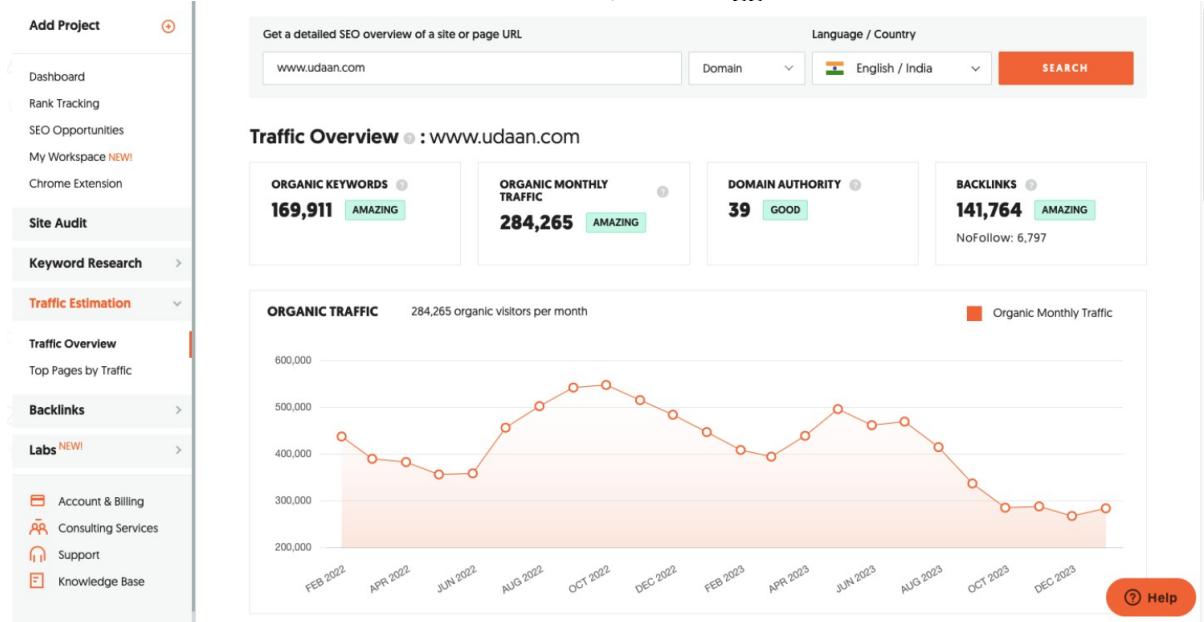


Exhibit D: Site Audit, UberSuggest

Discover the SEO Issues affecting your site or page URL

www.udaan.com Domain SEARCH

Last Crawl: February 18, 2024 9:43 PM RECRAWL WEBSITE EXPORT TO CSV

ON-PAGE SEO SCORE 59 **ORGANIC MONTHLY TRAFFIC** 284,265 GREAT **ORGANIC KEYWORDS** 169,911 GREAT **BACKLINKS** 141,764 GREAT

We've discovered 1000 pages on your site and laid out what you need to fix to maximize your SEO traffic. Above you'll find your overall score and general site metrics. Below you'll see a list of SEO issues to fix and how fast your site loads.

PAGES DISCOVERED 1000 **SEO ISSUES DISCOVERED** 3664

PAGE STATUS

Status	Count
Successful	969
Redirected	0
Broken	31
Blocked	0

TOP SEO ISSUES

- 895 pages have a low word count [View Details](#)
- 50 pages with duplicate meta descriptions [View Details](#)
- 25 pages with duplicate <title> tags [View Details](#)

Help

Exhibit E: Top SEO Pages by country

TOP SEO PAGES

TOP PAGES BY COUNTRY

SEO TITLE URL	EST. VISITS	BACKLINKS	f	p	g
Udaan - B2B Buying for Retailers udaan.com/	9,073	4,247	13,851	3	0
Online Store for Wholesale Market, Bulk Order for B2B ... udaan.com/homeV2?tab>All	5,244	8	0	0	0
Men T-Shirts Wholesale udaan.com/vertical/ClothingTshirt	5,192	14	0	0	0
Mobile and Accessories Wholesale udaan.com/category/mobiles_and_accessories	4,895	46	2	0	0
Food - Staples udaan.com/category/food_and_fmcg	3,352	0	0	0	0

[VIEW THE PAGES THAT DRIVE TRAFFIC TO THIS DOMAIN](#)

Exhibit F: Keyword Overview

Get a detailed keyword overview

Language: English Location: India SEARCH

Keyword Overview : udaan app ADD TO LIST GENERATE CONTENT WITH AI

SEARCH VOLUME 9,900 HIGH **SEO DIFFICULTY** 22 EASY Last Updated: 3 Months **PAID DIFFICULTY** 4 EASY **COST PER CLICK (CPC)** ₹12.45

The average web page that ranks in the top 10 has 473 backlinks and a domain authority of 81.

SEARCH VOLUME

Mobile Volume Desktop Volume

FEB 2023 MAR 2023 APR 2023 MAY 2023 JUN 2023 JUL 2023 AUG 2023 SEP 2023 OCT 2023 NOV 2023 DEC 2023 JAN 2024

Help

Exhibit G: SEO Keywords by volume, position, traffic estimation

Add Project 

Dashboard
Rank Tracking
SEO Opportunities
My Workspace  
Chrome Extension

Site Audit

Keyword Research >

Traffic Estimation >

Traffic Overview
Top Pages by Traffic

Backlinks >

Labs  >

Account & Billing
Consulting Services
Support

VIEW THE PAGES THAT DRIVE TRAFFIC TO THIS DOMAIN

SEO KEYWORDS

TOP KEYWORDS BY COUNTRY  IN / EN [144,433]  IN / HI [133,562]  US / EN [1,566]  US / ES [1,088] MORE

SEO KEYWORD	VOLUME	POSITION	EST. VISITS
udaan	110,000	1	19,387
tea rs	40,500	1	12,628
wholesale food shopping	6,600	1	2,734
udaan b2b	4,400	1	1,735
udaan log in	3,600	1	1,409
market wholesale	18,100	3	1,352
udaan login	3,600	1	1,352
sarees in wholesale	3,600	1	1,334
mobile accessories wholesale	2,900	1	1,165

VIEW ALL SEO KEYWORDS THIS DOMAIN RANKS FOR



Exhibit H: Keyword Ideas

Add Project 

Dashboard
Rank Tracking
SEO Opportunities
My Workspace  
Chrome Extension

Site Audit

Keyword Research >

Keyword Overview
Keyword Ideas
Keyword Visualization  
Keywords by Traffic
Similar Websites
Content Ideas

Keyword Lists  
Traffic Estimation >

Backlinks >

5,750 PEOPLE CLICK ON SEO RESULTS

SEARCHERS' AGE RANGE

KEYWORD	TREND	VOLUME	CPC	PD	SD
udaan application		8,100	₹16.19	2	21
udaan fos app		880	₹0.00	1	54
udaan grocery app		70	₹27.81	19	19
udaan fos app download		50	₹0.00	1	5
fauji udaan app		50	₹5.40	25	21
udaan shopping app		40	₹0.00	3	14
udaan institute bathinda app download		30	₹0.00	2	6

VIEW ALL KEYWORD IDEAS

Exhibit I: Backlinks

The screenshot shows a backlink analysis tool interface. On the left, a sidebar menu includes options like Add Project, Dashboard, Rank Tracking, SEO Opportunities, My Workspace (NEW!), Chrome Extension, Site Audit, Keyword Research, Traffic Estimation, Backlinks (selected), Backlinks Overview, Labs (NEW!), Account & Billing, Consulting Services, and Support.

The main area displays the following metrics for www.udaan.com:

- DOMAIN AUTHORITY:** 39 (GOOD)
- REFERRING DOMAINS:** 4,463 (GOOD)
- BACKLINKS:** 141,764 (AMAZING) - Nofollow: 6,797

A chart titled "BACKLINKS OVER TIME" shows the growth of backlinks and referring domains from May 2021 to February 2024. The Y-axis represents the number of backlinks and referring domains, ranging from 0 to 141.8k. The X-axis shows months from MAY 2021 to FEB 2024. The chart shows a significant jump in backlinks starting around May 2023.

Exhibit J: Backlinks

The screenshot shows a detailed backlink report for www.udaan.com. The sidebar menu is identical to Exhibit I.

The report table displays 100 backlinks, each with the following details:

SOURCE PAGE TITLE & URL TARGET PAGE	DOMAIN AUTHORITY	PAGE AUTHORITY	SPAM SCORE	ANCHOR TEXT	FIRST SEEN	LAST SEEN
Authentication 3.0: Udaan Taps Cloudflare ... Source: cloudflare.com/case-st... ↗ Target: udaan.com/12	99	61	1%	udaan	04/16/2020	01/19/2024
GitHub - Kausubh-Natuskar/moreThanFA... Source: github.com/Kausubh-... ↗ [NF] Target: careers.udaan.com/12	96	64	2%	udaan	04/23/2022	12/30/2023
Amer'el Joining American Express. Didn't L... Source: medium.com/@cheese... ↗ [NF] Target: careers.udaan.com/12	95	57	1%	udaan	03/05/2023	02/08/2024
Product Research: 6 tips for finding your n... Source: shopify.com/in/blog/p... ↗ [NF] Target: udaan.com/12	94	57	1%	udaan	09/18/2022	12/27/2023
Building Resilient Supply Chains With Emb... Source: forbes.com/sites/vikasr... ↗ [NF] Target: udaan.com/12	94	56	1%	udaan	01/04/2024	01/04/2024
India's Udaan Names Founder Gupta as CE... Source: bloomberg.com/news... ↗ Target: udaan.com/12	94	50	1%	udaan	09/15/2021	09/12/2023
boosr - Bing Images Source: bing.com/images/resul... ↗ Target: udaan.com/listing/TLHHRKBSEP... ↗	94	48	55%	udaan.com	11/04/2023	11/04/2023
B2B e-commerce platform Udaan raises \$... Source: techcrunch.com/2021/0... ↗ Target: udaan.com/12	93	61	2%	udaan	01/06/2021	02/04/2024
Source: cnbc.com/2018/09/18/t... ↗ Target: udaan.com/12	93	57	6%	udaan.com	09/18/2018	04/25/2024

Exhibit K: Content Ideas

Dashboard

Rank Tracking

SEO Opportunities

My Workspace NEW!

Chrome Extension

Site Audit

Keyword Research

- Keyword Overview
- Keyword Ideas
- Keyword Visualization NEW!
- Keywords by Traffic
- Similar Websites
- Content Ideas

Keyword Lists NEW!

Traffic Estimation >

Backlinks >

CONTENT IDEAS

PAGE TITLE URL	EST. VISITS	BACKLINKS	f	p	g
How can re-sellers make profit on Udaan app? quora.com	2	0	0	0	0
What is Udaan App ? How to use Udaan App for B2B Retail & ... youtube.com	1	0	0	0	0
Now Unilay Footwear is also available on UDAAN app with ... m.facebook.com	0	0	0	0	0
FCC UDAAN APP APK for Android Download apkpure.com	0	0	0	0	0
Download FCC UDAAN APP APK Full ApksFULL.com apksfull.com	0	0	0	0	0
What is Udaan App ? How To Use B2B Wholesale ... pinterest.com	0	0	0	0	0
FCC UDAAN APP Free Download 9game.com	0	0	0	0	0

VIEW ALL KEYWORD IDEAS

VIEW ALL CONTENT IDEAS

Exhibit L: B2B Funnel

B2B Sales Funnel

