



Search Engine Optimisation Strategy for Flinkit

Disha Panchal

ROADMAP FOR FLINKKIT

- To create a website structure for Flinkit.
- To create a blog page & its topic, one product page, one product category page.
- To create the content structure for all 3 pages.
- Research keyword for all 3 pages.
- On page elements for all 3 pages.
- Competitive analysis.
- Write blog of 300 words for flinkit using keywords.





PROBLEM STATEMENT

In today's fast-paced world, traditional grocery delivery services can't meet the demand for immediate access to groceries. Consumers often face delays of hours or even days, causing frustration, especially for last-minute needs.

Flinkit solves this by offering grocery delivery in just 10 minutes, providing unmatched convenience and helping people better manage their time and responsibilities.

OBJECTIVES



ACTIVITY 1 – CREATE A WEBSITE STRUCTURE



Home (top-level page)



Blog (with categories and articles)



Categories (with subcategories and products)



Search Product



Add to Cart



Sign In



Customer Support (like the “Sign In” on the right-hand side)

ACTIVITY 2 – TOPIC SUGGESTIONS

BLOG TOPIC

- Why Flinkit's Quick Delivery is Perfect for Fresh Ingredients
- 10-Minute Grocery Delivery: How Flinkit is Changing the Game
- How Flinkit Helps You Avoid Last-Minute Grocery Runs

PRODUCT

- Fresh Produce
- Dairy Products
- Bakery Items
- Food Grains
- Baby Products
- Health & Wellness
- Dietary Products
- Personal Care
- Frozen Food

PRODUCT CATEGORY

- Fruits & vegetable
- Milk,cheese,butter,etc
- Rice,pasta,spices,grains
- Juices,soda,tea,coffee,
- Etc
- Frozen vegetables
- Ice cream
- Soap
- Shampoo
- skincare

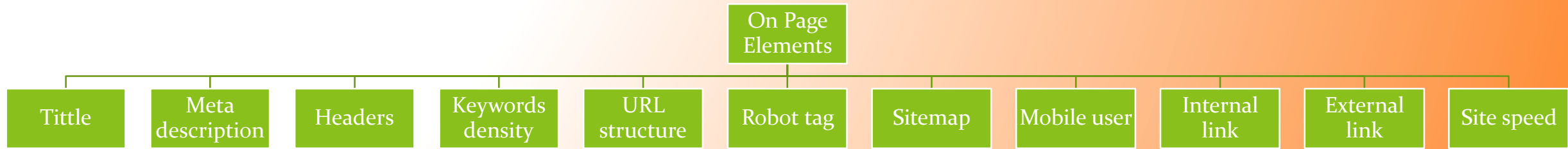
ACTIVITY-3 KEYWORD ANALYSIS

TOP RANKING KEYWORDS	VOLUME	COMPETITION
fastest grocery delivery service	10-100	low
grocery delivery in 10 minutes	100-1k	medium
fast grocery delivery near me	100-1k	medium
where can i buy organic fruits and vegetables near me	10-100	low
where to buy vegetables near me	10-100	low

ACTIVITY-4 KEYWORD RESEARCH

KEYWORDS	BLOG PAGE	PRODUCT PAGE	PRODUCT CATEGORY PAGE
Primary Keywords	<ul style="list-style-type: none">• Grocery delivery tips• Fast grocery delivery• Fresh produce delivery	<ul style="list-style-type: none">• Buy fresh fruits• Order groceries• Buy organic vegetables	<ul style="list-style-type: none">• Fresh produce• Dairy and eggs• Pantry staples• Snacks and sweets
Secondary Keywords	<ul style="list-style-type: none">• Grocery shopping convenience• Time-saving grocery tips	<ul style="list-style-type: none">• Fresh dairy products• Order frozen food	<ul style="list-style-type: none">• Buy fresh fruits and vegetables online.• Grocery delivery for dairy products
Long-Tail Keywords	<ul style="list-style-type: none">• Why use a grocery delivery service for fresh produce	<ul style="list-style-type: none">• Same-day delivery for fresh dairy products	<ul style="list-style-type: none">• Fresh produce delivery service• Buy organic dairy products with fast delivery

ACTIVITY-5 ON-PAGE ELEMENTS



ACTIVITY- 5 ON PAGE ELEMENTS WITH EXAMPLE

Title : Flinkit : 10-Minute Grocery Delivery for Fresh Food Anytime

Description : Get fresh groceries delivered to your door in just 10 minutes with Flinkit. Enjoy fast, reliable, and convenient grocery delivery whenever you need it, anytime!

Headings (H1,H2,H3,H4....)

H1 : Flinkit : Fast Grocery Delivery in Just 10 minutes

H2 : Why Choose Flinkit for Your grocery Needs?

H3 : Avoid Last-Minute Grocery Runs with Flinkit

Ui/Ux : CTA Call-to-Action

Example : "Order Now" / "Get Fresh Groceries in 10 Minutes“

Internal Links : Links to blog posts,FAQs, delivery area pages,customer reviews.

High-Quality Images

Mobile Responsives

External Links

Sitemap : Create site Map html or xml

Robot.txt : add robot.txt file

Site speed



ACTIVITY-5 BLOG

- <https://edmwithtops.blogspot.com/2024/10/why-flinkits-quick-delivery-is-perfect-for-fresh-ingredients.html>