

Name: Meghana-meghanadalalkar@gmail.com

Title of The Project: Comprehensive Digital Marketing for
FabIndia

Team ID: LTVIP2025TMID21872

College Name: Vasavi Mahila Kalasala

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1. Brand stud, analysis and persona identification

1.1 Research overview and Brand Identity



Fabindia's founder- John Bissell

Fabindia's brand is an Indian retail chain that offers a wide range of products handcrafted by artisans from rural India. It's known for its commitment to traditional crafts, sustainable practices, and empowering rural communities that sells traditional and handmade products. It offers a diverse range of products including Apparel, home décor, furniture, and personal care items made by local artisans. The brand is known for using natural fabrics, organic products, and traditional Indian crafts. Fabindia supports rural communities by providing them with work and helping preserve traditional skills. It is a popular choice for people who love ethnic wear and handcrafted goods.

Brand Identity:

The "Fabindia" essentially means "fabrics of India." Its identity is more than just a logo or tagline, it's a reflection of its core values and its commitment to social and environmental responsibility. FabIndia's brand identity plays a crucial role in differentiating it from competitors and building strong customer loyalty and revolves around celebrating Indian heritage and craftsmanship, promoting sustainability, and empowering artisans, reflected in its products, store design, and overall approach to business.

Logo:

The Fabindia logo is simple and stylish, it reflects the brand focus, the logo primarily consists of "Fabindia" in a custom, handwritten-style font. The color is usually deep red or maroon, which gives it a rich and earthy feel. This simplicity allows the logo to be easily recognizable and adaptable across various



Mission:

Fabindia's mission is to create a bridge between rural artisans and urban consumers by providing high-quality, handcrafted products. It aims to promote sustainable livelihoods, encourage eco-friendly production, and keep traditional Indian crafts alive.

Values:

Fabindia values authenticity, sustainability, and craftsmanship. It focuses on promoting traditional Indian techniques while ensuring ethical sourcing and fair-trade practices. The brand believes in empowering artisans, using natural materials, and preserving India's rich heritage.



Vision:

Fabindia envisions a world where traditional Indian craftsmanship is valued and preserved. It strives to be a leader in ethical retail by offering products that blend heritage with modern lifestyles. The brand aims to make handcrafted, sustainable, and natural products accessible to a global audience.

Unique Selling Proposition (USP):

Handcrafted and Natural Products – Made using traditional techniques and eco-friendly materials.

Sustainability – Focuses on organic fabrics, natural dyes, and environmentally responsible production.

Supporting Artisans – Works with rural craftsmen, ensuring fair wages and sustainable employment.

Ethnic and Contemporary Blend – Combines traditional Indian designs with modern styles.

Quality and Authenticity — Every product reflects the rich cultural heritage of India.

Examine The Brands Tagline:

Fabindia's tagline "**Celebrate India**" perfectly aligns with its brand messaging. It emphasizes the brand's commitment to Indian heritage, craftsmanship, and culture. The tagline conveys a sense of pride in India's rich traditions while making them relevant for modern consumers. By using the word "**Celebrate**," Fabindia creates an emotional connection, encouraging customers to embrace Indian textiles, crafts, and sustainable living. It highlights not just products but a lifestyle that appreciates authenticity and supports rural artisans.

1.2 Competitor Analysis:

Fabindia operates in the handcrafted, ethnic, and sustainable lifestyle space. Its main competitors include brands that focus on traditional Indian clothing, home décor, and organic products.

Jaypore - Curated online marketplace for handcrafted Indian products

Manyawar - Dominant player in the men's ethnic wear market, particularly wedding and festive wear

Biba – Specializes in ethnic wear with vibrant, trendy designs, targeting a younger audience.

W for Woman – Blends contemporary and ethnic styles, appealing to working women.

Nykaa - a prominent Indian lifestyle retailer that has made a significant impact on the beauty and fashion industries.

The conclusion on the competitor analysis is that Jaypore is a well-known brand for handcrafted products only online market place, unless like fabindia they don't have store presence, for people who explicitly wants to view the look and feel of the product.

Second competitor is manyavawar who explicitly focuses on men's ethnic for wedding dresses where as Fabindia focuses on sustainable and hand made home furnishing and jewelry, in additional apparels

1.3 Buyers and Audience persona

A persona is a critical factor to be considered for creating targeted and effective campaigns. It's a fictional representation of your ideal customer, built from real data and research, that helps you understand their online behaviors, motivations, and needs. In digital marketing context the personas are classified into two categories:

Buyers Persona

A buyer persona is a representation of your ideal customer based on market research and real data about your existing customer audience, it represents a specific individual who is likely to purchase your product or service, the main outcomes of this persona are as follows:

- Focuses on identifying the pain points, and buying motivations
- To understand the specific needs, challenges, and buying behaviours of potential customers.

<i>Ethical Life style seeker</i>	
Name	Shruti
Age	34
Occupation	IT Consultant
Education	Graduate
Income	82500
Location	Bengaluru
Goals	She believes in organic and eco-friendly dresses and essential oils
Pain points	Difficulty finding stylish and ethically sourced products
Buying Behavior	Researches brands thoroughly before purchasing, shops both online and offline
Preferred communication channels	social media, online advertising, and Banner hoardings

Cultural Heritage Enthusiast	
Name	Karthik
Age	36
Occupation	Business
Education	Post Graduate
Income	97000- 120000
Location	Chennai
Goals	Decorate his home with authentic Indian textiles, and preservation of traditional crafts
Pain points	Difficulty finding authentic and high-quality Indian crafts
Buying Behavior	Researches brands thoroughly before purchasing, prefers offline shopping
Preferred communication channels	social media, and online advertising

Audience Persona

An audience persona is a fictional representation of a specific segment of your target audience, created to better understand their characteristics, needs, and behaviors. It's a tool used in marketing, content creation, and user experience to improve a broader group of people and tailor strategies to their specific interests. The key outcomes of identifying audience persona are as follows;

- To gain a deeper understanding of the target audience's needs, motivations, and pain points.
- To inform content creation, messaging, and marketing strategies.

Aspiring Ethical Consumer	
Age	25-40
Gender	Primarily Female
Location	Urban and Semi-urban areas
Income	Lower to middle class
Values	Growing awareness of ethical and sustainable living, influenced by social media

<i>The Cultural Explorer</i>	
Age	25-45
Gender	Mixed
Location	Global, Asia Pacific, North America and Europe
Income	Middle to upper middle class
Values	Appreciation for Indian arts and crafts, interest in cultural heritage.

<i>The Lifestyle Influencer</i>	
Age	22-40
Gender	Mixed
Location	Urban areas
Income	Middle to upper middle class
Values	Pleasing products, unique style, contemporary designs and social media presence.

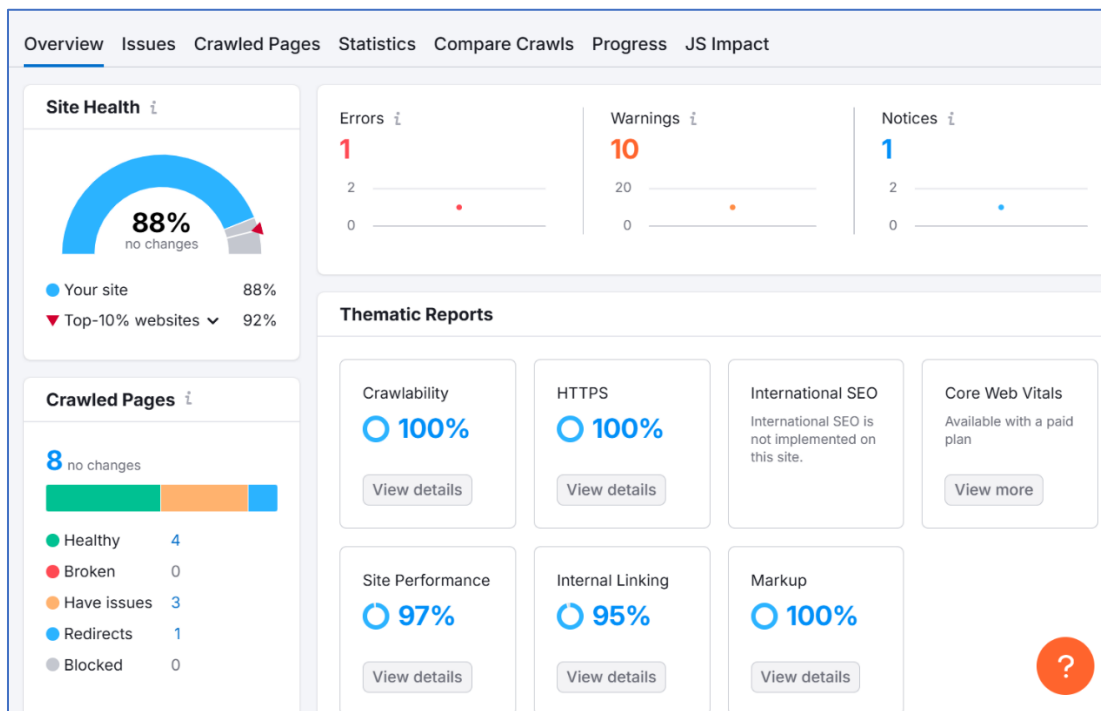
2. SEO & Keyword research

Search Engine Optimization (SEO) and keyword research are fundamental components of digital marketing, they work in tandem to improve a website's visibility in search engine results pages (SERPs).

- SEO is the practice of optimizing a website and its content to rank higher in search engine results. It involves a combination of technical and creative strategies aimed at improving a website's visibility and attracting organic (non-paid) traffic
- Fabindia's digital marketing strategies are unique in the fashion business. Fabindia focuses on creating fashion clothes and integrates digital marketing strategies to enhance the success of its business. These digital marketing strategies include search engine optimization, social media, email pay-per-click, and content marketing.

2.1 SEO Audit:

SEO audit is a comprehensive analysis of a website to identify areas where it can be improved to rank higher in search engine results pages (SERPs). It's essentially a "health check" for your website's search engine optimization. Post analysis of the site the technical issues are reported in case if there are any broken links, crawling and indexing issues, optimization of On-page and off-page



- The graph is representing positive signs with the accuracy percentage of 88% with no issues found, crawling, is 100% HTTPS is 100%, Site performance is 97% and internal linking is 95%, however there are few exceptions or observation which needs attention to fix by Fab india.
- International SEO is not implemented for the website

Top Issues i		
Type of issues	Number of issues	About the issue
Incorrect pages found in sitemap.xml errors	1	Why and how to fix it
Broken external links warnings	2	Why and how to fix it
Missing h1 warnings	2	Why and how to fix it
Too large JavaScript and CSS total size warnings	2	Why and how to fix it
Low word count warnings	2	Why and how to fix it
View details		

- The top issues encountered are incorrect pages found in sitemap, to rectify the issue review your sitemap.xml for any re-directed pages

1 incorrect page found in sitemap.xml

Error

→ Send to...

Site Structure

Exclude check

Failed: 1 Successful: 3

[Why and how to fix it](#)

Issues 1Hidden 0

Search

Advanced filters

<input type="checkbox"/>	Sitemap URL	Link URL	Issue Type	Discovered
<input type="checkbox"/>	https://www.fabindia.com/sitemap-static.xml	https://www.fabindia.com	Non-canonical URL	Mar 25, 2025, 12:38 <div>New</div> <div></div>

Page: 1

of 1

10

- Two broken external links, have been identified and they are navigating to error page to fix the issue the page has to be updated accurately

2 external links are broken

Warning

→ Send to...

Site Structure

Exclude check

Failed: 2 Successful: 0

Why and how to fix it

Issues 2

Hidden 0

Search

🔍

Advanced filters ▾

<input type="checkbox"/>	Page URL	Link URL	HTTP Status Code	Discovered
<input type="checkbox"/>	Online Shopping for Women, Men, Kids and Home & Living Fabindia https://www.fabindia.com	http://127.0.0.1:4200/	—	Mar 25, 2025, 12:38 New
<input type="checkbox"/>	Online Shopping for Women, Men, Kids and Home & Living Fabindia https://www.fabindia.com/	http://127.0.0.1:4200/	—	Mar 25, 2025, 12:38 New

Page:

1

of 1

10 ▾

- Two pages don't have h1 tags, title tags and h1 tags defines the topic of the page for search engine so please provide a concise relevant h1 heading for all the pages

2 pages don't have an h1 heading Warning [Send to...](#) [Site Structure](#) [Exclude check](#)

Failed: 2 Successful: 0 Why and how to fix it

Issues 2 Hidden 0 Search [Advanced filters](#)

<input type="checkbox"/>	Page URL	Discovered
<input type="checkbox"/>	Online Shopping for Women, Men, Kids and Home & Living Fabindia https://www.fabindia.com	Mar 25, 2025, 12:38 New View
<input type="checkbox"/>	Online Shopping for Women, Men, Kids and Home & Living Fabindia https://www.fabindia.com/	Mar 25, 2025, 12:38 New View

Page: 1 of 10

- Two pages have low text- HTML ratio, this issue is identified when your text to HTML is 10% or less. Split your webpage's text content and code into separate files and compare their size.

2 pages have low text-HTML ratio Warning [Send to...](#) [Site Structure](#) [Exclude check](#)

Failed: 2 Successful: 0 Why and how to fix it

Issues 2 Hidden 0 Search [Advanced filters](#)

<input type="checkbox"/>	Page URL	Ratio	Discovered
<input type="checkbox"/>	Online Shopping for Women, Men, Kids and Home & Living Fabindia https://www.fabindia.com	0.00	Mar 25, 2025, 12:38 New View
<input type="checkbox"/>	Online Shopping for Women, Men, Kids and Home & Living Fabindia https://www.fabindia.com/	0.00	Mar 25, 2025, 12:38 New View

- Two pages have low word count, this issue is identified when your page has less than 200. To improve your on page content and be sure to be included more than 200 meaningful words.

2 pages have a low word count Warning [Send to...](#) [Site Structure](#) [Exclude check](#)

Failed: 2 Successful: 0 Why and how to fix it

Issues 2 Hidden 0 Search [Advanced filters](#)

<input type="checkbox"/>	Page URL	Words Count	Discovered
<input type="checkbox"/>	Online Shopping for Women, Men, Kids and Home & Living Fabindia https://www.fabindia.com	15	Mar 25, 2025, 12:38 New View
<input type="checkbox"/>	Online Shopping for Women, Men, Kids and Home & Living Fabindia https://www.fabindia.com/	15	Mar 25, 2025, 12:38 New View

- Two pages have too large Javascript and CSS total size, as per the best practices the total size of java script and CSS files should not exceed more than 2 MB, review your pages to ensure they contain only necessary java scripts and CSS files

2 pages have a JavaScript and CSS total size that is too large Warning [Send to...](#) [Site Structure](#) [Exclude check](#)

Failed: 2 Successful: 1 [Why and how to fix it](#)

Issues 2 Hidden 0 [Advanced filters](#)

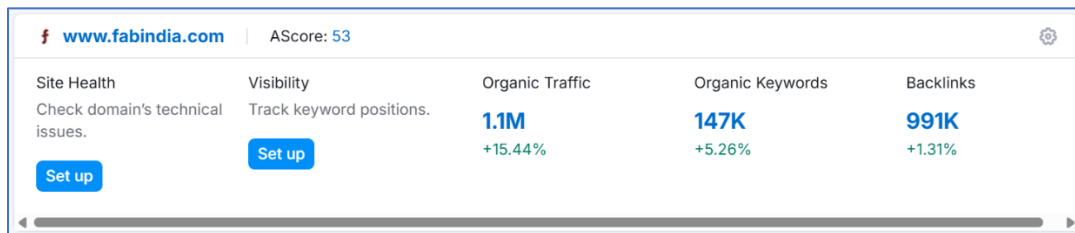
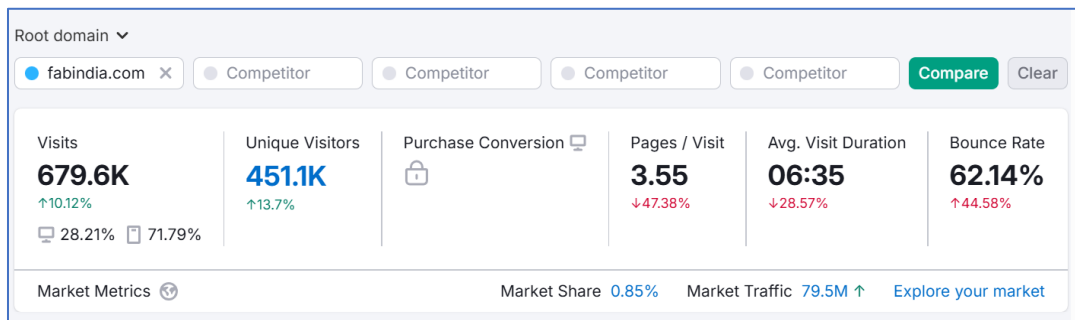
<input type="checkbox"/>	Page URL	JavaScript and CSS Size	Discovered
<input type="checkbox"/>	Online Shopping for Women, Men, Kids and Home & Living Fabindia https://www.fabindia.com	>4.1 MB	Mar 25, 2025, 12:38 New 🔍
<input type="checkbox"/>	Online Shopping for Women, Men, Kids and Home & Living Fabindia https://www.fabindia.com/	>4.1 MB	Mar 25, 2025, 12:38 New 🔍

2.2 Key Word Research

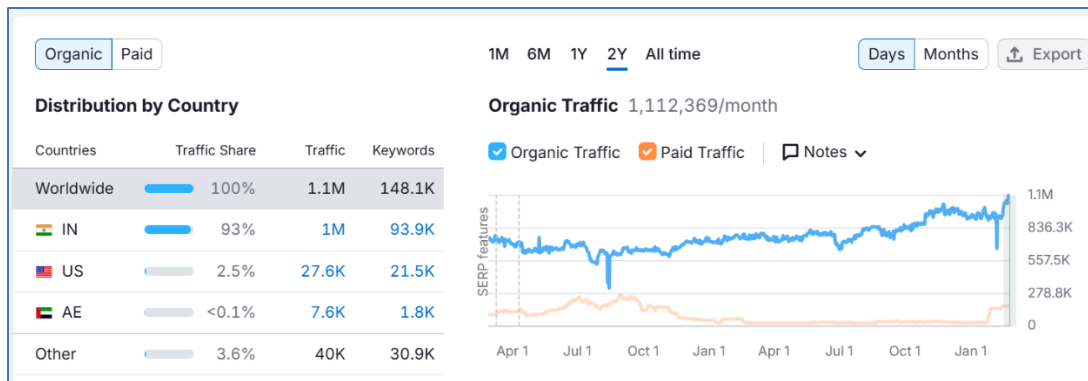
- Keyword research is the process of identifying the words and phrases that people use when searching for information online. It involves analysing search volume, competition, and relevance to determine the most effective keywords to target audience
- Fabindia is a fashion brand with a focus on sustainable and green practices. It is the parent company of brands that are sustainable and environmentally friendly.
- My team and I researched Fabindia's website for design, functionality, and SEO practices. We discovered a few unique website strategies that they utilize on their website to keep customers engaged and interested in their brand successfully.
- Marketing, branding, business development, and social media articles are all published on Fabindia.
- According to Fabindia, the keys to reaching the top of Google search results have the right approach and patience.
- Let's deep dive at the stats about how they succeeded in the website strategies.

Overview Compare domains Growth report Compare by countries				
Authority Score 53 Semrush Domain Rank 72.5K ↑	Organic Search Traffic 1.1M +15% View details Keywords 148.1K ↑	Paid Search Traffic 172.8K +16% Keywords 270 ↑	Backlinks 998.2K Referring Domains 5.2K	Traffic Share 20% Competitors 5.2K
Engagement metrics February 2025 Pages/Visits 6.53 ↑ Avg. Visit Duration 06:58 ↑ Bounce rate 29.42% ↑ Show all				

- The total number of organic visits to the Fabindia website is 1.1M, and paid search traffic is 172.8k with 451.1k unique visitors.
- They spend 06:58 on average per day on their site, and their bounce rate (people who visit but do not buy anything) is 62.14%, which has improved slightly by 5% when compared with last 6 months.
- The domain score of the Fabindia website is 53, with organic search traffic reaching 1.1M visits and paid search traffic bringing 172.8k new visitors to the website.



- The organic traffic has been increased by 15.44% when compared with last year trend and organic keywords has been increased by 5.2 % which is positive sign that FAB India and for their presence in digital marketing.
- Fab India website has used various SEO techniques
 - The Ideal SEO Keyword
 - Backlinking
 - Pages that are not broken
 - On-page and off-page optimizations



- 148.1k Keywords are ranking organically for Fabindia website which drive 1.1M organic traffic globally, of which India is leading by 93.9K, US by 21.5K and UAE by 1.8K keywords.
- The Organic search engine results page (SERP) has 467 keywords for the month of February in 2025 and below are the keywords searched by the users

All PositionsOrganicSERP Features

Filter by keyword

Positions

Volume

KD

Intent

SERP Features

Advanced filters

Keywords

46713.9%

Traffic

1K51.99%

Traffic Cost

\$1.2K55.15%

Organic Search Positions: 467

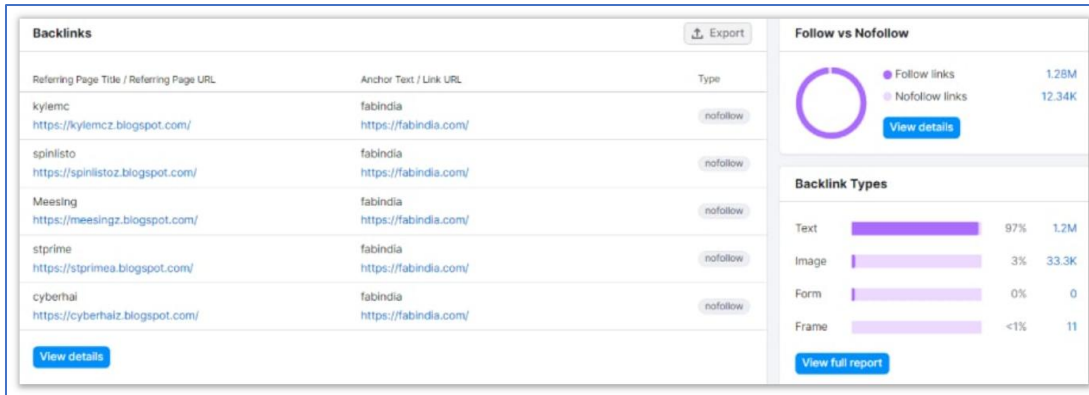
+ Add to list

10/15

<input type="checkbox"/>	Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL	Updat...
> <input type="checkbox"/> +	tunic tops	C	7	211	0.76	12.1K	36		www.fabindia.com/clothing/women-tops-shirts-tunics	14 hours
> <input type="checkbox"/> +	night dress for women	C	5	119	0.43	2.9K	41		www.fabindia.com/clothing/women-sleepwear	Mar 19
> <input type="checkbox"/> +	clothing company	C	5	98	0.35	2.4K	100		www.fabindia.com/	2 days
> <input type="checkbox"/> +	tunic top	C I	6	94	0.34	5.4K	51		www.fabindia.com/clothing/women-tops-shirts-tunics	21 hours
> <input type="checkbox"/> +	fabindia	C N	6	40	0.14	50	28		www.fabindia.com/	Mar 12

?

- In addition, their backlink techniques allow them to achieve a visibility of 998.2K from 5.2k referring domains. The statistics listed below are from all across the world.



- The competitors who are using organic keywords in sync with FAB India.

Organic Competitors 5,162 [Export](#)

Domain	Com. Level	Common Keywords	SE Keywords	Traffic	Costs	Paid Keywords
The domain an analyzed domain is competing against in Google's top 100 organic search results.	23%	517	6.6K	18.9K	12.76K	2
	20%	430	5.1K	15.1K	16.72K	11
	17%	599	35.9K	70K	46.03K	32
tasva.com	15%	338	5K	5.5K	34.83K	4
theindianethnicco.com	15%	296	4.9K	5K	3.37K	5
jaypore.com	13%	233	5.5K	3.4K	1.46K	3
jaipurkurti.com	12%	216	1.7K	996	283	0
kaashcollection.com	11%	181	1.3K	6K	3.89K	1
biba.in	11%	281	18.4K	29.5K	16.23K	17
anitadongre.com	10%	471	27.5K	39K	25.88K	15

- The top keywords including organic and SERP competitors who are using organic keywords in sync with FAB India.
 - Fabindia is the top most keyword in volume of 12.1K and holding 35.01 traffic
 - Fab india is the second rank keyword in volume of 8.1K and holding 23.43 traffic
 - Fabindiaonline is the third rank keyword in volume of 2k and holding 2.08 traffic

Top Keywords					Keywords by Intent		
<div> All Positions Organic SERP Features </div>							
Keyword	Position	SF	Volume	Traffic %	Intent	Keywords	Traffic
fabindia	1	8	12.1K	35.01	Informational	35.9%	11.2K
fab india	1	10	8.1K	23.43	Navigational	6.8%	2.1K
fabindia online	1	6	1K	2.89	Commercial	31.9%	9.9K
fabindia india	1	5	720	2.08	Transactional	25.4%	7.9K
fabindia usa	1	7	590	1.70			
View all 21.5K keywords					View full report		

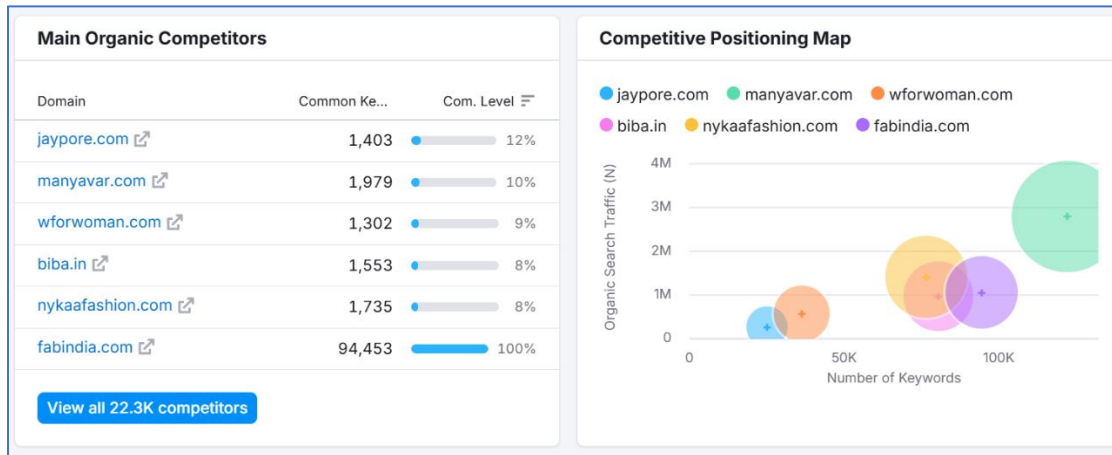
- However, the 6.8% navigational keywords bring them far more traffic, with 22.8k total visitors in the current month & so commercial & transactional keywords bring over 4k & 2.7k traffic respectively.

Top Position Changes in Organic					Top Position Changes in SERP Features				
<div> New Lost Improved Declined </div>					<div> New Lost </div>				
Keyword	Previous	Current	Volume	Traffic %	Keyword	Previous	Current	Volume	Traffic %
saries	•	7	165K	0.14	towel	•		74K	0.03
black kurti for women	•	10	49.5K	0.11	fab india	•		74K	0.02
jewelry	•	15	368K	0.05	fab india	•		74K	0.02
gamcha	•	6	12.1K	0.04	fabindia near me	•		49.5K	0.01
sofa	•	18	246K	0.03	short top	•		14.8K	0.01
View all 1.5K keywords					View all 79 keywords				

- The top organic keywords “saries” is the leading keyword with rank 7 and volume of 165K, when compared with “gamcha” its rank is 6 with volume of 12.1k, saries has much better response in terms of keywords.

Top Pages			Top Subdomains		
URL	Traffic %	Keywords	Subdomain	Traffic %	Keywords
www.fabindia.com/	36.28	23,582	www.fabindia.com	99.97	94,319
www.fabindia.com/	8.38	258	www.fabfamily.fabindia.com	0.02	15
www.fabin... othing/men-kurtas	4.51	5,229	fabfamily.fabindia.com	< 0.01	25
www.fabin... men-saris-blouses	3.69	11,474	blog.fabindia.com	< 0.01	82
www.fabin... hing/women-kurtis	3.67	2,501	apisap.fabindia.com	< 0.01	11
View all 10.7K pages			View all 6 subdomains		

- The top pages of <https://www.fabindia.com/> is holding 36.28% of the traffic and second highest is <https://www.fabindia.com/clothing/men-kurtas> contributes 9% of the traffic
- The competitors of fabindia are mentioned below: the highest common keywords in sync with fabindia are with jaypore at 12% and 10% with manyavar



- It's widely known that the Google AdWords strategy is effective for any type of business, including clothing brands because it helps to improve traffic, develop brand visibility, increase engagement, and drive sales.

Sample Text Ads 408

Fabindia Spring Collection - Shop Spring Curation Online
<https://www.fabindia.com/>
 Celebrate the onset of spring with Fabindia's handpicked curation of apparel & homeware. Discover a multitude of crafts like hand block prints, hand woven, chikankari and more.

Republic Day Edit At Fabindia - Shop Online Now
<https://www.fabindia.com/>
 Appreciate the many crafts of India and add them to your wardrobe with Fabindia's curation. Select from 1400+ apparels starting at INR 299 and add a piece of India to your wardrobe.

Fabindia Online Sale Apparels - Upto 50% Off - Week End Sale
<https://www.fabindia.com/>
 Choose from a wide selection of womenswear, menswear and kidswear from Fabindia's sale. Fill your wardrobe with spring appropriate apparels | Shop from Fabindia's sale today. Secured Payments. Easy Return* Worldwide Shipping* Cash On Delivery*.

Fabindia.com - Fabindia Online Store - Fabindia Online Shopping
<https://www.fabindia.com/>
 A Wide Range Of Apparel & Accessories For Women & Men At Upto 50% Off. Choose From 1200+ Styles For Women, Men & Kids. Get Upto 50% Off On Home. Fast Delivery. 50% Off On Fashion. 30-Days Return Policy. Types: Clothing, Footwear, Beauty, Home & Furniture.

[View details](#)

Primary Keywords:

Primary keywords are the main words or phrases that you want your website or a specific web page to rank for in search engine results pages (SERPs).

- Primary keywords are the most important terms that describe the main topic of a web page.
- They are the keywords that you want to rank for above all others on a specific page.
- They should be highly relevant to the content of the page and the search intent of your target audience.

- Primary keywords should have a reasonable search volume and below are few examples

Product Category	Keywords
Apparels	Indian clothing, ethnic wear, handloom fabrics, traditional indian clothes, kurtas, sarees, indian dresses
Home Décor	Indian home décor, handcrafted furnitures, sustainable home goods, block print textiles, home furnishings india, indian handicrafts
Home Furnishings	Bed linens india, table linens india, cushion covers india, handwoven rug
Personal Care	Natural personal care india, ayurvedic products india, organic beauty products india
Accessories	Indian jewellery, handcrafted bags scarves india

Secondary Keywords:

Secondary keywords, also known as related or supporting keywords, are terms that are closely related to your primary keyword and help to provide context and depth to your content. They are used to expand the topical relevance of your page and capture a wider audience

- Secondary keywords are words and phrases that are related to your primary keyword and add context to the content.
- They help search engines understand the broader topic of your page.
- They capture variations of your primary keyword and related search queries, the following are the secondary keywords based on primary keywords

Product Category	Primary Keyword	Secondary Keywords
Apparels	Indian Clothing	Indian clothing online Indian clothing for women/men/children Indian clothing styles Indian clothing brands Latest indian clothing trends Indian clothing fabrics Indian clothing stores near me
	Ethnic Wear	Ethnic wear for weddings

		Ethnic wear for festivals Ethnic wear online shopping Traditional ethnic wear Contemporary ethnic wear Ethnic wear designs Ethnic wear accessories
	Sarees	Silk sarees india Cotton sarees india Designer sarees india Wedding sarees india Handloom sarees india Sarees blouse designs Saree online india
	Traditional Indian clothes	Traditional indian clothing for women/men Regional traditional indian clothes Traditional indian clothing styles Traditional indian wedding clothes Traditional indian clothing history
	Kurtas	Cotton kurtas for women/men Designer kurtas Long kurtas Short kurtas Kurta sets Kurta designs Kurta online india
Home Décor	Sustainable home goods	Eco-friendly home goods india Sustainable home decor india Organic home goods india Ethical home goods india
	Indian Handicrafts	Buy indian handicrafts online Traditional indian handicrafts

		Indian handicraft items Indian handicraft suppliers
	Handcrafted furniture	Handcrafted wooden furniture india Handcrafted furniture online Handcrafted furniture designs Sustainable handcrafted furniture Indian handcrafted furniture
Home Furnishings	Bed Lenins	Cotton bed linens india Silk bed linens india Luxury bed linens india Printed bed linens india
	Table Lenins	Cotton table linens india Linen table cloths india Table runners india Table mats india
	Cushion covers	Cotton cushion covers india Silk cushion covers india Embroidered cushion covers india Printed cushion covers india
Personal Care	Natural personal care india	Organic personal care india Ayurvedic personal care india Natural skincare india Natural hair care india
	Ayurvedic products india,	Buy ayurvedic products online india Best ayurvedic brands india Ayurvedic medicine india Ayurvedic skincare india
	Organic beauty products india	Buy organic beauty products online india Natural beauty products india

		Organic skincare india Organic makeup india
Accessories	Indian jewellery	Traditional indian jewellery Modern indian jewellery Indian jewellery online Indian jewellery sets Silver indian jewellery Gold indian jewellery
	Handcrafted bags	Handcrafted tote bags india Handcrafted leather bags india Buy handcrafted bags online india
	Scarves india	Handcrafted silk scarves india Handcrafted cotton scarves india Buy handcrafted scarves online india

Long-tail Keywords:

Keyword	Secondary Keyword	Longtail Keywords
Ethnic wear	Ethnic wear for festivals	Handcrafted ethnic wear for women in India Affordable ethnic wear for men and women Sustainable fashion brands with organic clothing Artisan-made clothing brands in India Where to buy natural handloom fabrics online Best online store for plus size ethnic wear for festive occasions" How to style a handloom saree for a formal office event Affordable ethnic wear for college students Traditional silk kurta pajama for men for religious ceremony Latest anarkali dress designs for engagement party online What are the best fabrics for summer ethnic wear in india

		<p>Custom made ethnic wear for family functions</p> <p>How to take care of handloom ethnic wear</p> <p>What are the latest trends in indian ethnic wear for young women</p>
Home Décor	Sustainable home goods	<p>Where to buy sustainable home goods online india</p> <p>Eco-friendly home decor for small apartments</p> <p>How to choose sustainable furniture for living room</p> <p>Affordable sustainable home goods for students</p> <p>Sustainable home goods for zero waste living</p> <p>Best sustainable home goods for organizing closet</p> <p>How to make my home more sustainable india</p>
Home Furnishings	Bed Linen	<p>Best organic cotton bed linens for hot weather india</p> <p>Where to buy 100% linen bed sheets india online</p> <p>Luxury handloom bed linens for king size bed india</p> <p>Hypoallergenic bed linens for sensitive skin india</p> <p>Affordable block print bed linens for summer india</p> <p>What is the thread count for best bed linens india</p> <p>How to care for handwoven bed linens india</p> <p>Best place to buy wedding bed linens india</p> <p>Natural dye bed linens for children india</p> <p>Best bed linen set for guest room india</p>
Personal care	Organic Beauty	<p>Best organic face serum for sensitive skin in humid weather india</p> <p>Where to buy certified organic hair growth oil without chemicals online</p> <p>Affordable organic makeup for daily use for acne prone skin</p> <p>Natural organic skincare routine for dry and aging skin india</p>

		<p>How to make homemade organic face scrub for glowing skin</p> <p>What are the best organic ingredients for dark circles under eyes treatment</p> <p>Best organic shampoo and conditioner for coloured hair india</p> <p>Where to buy organic baby skincare products for eczema online</p> <p>How to choose organic essential oils for aromatherapy at home india</p> <p>What are the benefits of organic rosewater for face and hair</p> <p>How to identify certified organic beauty products in india</p>
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On-Page Optimization:

On-page optimization is the practice of optimizing individual web pages to rank higher and earn more relevant traffic in search engines. It involves optimizing both the content and HTML source code of a page which includes Title tags, Meta descriptions, header tags, content quality and image optimization

On-page key elements	Description
Page Name	https://www.fabindia.com/
Title Tags	Online Shopping for Women, Men, Kids and Home & Living Fabindia
Meta Description	Shop online for Women, Men, Kids, Home & Living, Personal Care and Organic Food. Fabindia's Online Shopping Site brings a variety of Stylish Clothing, Accessories, Home and Furniture products. Best Online Fashion Store. ★COD ★Easy Returns ★Free Shipping*
Keywords	Online Shopping Sites, Online Shopping India, Clothing Online, Online Clothes Shopping, Shop Online, Fabindia Online Shopping, Online Clothing Stores, Online Fashion Store

On-page key elements	Description
Page Name	https://www.fabindia.com/shop/women-products
Title Tags	Buy Women's Clothing, Jewellery, Accessories and Footwear Online: Fabindia
Meta Description	Shop Women's Clothing Online. Select from a wide range of Outfits for Women like Ethnic Wear, Jewellery,

	Western Wear, Accessories, Footwear, and Sleepwear at Fabindia.★COD ★Easy Returns ★Free Shipping*
Keywords	Women's Clothing, Women's Clothing Online, Outfits for Women, Womenswear, Women's Wear Online, Women Fashion Clothing, Casual Wear for Women, Office Wear for Women, Ladies Wear Online, Ladies Clothes, Clothes for Women
On-page key elements	Description
Page Name	https://www.fabindia.com/clothing/women-kurtas
Title Tags	Kurtas for Women - Shop Womens Kurta Online at Best Prices Fabindia
Meta Description	Buy Kurtas for Women online at best prices from Fabindia. Shop from latest collection of women's kurtas with huge discounts on cotton, linen and silk kurtas. Order Now!
Keywords	kurtas for women, kurta for women, kurta for women online, womens kurta, cotton kurta for women, women linen kurta, women silk kurta, kurtas for ladies

On-page key elements	Description
Page Name	https://www.fabindia.com/clothing/women-ethnic-wear
Title Tags	Ethnic Wear for Women - Buy Ethnic Dresses & Suits Online Fabindia
Meta Description	Grab latest range of women's ethnic wear dresses, suits, skirt and top set, churidars, dhotis, patialas, salwars at best prices from Fabindia. ★COD ★Easy Returns ★Free Shipping*
Keywords	women's ethnic wear, ethnic wear for women,ethnic dress,ethnic suits for women,ethnic skirt and top setf Women

On-page key elements	Description
Page Name	https://www.fabindia.com/men
Title Tags	Buy Men's Clothing, Footwear, and Accessories Online at Fabindia
Meta Description	Shop Men's Clothing, Footwear, and Accessories Online. Explore a wide range of Clothing for Men in Ethnic Wear and Westernwear at Fabindia. ★COD ★Easy returns ★Free Shipping*
Keywords	men's clothing, buy clothing for men, fabindia online shopping, fabindia online

On-page key elements	Description
Page Name	https://www.fabindia.com/shop/home-living
Title Tags	Buy Home and Living, Home Linen & Home Decor Products and Accessories Online at Fabindia
Meta Description	Shop Home and Living Decorative Products and Accessories Online. Decorate each and every corner of your home with Fabindia's Table Linen, Cushions, Curtains, Bed Linen products, etc. ★COD ★Easy returns ★Free Shipping*
Keywords	home and living store, home and living decorative products, fabindia online shopping, fabindia online

On-page key elements	Description
Page Name	https://www.fabindia.com/men
Title Tags	Buy Men's Clothing, Footwear, and Accessories Online at Fabindia
Meta Description	Shop Men's Clothing, Footwear, and Accessories Online. Explore a wide range of Clothing for Men in Ethnic Wear and Westernwear at Fabindia. ★COD ★Easy returns ★Free Shipping*
Keywords	men's clothing, buy clothing for men, fabindia online shopping, fabindia online

3. Content Ideas and Marketing Strategies

Content Ideas Generation and Strategy

Fab India should focus on content ideas and generation refer to the process of conceptualizing and producing creative material for various platforms, aiming to engage, inform, or entertain their target audience, below are the content ideas based on products catalogue

Product Focused content

- Behind the craft video series- Focus on their unique handloom process, block printing or weaving methods

Style Guides for Apparel and Home décor

- Create lookbooks or videos showing how to style Fabindia clothing for different occasions.

- Offer home decor tips using Fabindia furnishings, showcasing various interior design styles.

Fabric Care Guides

- Provide detailed instructions on how to care for handloom fabrics, natural dyes, and delicate materials.

Product Comparison

- Compare similar products (e.g., different types of kurtas, saree fabrics) to help customers make informed choices

Seasonal Collections

- Create content highlighting new seasonal collections, focusing on relevant colors, patterns, and fabrics.
- Showcase how to incorporate seasonal items into wardrobes and home decor

Interactive & Engaging Content:

Style Quiz for Apparel & Home Decor:

- Create interactive quizzes that help customers discover their personal style and find relevant Fabindia products.
- Offer personalized recommendations based on quiz results.

Virtual Home Decor Tours:

- Create 360-degree virtual tours of homes decorated with Fabindia furnishings.
- Allow customers to explore different design styles and room layouts.

Ask an Artisan Live Q&A Sessions:

- Host live Q&A sessions with Fabindia artisans on social media.
- Allow customers to ask questions about their techniques and craftsmanship.

Customer Photo Contests:

- Encourage customers to share photos of their Fabindia purchases on social media.
- Run contests with prizes to increase engagement.

Behind the Scenes Instagram Stories/Reels:

- Show short form video of the daily workings of fabindia, from manufacturing, to store front.
- Showcase the employees, and their passion for the products.

SEO-Driven Content:

Best ethnic dresses in India Articles:

- Create comprehensive guides that compare and review different products within a specific category.
- Target long-tail keywords related to product comparisons and reviews.

How to Style Saris Guides:

- Develop detailed guides that provide step-by-step instructions on how to style Fabindia apparel and home decor.
- Target keywords related to styling tips and fashion advice.

Natural Ingredients Guides for Personal Care:

- Provide information about the natural ingredients used in Fabindia's personal care products.
- Target keywords related to natural skincare and haircare.

Date	Content Theme	Format	Post/Story Idea	Strategy & Aim
July 5	Best Ethnic Dress	Blog Post	"5 Ways Fabindia Supports Sustainable Living"	Educate audience on sustainability efforts.
July 7	Variety of Kurtas	Video (Reel)	"Behind the Craft: Handwoven Kurtas"	Showcase craftsmanship; boost engagement.
July 9	Customer reviews on organic foods	Infographic/Story	"Why I Choose organic foods or products"	Build trust through user-generated content.
July 11	Sari guide or draping	Carousel Post	"Styling Fabindia for Special occasions"	Provide value with style tips.
July 13	Behind the Scenes	Instagram Story	"A Day at Fabindia: How We Craft Ethnic Wear"	Humanize the brand; increase relatability.
July 15	Product Awareness	Video (IGTV)	"Organic Skincare Range: Benefits & Usage"	Highlight product range and usage tips.

July 17	Interactive Engagement	Quiz (Story)	"How Well Do You Know Fabindia Fabrics?"	Increase interaction and brand recall.
July 19	Cultural Significance	Blog Post	"The Heritage of Indian Textiles: Fabindia's Role"	Educate about Indian heritage and culture.
July 21	Influencer Collaboration	Video (Reel)	"Styling Fabindia with Sumeet Singh"	Leverage influencer reach; attract new audience.
July 23	Seasonal Promotion	Image Post	"Monsoon Sale: Upto 30% Off on Ethnic Wear"	Boost sales through promotional offers.
July 25	Organic Certified	Facebook post	"The trademark for assuring genuineness "	Trust and transparency builds longer relations with customers.
July 27	Virtual Home tour	Video (Reel)	360 degree of home furnishing products	Allow customers to explore different design styles and room layouts.
July 29	Ask an arctician live question's	Carousel Post	Host live Q&A sessions with Fabindia artisans on social media	Allow customers to get and clarified their questions.
July 31	Reflection & Gratitude	Image Post	"Thank You for Being a Part of Our Journey"	Build community; foster loyalty.

Marketing Strategy

The marketing strategy is a mix of product, price, place, promotion. The intended audience of the company comprises middle-class consumers residing in both Indian cities and overseas locations. Within the competitive realm of the apparel segment, a competitive pricing strategy that aligns with prevailing market rates for the majority of its products. However, the company also employs a product line pricing strategy, tailoring prices to different consumer segments. For those who are more price-sensitive, a base price is established, while higher-quality products are presented to the less price-sensitive consumer segment, commanding a premium over the base price.

Subtopic	Content Idea	Facebook Engagements	Backlinks	Total Shares
organic foods	Organic Food Products https://www.fabindia.com/shop/food	95	34	129
organic foods	Buy from Variety of Grocery Essentials Online at Fabindia https://www.fabindia.com/food/essentials...	0	0	0
organic foods	Organic Certification https://www.fabindia.com/organic-certifi...	0	8	8
organic foods	fabindia organics https://ofai.org/wp-content/uploads/2011...	0	0	0
organic foods	Buy Snacks and Variety of Instant Food Online at Fabindia https://www.fabindia.com/food/snacks-ins...	0	0	0
organic foods	Organic India Private Limited https://www.fabindia.com/ir/finacial-org...	0	0	0
organic foods	Fabindia Organic Food Items Churidar Trousers https://www.myntra.com/fabindia-organic-...	0	0	0
organic foods	CLEAN Cleanse Shake Nutritional Mix (Vanilla Flavour) https://store.organicindia.com/organic-i...	0	0	0
organic foods	Organic food - Reviews, Photos	0	0	0

By leveraging the content ideas, I can call out that the key challenges for Organic products are related to organic certification, Organic food reviews, are not having social media engagements or backlinks to support their presence and to boost the sales for the organic product category

Fabindia has got physical stores present at various geographies with in India and they do also have online presence through a website, the promotion of Fabindia is as follows:

Content creation and Curation

Post Creation

I have identified three product categories as home decor, organic products and home decor

Instagram post for home décor

Image: A beautifully styled flat lay or short video showcasing a new collection of hand-block printed cushion covers.



Caption: "Bring a touch of artisanal charm to your living space with our new hand-block printed cushion covers. Each piece tells a story of traditional craftsmanship. Discover the collection online and in-store. #FabindiaHome #HandcraftedInIndia #BlockPrint #HomeDecor #IndianCrafts"

Hashtags: #FabindiaHome #HandcraftedInIndia #BlockPrint #HomeDecor #IndianCrafts #SustainableLiving #InteriorDesign #IndianTextiles

Facebook post for Jewellery

Text: "Discover our new range of silver jewellery, crafted with local artisans, using sustainable best practices [Shop Online now](#) #FabindiaJewellery #EthnicWear #Festive #Wedding

Image:



Instagram story behind the scenes

Video Snippet: A short video clip showing the process of weaving a handloom fabric in a Fabindia workshop.

Text Overlay: "Behind the scenes of our handloom collection. Every thread tells a story."

Sticker/Poll: "Which color is your favorite? Pink, Black, Peach"

Social Media Ad Campaigns

Brand Awareness Campaign:

Goal: Increase brand recognition and association with Fabindia's product range by leveraging their core values.

Target Audience: Broad audience interested in lifestyle, fashion, home decor, and ethical/sustainable products.

Platforms: Instagram, Facebook, YouTube.

Video Ads:

- Short documentaries showcasing artisans and their craft.
- Visually stunning videos highlighting product collections in lifestyle settings.

Carousel Ads:

- Showcase a range of products and their unique features.
- Tell a story through a sequence of images or videos.

The outcome of this goal is to gather the data of how fabindia is getting their metrics Reach, impressions, video views, brand mentions, engagement.

Website Traffic Campaign:

Goal: Drive qualified traffic to Fabindia's website to increase product views and potential sales.

Target Audience: Users who have shown interest in similar products or brands, website visitors, and email subscribers.

Platforms: Facebook, Instagram, Pinterest, Google Ads (Display/Shopping).

Collection Ads (Facebook/Instagram):

- Display a curated selection of products that align with user interests.

- Provide a seamless shopping experience within the platform.

Shopping Ads (Google/Pinterest):

- Showcase product images, prices, and descriptions directly in search results.
- Target users actively searching for specific products.

Retargeting Ads:

- Target website visitors who have viewed specific products or added items to their cart.
- Offer personalized recommendations and incentives to complete purchases.

Messaging:

- Highlight product features and benefits.
- Use strong calls to action, such as "Shop Now," "Discover More," and "Explore the Collection."
- Emphasize promotions and discounts.

The outcome of this goal is to measure website traffic, click-through rate (CTR), conversion rate, bounce rate, time on site.

Lead Generation Campaign:

Goal: Collect leads (email addresses, contact information) for future marketing efforts.

Target Audience: Users interested in exclusive offers, new product launches, and personalized content.

Platforms: Facebook Lead Ads, Instagram Lead Ads, Website Pop-ups.

Lead Ads (Facebook/Instagram):

- Collect user information directly within the platform.
- Offer incentives, such as discounts or exclusive content, in exchange for contact information.

Website Pop-ups:

- Display pop-ups on the Fabindia website offering email sign-ups for exclusive offers and newsletters.

- Include a discount for signing up.

Messaging:

- Highlight the benefits of joining Fabindia's email list.
- Offer exclusive discounts, early access to sales, and personalized content.
- Emphasize privacy and data protection.

The goal of this outcome is to increase the customer base Lead generation rate, cost per lead, email sign-ups, conversion rate from leads to customers.

Email Ad campaigns

Brand Awareness Campaign (Email Newsletter & Content Marketing):

Goal: the goal of email ad campaigns is to reinforce Fabindia's brand values: craftsmanship, and sustainability

- Educate subscribers about their products and cultural heritage.
- Maintain consistent brand presence in subscribers' inboxes.

Content:

Behind the Scenes Content:

- Provide glimpses into Fabindia's workshops and production processes.
- Showcase the craftsmanship and attention to detail that goes into their products.

Product Highlights with Storytelling:

- Do not only show products, but tell the story of the product, and it's creation.

Frequency: Send regular newsletters (e.g., weekly or bi-weekly), vary content to keep subscribers engaged.

The goal is to achieve open rate, click-through rate (CTR), engagement rate, subscriber growth.

Lead Generation Campaign (Email Sign-Up & Exclusive Offers):

Goal: The goal of this campaign is to increase the Fabindia's email subscriber list, collect leads for future marketing efforts drive website traffic and potential sales.

Strategies:

Welcome Email Series:

- Send a welcome email to new subscribers with a special offer (e.g., discount, free shipping). Introduce Fabindia's brand values and product offerings.
- Encourage subscribers to explore the website.

Exclusive Discounts & Promotions:

- Offer email subscribers exclusive discounts and promotions.
- Create a sense of urgency with limited-time offers.
- Personalize offers based on subscriber interests.

Early Access to New Collections:

- Provide email subscribers with early access to new product launches.
- Create a sense of exclusivity and reward loyalty.

Call to Action (CTA):

- Use clear and compelling CTAs, such as "Sign Up Now," "Get Your Exclusive Discount," and "Claim Your Free Guide."
- Place CTAs prominently in emails and website pop-ups.

Landing Pages:

- Create dedicated landing pages for email sign-up offers and promotions.
- Ensure landing pages are optimized for conversions.

The goal is to achieve email sign-up rate, lead generation rate, conversion rate from leads to customers, cost per lead.

Bibliography

References used to work on this project:

- Company website for core information of product offering, vision, mission
- SEMRUSH tool for site audit and organic traffic keywords
- Screaming frog to work Onpage optimisation, (H1, Titles, Meta description and keywords) locate keywords, primary, secondary and long tail keywords