



PATHAKGARI  
MA. ONLINE

MAJOR PROJECT

# Search engine optimization

PATHAKGARIMA.ONLINE

- Problem statements
- audit website by SEMrush
- install seo plugins



# PROBLEM STATEMENTS

"IT ALL STARTED WHEN TUSHAR, A GRADUATE OF THE PRESTIGIOUS HARVARD UNIVERSITY, STARTED HIS VENTURE IN AUSTRALIA. HIS PRODUCT IS A WEBSITE THAT TELLS THE USERS WHEN THE PRICE FOR AN ITEM GOES DOWN. ALL THE USERS HAVE TO DO IS CREATE THEIR ACCOUNT ON THE WEBSITE. ONCE THAT IS DONE, THEY CAN PASTE THE URL OF THE PRODUCT OF THIS WEBSITE, AND WHENEVER THE PRICE DROPS, THE USERS WILL BE NOTIFIED." NOW, TUSHAR IS A TECHNICAL PERSON. HE IS GOOD WITH CODE, BUT HE KNOWS NOTHING ABOUT DIGITAL MARKETING. HIS FRIEND TOLD HIM THAT HE SHOULD GO FOR SEO BECAUSE THAT HELPS.

**TUSHAR COMES MY AGENCY ASKING FOR  
HELP WITH SEO. .  
SURE, I'D BE HAPPY TO HELP TUSHAR WITH  
HIS SEO STRATEGY. HERE ARE MY  
SUGGESTIONS :**

**1. Keyword Groups :** Tushar should target keywords related to his product and its

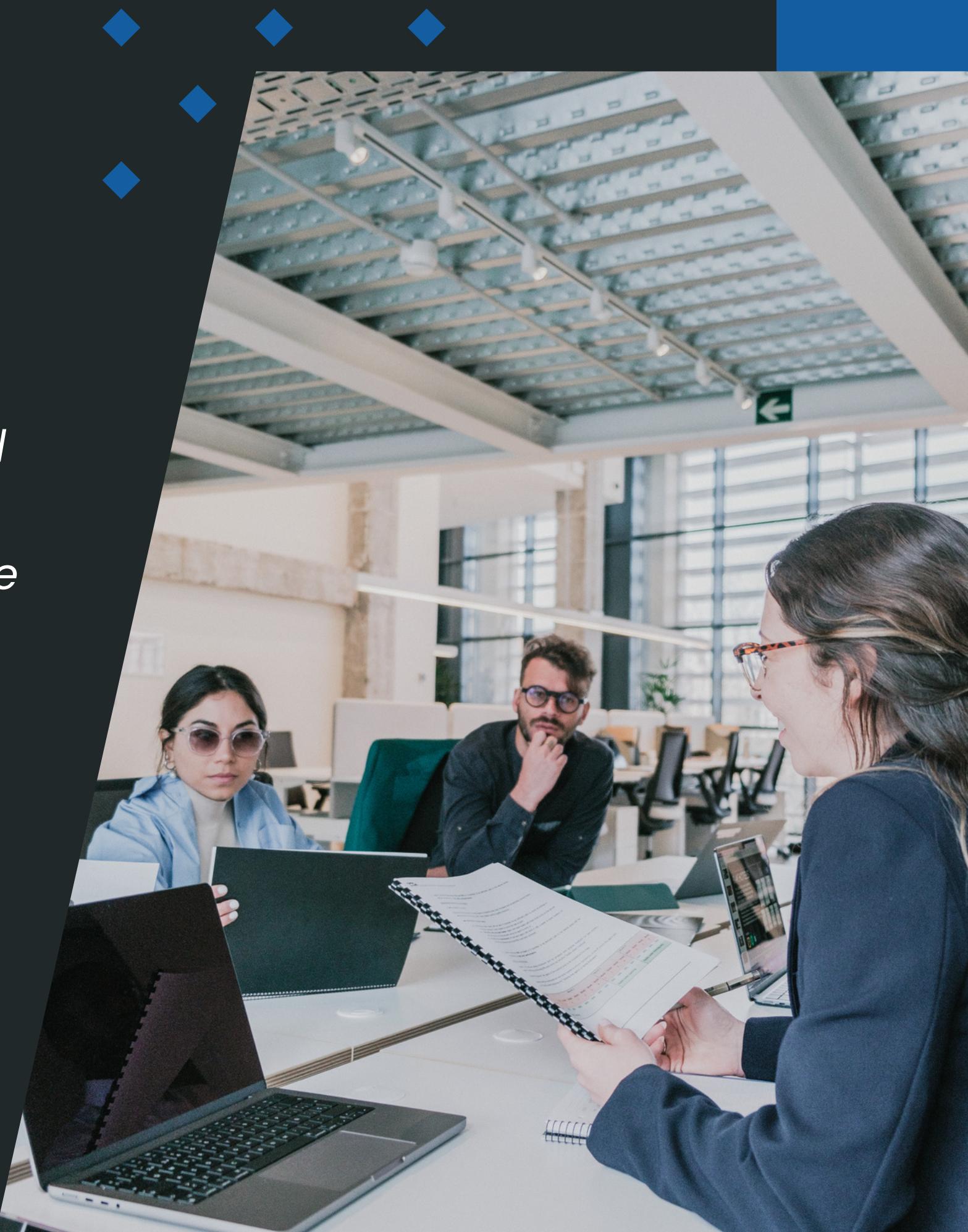
*unique selling proposition. Some keyword groups could be "price drop alerts"*

# *"online price tracker"*

# **"discount alerts"**

*"best deals online"*  
, and *"save money"*

*online". He can use tools like Google Keyword Planner, SEMrush, or Ahrefs for keyword research.*



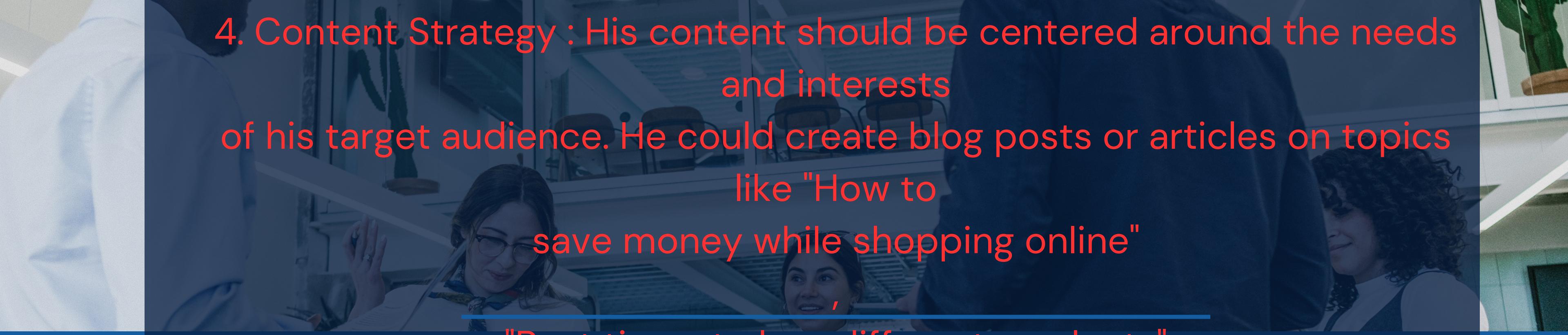
# VALUES



2. Search Engines : While Google is the most popular search engine worldwide, he should also consider Bing and Yahoo as they have significant user bases. In Australia, Google is the most used search engine, but it's always good to optimize for others as well

3. Performance Metrics : Some important SEO metrics he should track include organic traffic, bounce rate, time on site, pages per session, and conversion rate. He might also want to track the rankings of his targeted keywords.





4. Content Strategy : His content should be centered around the needs and interests of his target audience. He could create blog posts or articles on topics like "How to save money while shopping online"

"Best times to buy different products"

, etc. The

links : Backlinks are crucial for SEO. However, the focus should be on quality rather

than quantity. Getting backlinks from high-authority websites in his niche would be more

beneficial than having numerous backlinks from low-authority websites.

content should be engaging, informative, and include the targeted keywords.

5. Backlinks : Backlinks are crucial for SEO. However, the focus should be on quality rather than quantity. Getting backlinks from high-authority websites in his niche would be more beneficial than having numerous backlinks from low-authority websites.



**6. Website Audit : He can use tools like Google Search Console or SEMrush for a technical audit of his website. These tools can help identify issues like slow page speed, broken links, or problems with meta tags that could be hurting his SEO. Remember, SEO is a long-term process and it may take some time before you start seeing results. However, with consistent effort and quality content, he can get his website visible in search engine results**

# Audit website

# mamaearth.in

i have used SEMrush to conduct an SEO audit on mamaearth.in.here are some of the key finding;-

## mamaearth.in Backlink Analytics

Analyze and track mamaearth.in's backlink profile with the fastest backlink database available

Discover the most valuable backlink portfolio in your niche

Spot toxic links and remove them before they cause harm to your website

Find your strongest competitors for backlinks

## Backlink Stats

Dive into your competitor's SEO Authority Score and backlink profile. Fast check Authority Score your domain and Google Penalty risk. It is FREE with Backlink Analytics!

**Authority score 58** **baclinks 83.18k** **referring domains 6.8k**  
google penailty risk  
unlock

mamaearth.in: Domain Overview X +

semrush.com/Analytics/Overview/?q=mamaearth.in&searchType=domain

SEMRUSH Features Pricing Resources Company App Center Extra tools Upgrade EN Projects mamaearth.in Root Domain Search SEO SEO Dashboard COMPETITIVE RESEARCH Domain Overview Traffic Analytics Organic Research Keyword Gap Backlink Gap KEYWORD RESEARCH Keyword Overview Keyword Magic Tool Keyword Manager Position Tracking Organic Traffic Insights LINK BUILDING Backlink Analytics Backlink Audit Waiting for www.semrush.com...

Projects > Domain Overview

## Domain Overview: mamaearth.in

Worldwide US UK DE ... Desktop Oct 25, 2023 USD

Overview Compare domains Growth report Compare by countries

Authority Score 60 Organic Search Traffic 3M +8.8% Paid Search Traffic 122.2K -4.6% Backlinks 92.5K

Semrush Domain Rank 33.8K ↑ Keywords 216.5K ↑ Engagement metrics September 2023 Pages/Visits 1.67 ↓ Avg. Visit Duration 06:45 ↓ Bounce rate 70.60% ↓ Show all

Organic Paid 1M 6M 1Y 2Y All time Export

### Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	3M	216.5K

Organic Traffic 3,003,892/month

Organic Traffic Paid Traffic Notes

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Type here to search

mamaearth.in: Domain Overview + semrush.com/analytics/overview/?q=mamaearth.in&searchType=domain

Notes  
PageImprove beta

Online demo  
SEOquake for your browser  
Hire a digital agency  
Join our Affiliate Program  
Have you seen our new customizable API format?  
Sensor  
Sellzone  
Prowly  
Semrush Rank  
Winners & Losers

Organic Search Traffic  
**3M** +8.8%

Paid Search Traffic  
**122.2K** -4.6%

Backlinks  
**92.5K**

Position Range	Count
1-3	2.4K
4-10	0.41
11-20	3.24
21-50	
51-100	
SF	

Positions on Google SERP

**Keywords by Intent**

Intent	Keywords	Traffic
Informational	59.9%	33.3K
Navigational	1.2%	668
Commercial	26.7%	14.8K
Transactional	12.3%	7.2K

**Branded Traffic Trend**

Jan 2023 Mar 2023 May 2023 Jul 2023 Sep 2023

**Branded vs. Non-Branded Traffic**

Type	Percentage	Keywords
Branded	18.2%	by 386 keywords
Non-Branded	81.8%	by 46.75K keywords

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mamaearth.in: Domain Overview

semrush.com/Analytics/Overview/?q=mamaearth.in&searchType=domain

● Organic Search Traffic

**3M** +8.8%

● Paid Search Traffic

**122.2K** -4.6%

● Backlinks

**92.5K**

[View details](#)

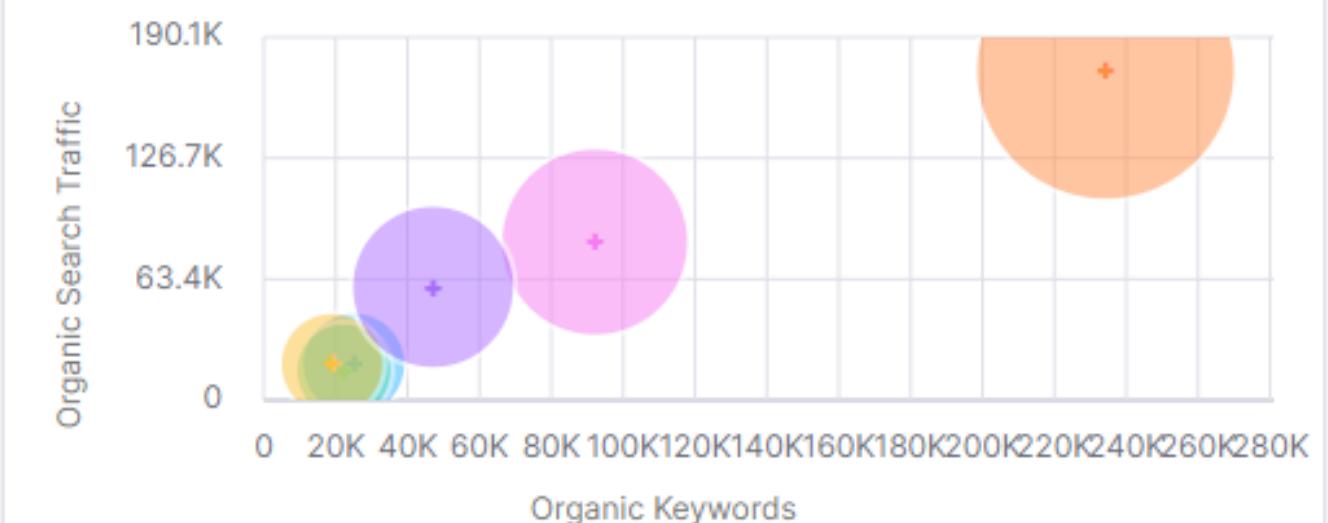
### Main Organic Competitors 14,691

Competitor	Com. Level	Com. Keywords	SE Keywords
asianbeautyess...	●	388	25,111
stbotanica.com	●	297	22,273
bebeautiful.in	●	1,628	234,223
purplle.com	●	686	92,114
fleurandbee.com	●	333	18,986

[View details](#)

### Competitive Positioning Map

● asianbeautyess... ● stbotanica.com ● bebeautiful.in  
● purplle.com ● fleurandbee.com ● mamaearth.in



### Advertising Research US



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10/26/2023

# INSTALL SEO PLUGIN YOAST

1. Go to your WordPress dashboard.
2. Click on "Plugins" in the left menu.
3. Click "Add New".
4. Search for "Yoast SEO" in the search bar.
5. Click "Install Now" and then click "Activate".
6. Once activated, you will see a new menu item called "SEO" in the left-hand menu.
7. Click on "SEO" and then click on "Dashboard".
8. Follow the instructions for setting up Yoast SEO for your website.

Once you install Yoast SEO, you can create basic on-page SEO by following these steps:

1. Install and activate Yoast SEO.
2. Tap the page or post you want to edit.
3. Scroll down to the Yoast SEO section at the bottom of the content editor.
4. Enter your focus keyword in the "Focus keyphrase" field.
5. Follow the recommendations provided by Yoast SEO to optimize your content.

General - Yoast SEO < Garima P X +

pathakgarima.online/wp-admin/admin.php?page=wpseo\_dashboard#top#first-time-configuration

Garima Pathak 10 0 New 1 WPForms 2

Howdy, pathakgarima.online

WooCommerce Products Payments 1 Analytics Marketing Elementor Templates Elements WPForms Appearance Plugins 7 Users Tools Settings Yoast SEO 1 General Settings Integrations Tools Academy Premium Workouts Premium

Dashboard First-time configuration

Yoast recommendations for you

**Tell us about your site, so we can get your site ranked!**

Put the [Yoast SEO indexables squad](#) to work! Make Google understand your site.

The Yoast indexables squad can't wait to get your site in tip-top shape for the search engines. Help us and take these 5 steps in order to put our Yoast indexables to work!

**SEO DATA OPTIMIZATION** [Edit](#)

**SITE REPRESENTATION** [Edit](#)

**SOCIAL PROFILES** [Edit](#)

**PERSONAL PREFERENCES** [Edit](#)

**FINISH CONFIGURATION**

Good job! By providing this information, Yoast has improved your site and told search engines what your site is all about.

To increase your rankings, you need to regularly work on SEO. That can be overwhelming, so let's start small!

Learn how to increase your rankings with Yoast SEO →

Or go to your SEO dashboard

?

Get Yoast SEO Premium

Use AI to generate titles and meta descriptions, automatically redirect deleted pages, get 24/7 support and much, much more!

Get Yoast SEO Premium ▶

Read reviews from real users

4.6 / 5

Learn SEO

Want to learn SEO from Team Yoast? Check out our [Yoast SEO academy](#)! We have both free and premium online courses to learn everything you need to know about SEO.

[Check out Yoast SEO academy](#)

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General - Yoast SEO < Garima P X +

pathakgarima.online/wp-admin/admin.php?page=wpseo\_dashboard

Garima Pathak 10 0 New 1 WPForms 2 Howdy, pathakgarima.online

## General - Yoast SEO

**E** Love using Elementor?

Become a super contributor by opting in to share non-sensitive plugin data and to receive periodic email updates from us. [Learn more.](#)

[Sure! I'd love to help](#) [No thanks](#)

**W** Is your WooCommerce store ready for Black Friday?

The Yoast ultimate Black Friday checklist helps you prepare in time, so you can boost your results during this sale. [Get the checklist and start optimizing now!](#)

[Dashboard](#) [First-time configuration](#)

**Problems (0)**

Good job! We could detect no serious SEO problems.

**Notifications (1)**

It looks like you aren't using our Yoast WooCommerce SEO addon. [Upgrade today](#) to unlock more tools and SEO features to make your products stand out in search results.

Credits

[See who contributed to Yoast SEO.](#)

Yoast recommendations for you

 **Get Yoast SEO Premium**

Use AI to generate titles and meta descriptions, automatically redirect deleted pages, get 24/7 support and much, much more!

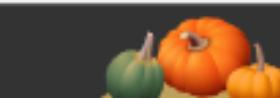
[Get Yoast SEO Premium ▶](#)

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Tools - Yoast SEO < Garima Pati +

pathakgarima.online/wp-admin/admin.php?page=wpseo\_tools

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Hostinger

Dashboard

Astra

Posts

Media

Pages

Comments

Spectra

WooCommerce

Products

Payments 1

Analytics

Marketing

Elementor

Templates

Elements

WPForms

Appearance

Plugins 7

Users

Tools

## Tools - Yoast SEO

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[Sure! I'd love to help](#) [No thanks](#)

**💡 Is your WooCommerce store ready for Black Friday?**

The Yoast ultimate Black Friday checklist helps you prepare in time, so you can boost your results during this sale. [Get the checklist and start optimizing now!](#)

Yoast SEO comes with some very powerful built-in tools:

- [Import and Export](#)  
Import settings from other SEO plugins and export your settings for re-use on (another) site.
- [File editor](#)  
This tool allows you to quickly change important files for your SEO, like your robots.txt and, if you have one, your .htaccess file.
- [Bulk editor](#)  
This tool allows you to quickly change titles and descriptions of your posts and pages without having to go into the editor for each page.
- [Optimize SEO Data](#)  
You can speed up your site and get insight into your internal linking structure by letting us perform a few optimizations to the way SEO data is stored. If you have a lot of content it might take a while, but trust us, it's worth it. [Learn more about the benefits of optimized SEO data.](#)

SEO data optimization complete

Yoast recommendations for you

 **Get Yoast SEO Premium**

Use AI to generate titles and meta descriptions, automatically redirect deleted pages, get 24/7 support and much, much more!

[Get Yoast SEO Premium ▾](#)

Read reviews from real users

⭐⭐⭐⭐⭐ 4.6 / 5

Upgrade to Yoast SEO Premium

+ Use AI: Quickly create titles & meta descriptions + No more dead links: Easy redirect manager

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**THANK'S  
FOR  
WATCHING**

**pathakgarima.online**

