Flinkit

A Quick Commerce Company

Website & Industry Overview

- Website type: Quick commerce grocery delivery platform

- Delivers daily essentials within 10 minutes

- High competition due to multiple similar platforms

- SEO is important to attract organic traffic and reduce paid dependency

Project Overview

This project focuses on optimizing a quick commerce delivery website using on page and off page SEO techniques. The aim is to improve organic visibility and user experience for category pages, product pages and blog content.

The project applies SEO elements such as keyword optimization, content structure, internal linking, and competitor analysis to understand how search engines rank quick commerce websites.

Website Structure
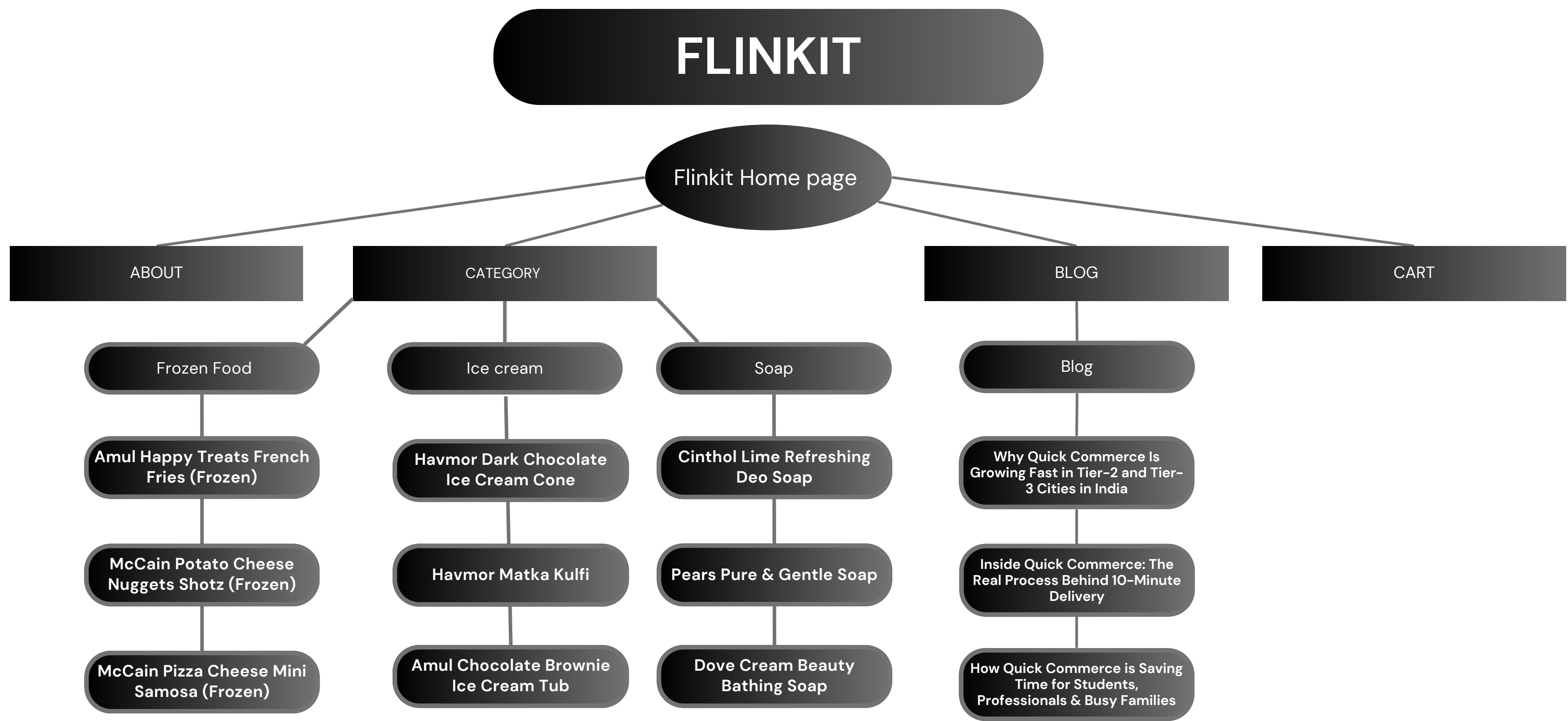
Content structure of Category Page

Navigation

<H1> Ice Creams & Frozen Desserts </H1>

<H4> Craving something sweet and cold? Explore a wide range of ice creams and frozen desserts from top brands, delivered in minutes with Flinkit. </H4>

<H3> Filter </H3>

<select> Brand
 <option> ALL </option>
 <option> Amul </option>
</select>

<select> Sort By
<option> New Arrivals </option>
<option> Price : Low to High </option>
</select>

<select> Shop By:
<option> ALL </option>
<option> Family Tubs </option>
<option> Single Cup </option>
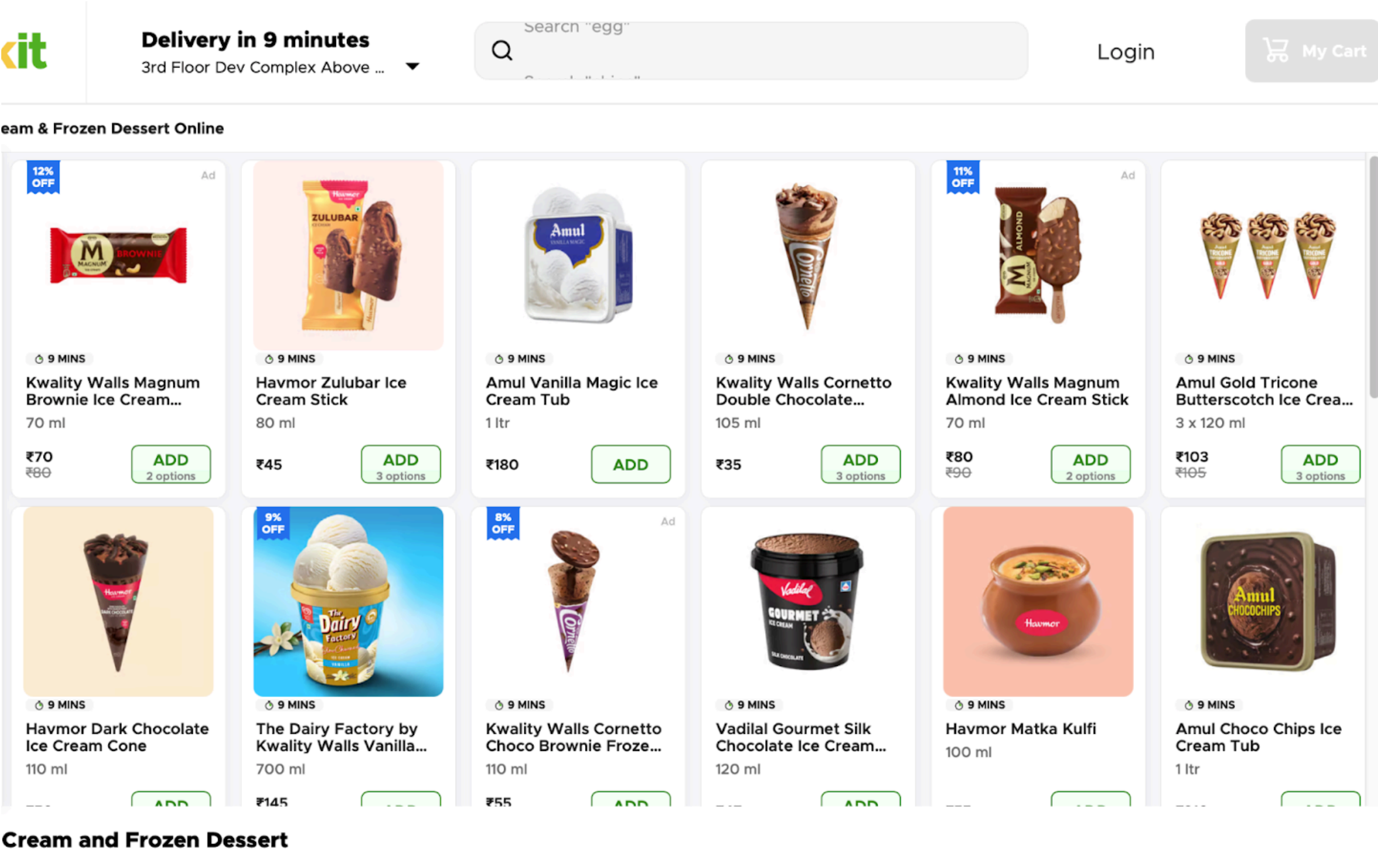<option> Kulfi & Sticks </option>
<option> Cone </option>

Products

<div>
img image of product
Havmor
Havmor Matka Ice Cream
100g
₹55

ADD
</div>

Content structure of Product Page

Navigation schema

Havmor Matka Ice Cream

100ml

₹55

Description
Havmor Matka Ice Cream offers rich, creamy kulfi style flavor served in a traditional matka, making it a perfect classic dessert for any occasion.

Self life till - 26 nov 2026

Why Buy from Flinkit ?

Super fast delivery
Fresh stock
Easy refund & replacement

Product detail

Flavour
Matka Kulfi

Pack type
Matka

Protein per 100g
3.3 g

Total Sugar per 100g
13.6 g

Added Sugar per 100g
12.8 g

Total Fat per 100g
11.8 g

Saturated fat
7.4 g

Storage Tip
15 degree

Home / Ice Cream & Frozen Dessert / Havmor Matka Kulfi

Havmor Matka Kulfi

100 ml

₹55

(Inclusive of all taxes)

Add to cart

Why shop from blinkit?

Round The Clock Delivery
Get items delivered to your doorstep from dark stores near you, whenever you need them.

Best Prices & Offers
Best price destination with offers directly from the manufacturers.

Wide Assortment
Choose from 30,000+ products across food, personal care, household & other categories.

Product Details

Pack Type
Cup

Protein Per 100 g (g)
3.3 g

Total Carbohydrates Per 100 g (g)
18.0 g

Total Sugar Per 100 g (g)
13.3 g

Added Sugars Per 100 g (g)
12.8 g

Content structure of Blog Page

<h1>Inside Quick Commerce: The Real Process Behind 10-Minute Delivery</h1>

<p>Story-style introduction about a real moment of fast delivery and curiosity about how it works behind the scenes.</p>

<h2>1. The Rise of Quick Commerce</h2>
<p>Brief explanation of what quick commerce is and why it has become so popular.</p>

<h2>2. The Hidden Engine: Dark Stores</h2>
<p>Introduce the concept of dark stores and explain how they are designed for speed.</p>

<h2>3. Smart Layout That Saves Minutes</h2>
<p>Describe shelf arrangement, short aisles, item placement, and why it matters.</p>

<h2>4. Real-Time Inventory That Updates Every Second</h2>
<p>Explain how stock visibility, accuracy, and syncing work.</p>

<h2>5. Instant Decision-Making Algorithms</h2>
<p>How the system assigns the nearest store, picker, and rider in milliseconds

<p>Describe how pickers collect items quickly using optimized routes and tools.</p>

<h3>6.1 Batch Picking</h3>
<p>Explain how multiple orders can be picked in one run.</p>

<h3>6.2 High-Demand Zones</h3>
<p>Talk about how popular items are positioned for quick access.</p>

<h2>7. Packing Stations That Work Like Mini Assembly Lines</h2>
<p>Explain how orders are checked, bagged, insulated, and prepared for riders.</p>

<h2>8. Riders Positioned Strategically Near You</h2>
<p>Discuss delivery radius, rider placement, and real-time routing.</p>

<h2>9. The Final Sync: Making Delivery Look Like Magic</h2>
<p>Explain how pickers, packers, riders, and systems work in perfect timing.</p>

<h2>10. Why Quick Commerce Works So Well</h2>
<p>Summarize the combined power of technology, operations, and logistics.</p>

<h2>Conclusion</h2>

Competitive Analysis

My website:- Blinkit

Top page:- blinkit.com

Top Competitor:-

1. Zeptonow

Top-page:-
www.zepto.com/pn/strawberry/pvid/34283
9fe-ef1c-4642-8c9d-34dfbeb0786c

Keyword gap:- yoga mat deals, power
bank deals, coffee,yoga mat, cake shop
near me, earbuds,indian flag

Strength:- Ranking on page 2 for high
intent grocery delivery keywords [like:- 10
minute grocery delivery, instant grocery
delivery], Optimized meta titles,
descriptions, and clean URLs, Clear
structure reduces bounce rate and
improves crawlability.

Weaknesses:- Last Blog posted in '21,
weak long tail and local keyword targeting,
app first approach

Keyword Research

Product Page:-

Keyword	Volume
Havmor matka Kulfi	1K – 10K
Matka ice cream	1K – 10K
Havmor marka kulfi price	100 – 1K

Category Page:-

Keyword	Volume
amul ice cream near me	10K – 100K
arun ice cream	10K – 100K
nic ice cream	10K – 100K

ON Page Element

1. Title Tag

2. Meta Description

3. URL Structure

4. Heading Tags (H1–H6)

5. Content Optimization

6. Image Optimization

7. Internal Linking

8. Schema Markup

10. Page Speed Optimization

11. Breadcrumb Navigation

12. Canonical Tags

13. Open Graph & Social Meta Tags

14. Indexing & Crawl Control

15. Trust & User Experience Elements

16. Content Freshness

Detail Flinkit Doc Flie

THANK YOU