

HOW WE BOOSTED

**TOTAL FOODS**

ORGANIC GROWTH BY

**150%+**



From limited visibility to **#1** rankings  
& a Google Shopping presence

# THE CHALLENGE

## TOTAL FOODS FACED SEVERAL HURDLES:

- Limited organic reach & keyword visibility
- Low search rankings for high-intent product terms
- Reliance on third-party platforms like Blinkit & Zepto
- No presence in Google Shopping section
- Lack of performance tracking for app behavior



# THE MISSION



Build strong organic visibility for core product keywords

Drive traffic directly to the website instead of third-party platforms

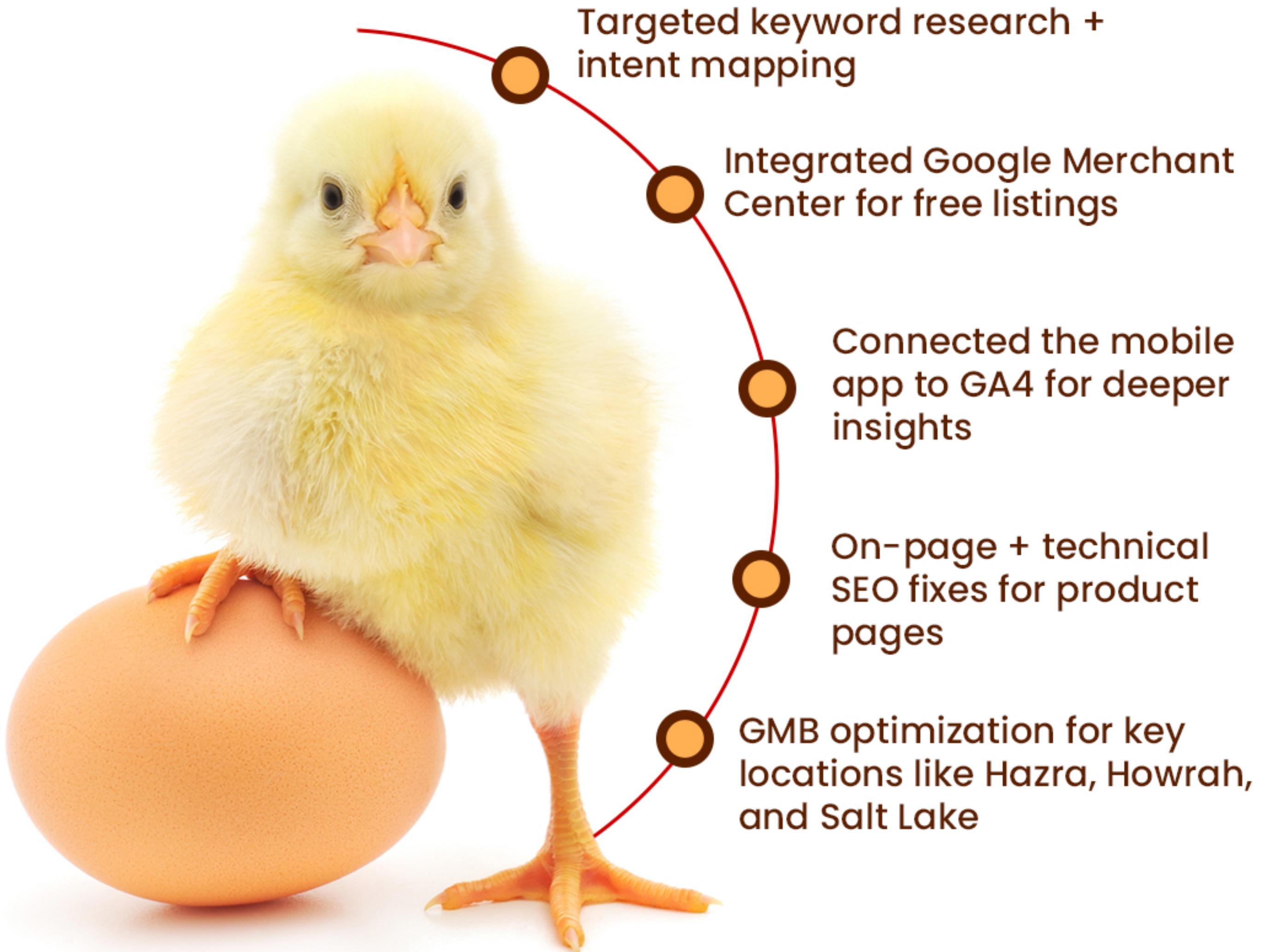
Get Total Foods listed on Google Shopping

Rank for terms like “best packed chicken” & “eggs online delivery”

Track app engagement and conversion behavior with GA4

# OUR SEO STRATEGY

WE REDEFINED THE SEARCH EXPERIENCE  
FOR TOTAL FOODS:



# STANDOUT WINS

**#1**

ranked keywords like  
“best packed chicken”  
& “eggs online delivery”

**150%**

growth in keyword  
rankings

**179%**

increase in  
organic  
impressions

**157.3%**

surge in direct  
website visits  
driven by product  
searches

**11.59%**

bounce rate reflects  
improved app performance  
tracking.



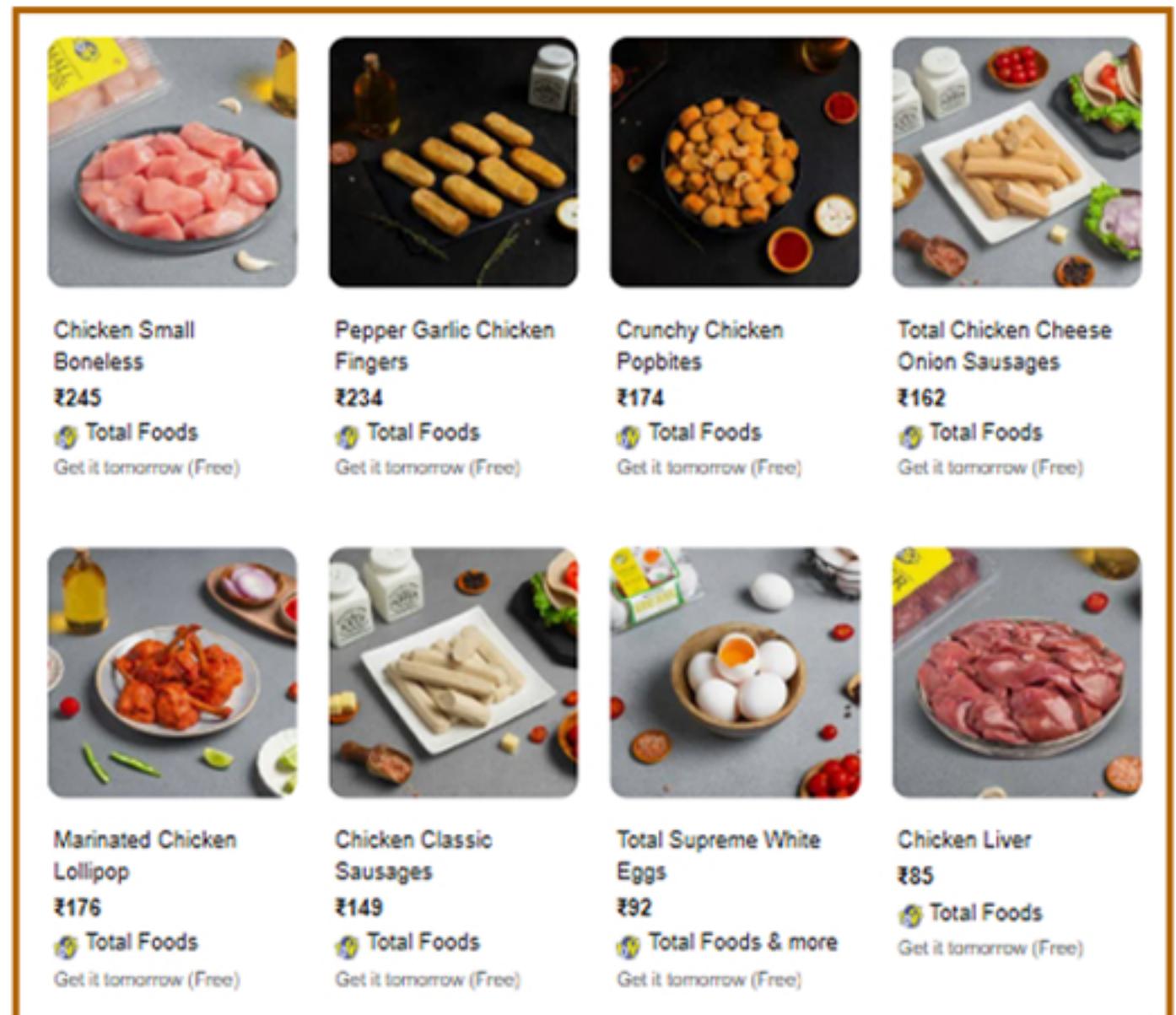
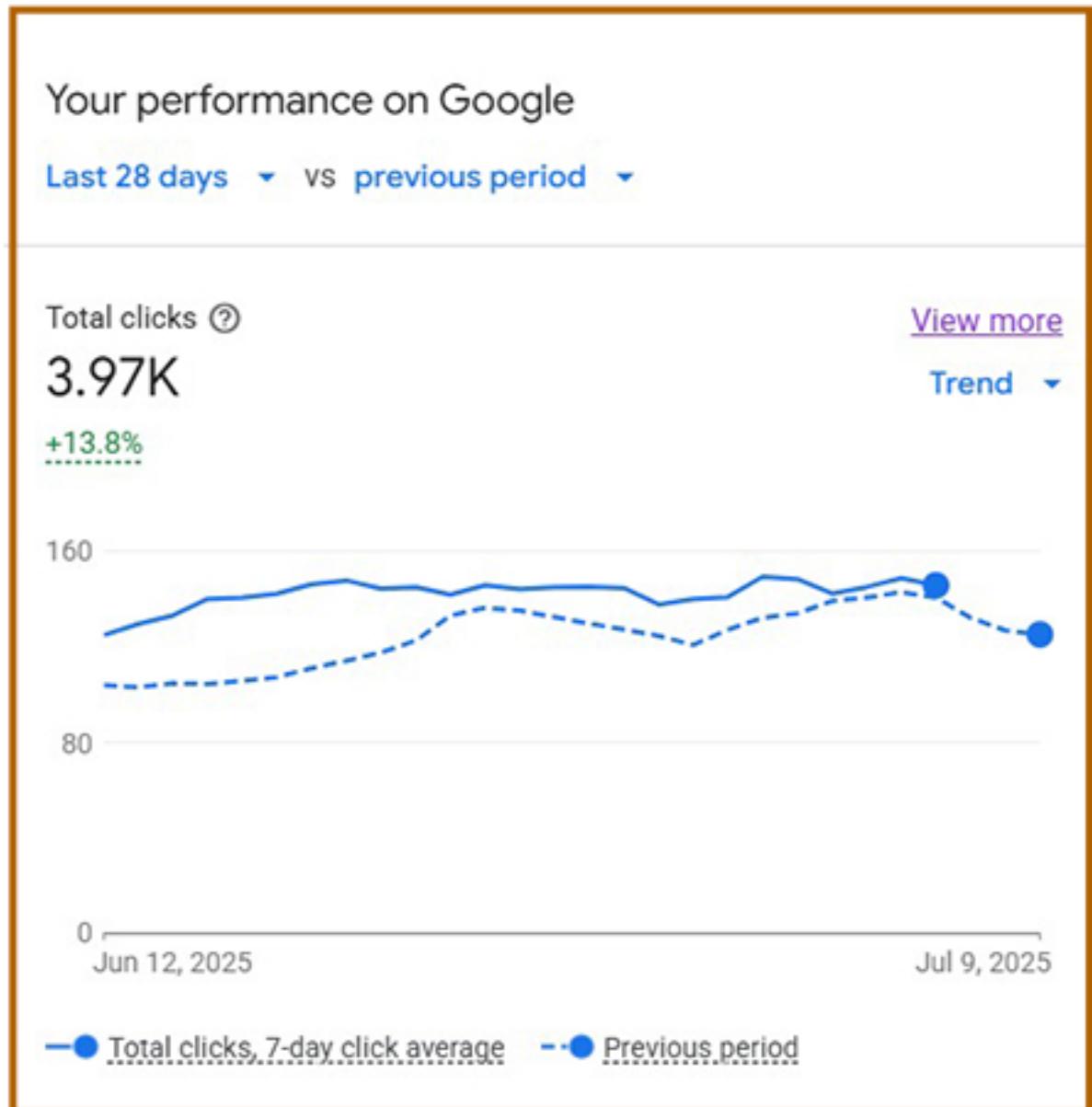
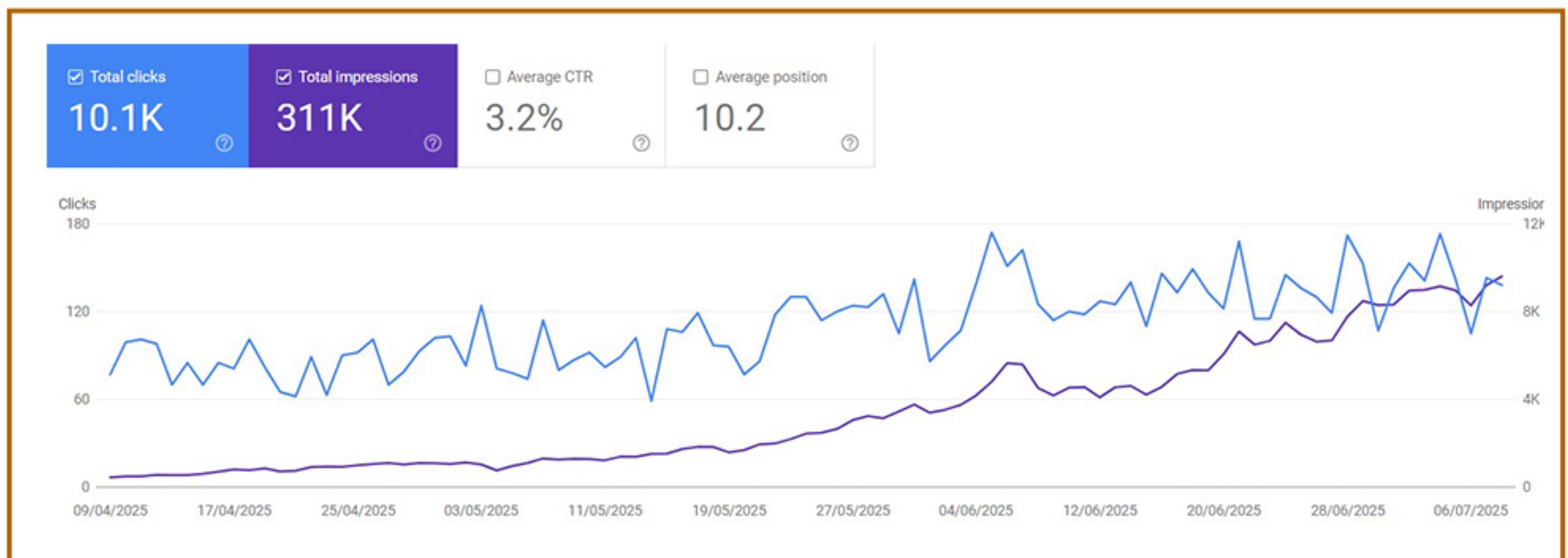
**35%**

growth in  
organic clicks

**94**

products listed  
on Google Shopping

# NOT JUST TALK. HERE'S THE TASTY PROOF!



# WHY IT WORKED

Leveraged Google Merchant to increase direct visibility

Keyword-first strategy focused on buyer needs

Blended content, listings, and local SEO efforts

Data-driven decisions via app analytics integration

Replaced third-party reliance with owned digital assets

