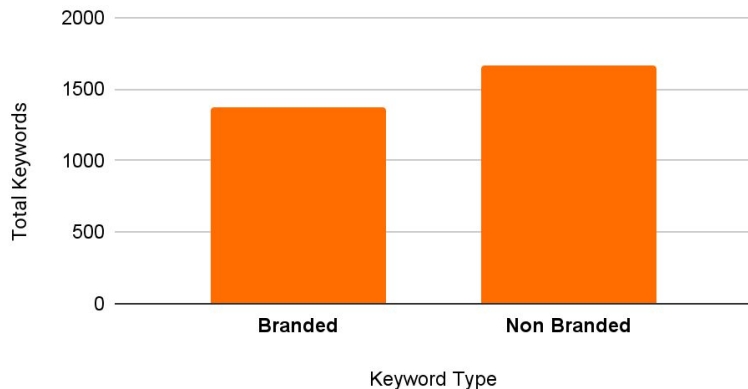


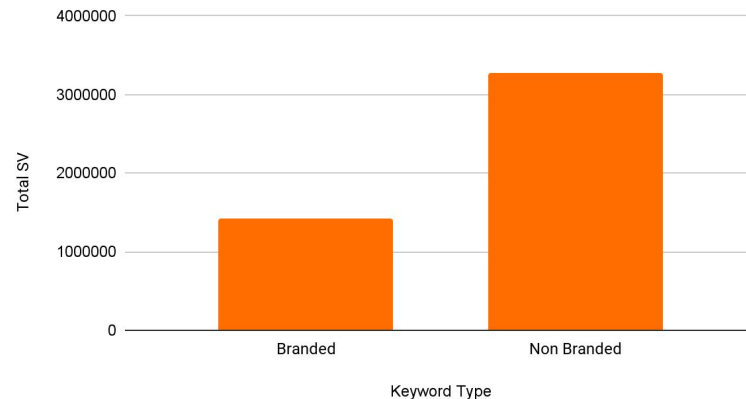
# **SEO Annual Plan (2023-2024)**

# Keyword Universe for [REDACTED]

## Keywords: Branded vs Non Branded



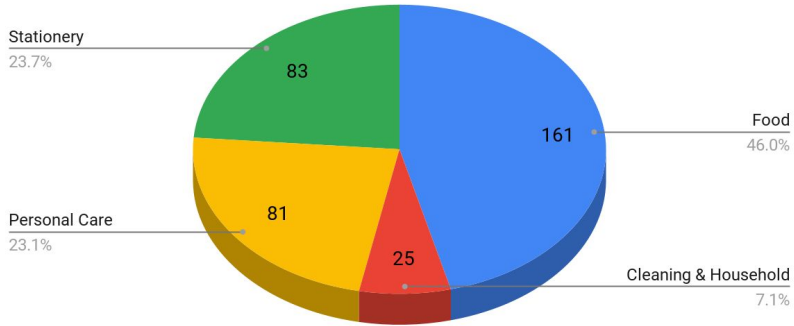
## Search Volume: Branded vs Non Branded



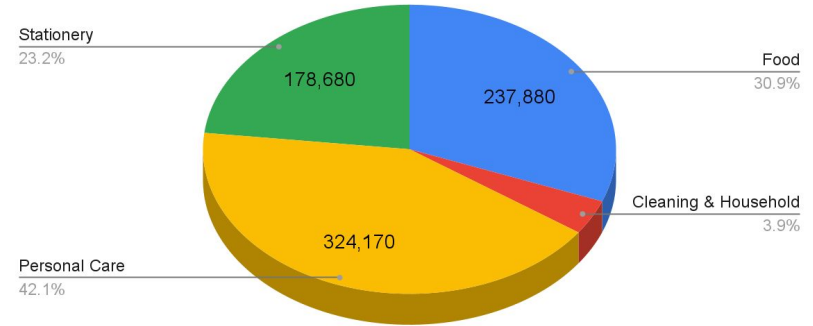
- Out of the **3,038** keywords, **1,374** are branded and **1,664** are non-branded.
- In terms of search volume, the branded keywords account for **1,417,420** while non-branded keywords make up the majority at **3,274,760**, resulting in a total search volume of **4,692,180**.
- Top branded keywords: **lrc, classmates, aashirvaad atta, dark fantasy, fabelle chocolate**
- Top non branded keywords: chocolate, noodles, face wash, notebook, geometry box.
- Click [here](#) for complete keyword list

# Category Wise Keyword Bucket

Category Keywords



Category Search Volume



- **Category wise Search Volume**
  - **Food** - keywords: 161, sv: 237,880
  - **Cleaning & Household** - keywords: 25, sv: 29,950
  - **Personal Care** - keywords - 81, sv: 324,170
  - **Stationery** - keywords: 83, sv: 178,680
- [Click here for complete keyword list](#)

# Targeting Keyword Intent

## Commercial

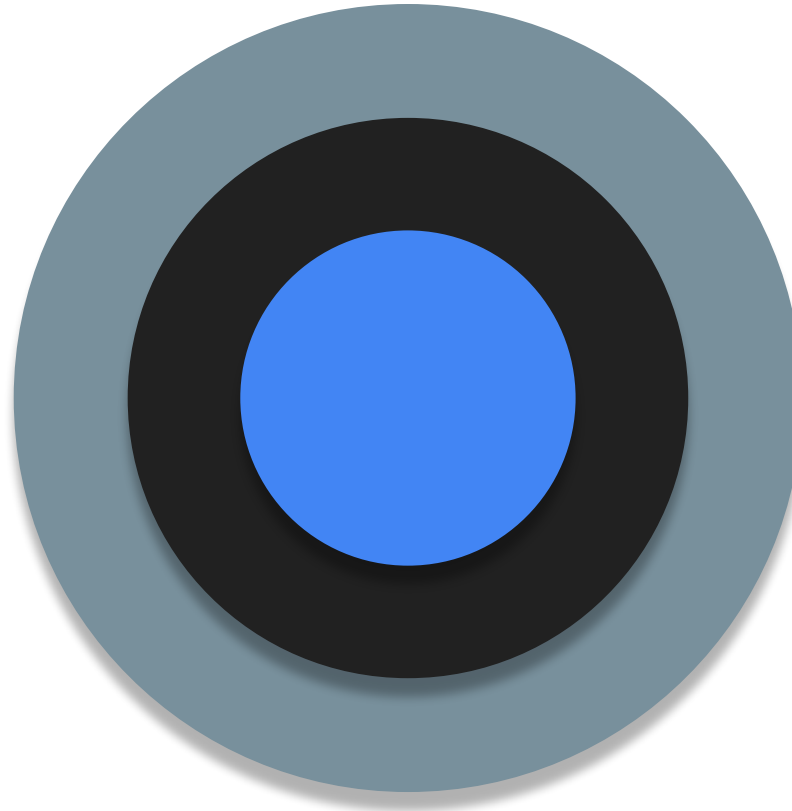
Meta Tags, Product Description, Add-On Content

## Informational

Blogs, Optimise Product Description, Footer Content

## Transactional

Price Analysis, Meta Tags, Schema



350

890

941

Keyword	Position	Search Volume	Impression %	Clicks %
fabelle chocolate	2	33100	25.90%	0.36%
xx2	3	14800	69.06%	0.89%
ready to eat food	3	12100	69.40%	0.95%
frozen food	1	12100	47.20%	1.25%
sunfeast biscuits	1	12100	43.94%	1.50%
ashirwad atta	2	9900	20.63%	0.05%
classmate pens	2	8100	17.42%	1.09%
gluten free atta	1	6600	93.50%	0.74%
dark fantasy choco fills	3	6600	79.94%	0.44%
mad angles	3	6600	60.39%	0.20%
bingo mad angles	2	6600	52.91%	0.89%
aashirvaad atta 1kg price	3	5400	105.89%	0.96%

Currently our average CTR for top keywords average is **only 1%**

**Need:** Optimize for CTR

- Clickbait titles with discounts and offers
- Rich Schema with reviews and rating
- Push for featured snippet for capturing larger estate

# Identifying Untapped Keywords

- Approaching the keyword universe with modifiers
- From a keyword universe of 1200 we have updated to 3000+
- Leveraging more low SV price specific and features keywords
- Optimizing Pages for Hyper-Local Keywords
- Creating Orphan Pages for most engaging filter section

# **Content Optimisation**

## Leveraging Content for Topical Authority

**BENEFITS**

**COMBO**

**VS**

**BEST**

**ROUTINE**

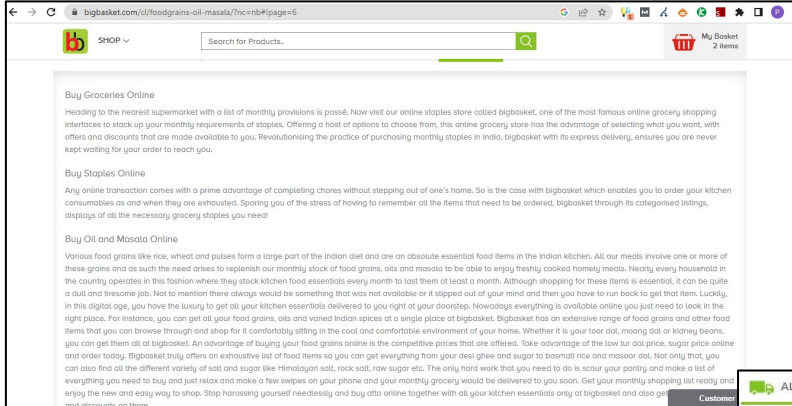
**OCCASION**

**TOP/TIPS**

**TYPES**



# Competitor Analysis: Landing Page



- SEO Optimized footer content for all category landing pages

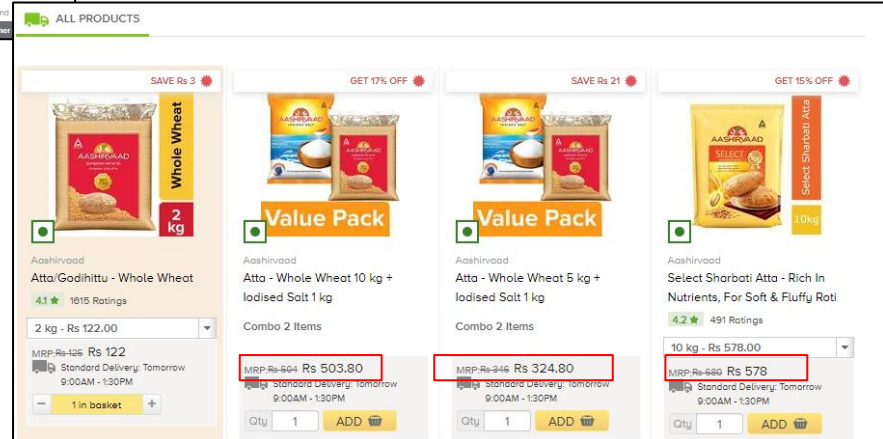
## URL Ref -

<https://www.bigbasket.com/pc/foodgrains-oil-masala/atta-flours-sooji/atta-whole-wheat/>

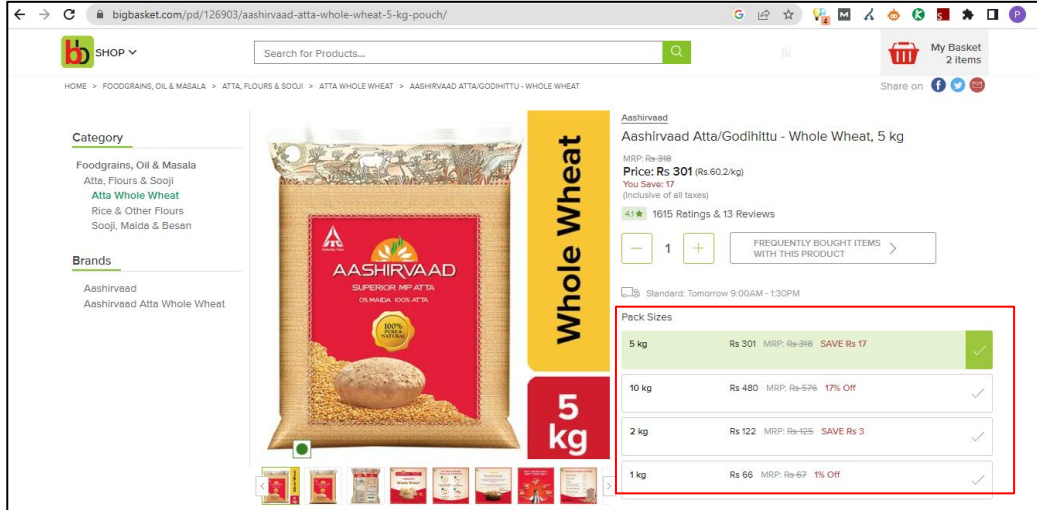
- Price Discounting Strategy & Competitive Pricing Analysis

## URL Ref -

<https://www.bigbasket.com/pc/foodgrains-oil-masala/atta-flours-sooji/atta-whole-wheat/#!page=2>



# Competitor Analysis: Recommendations for Quantity Dropdown with Static URL



- Quantity dropdown on product listings for **better user journey** and **ease of use**.
- **URL** to remain **Static** for SEO friendliness and better SERP Ranks

## URL Reference-

<https://www.bigbasket.com/pd/161826/aashirvaad-atta-whole-wheat-2-kg-pouch/>

# Customer Retention Techniques:

**Try the Calculator**

Add details about people in your household and select preferences to calculate your grocery budget. This calculator utilizes data from the average [USDA, USDA, USDA](#) estimates.

How many people do you live with?

**Person 1**  
This person identifies as:  
☐ Male ☒ Female ☐ Non-binary  
☐ Prefer not to say

How old are they?

How many meals do they eat out per week?

**Person 2**  
This person identifies as:  
☒ Male ☐ Female ☐ Non-binary  
☐ Prefer not to say


How old are they?

How many meals do they eat out per week?

**What kind of shopper are you?**  
☐ Thrifty ☐ Cost-Consious ☒ Moderate ☐ Generous

**Your grocery budget**  
Weekly cost: **\$71.60**  
Monthly cost: **\$307.88**

**Ready to plan your week in food?**  
Shop for the week, or even the whole month. Instacart makes it easy to order from your favorite local stores.




[Shop with Instacart](#)

Grocery List Budget Calculator with Recommended Products Carousel under your Budget

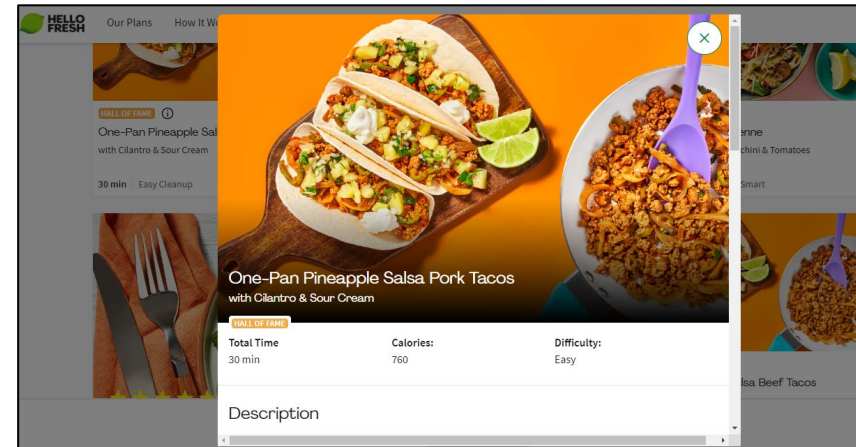
Reference:

<https://www.instacart.com/resources/grocery-budget-calculator>

Recipes with  Products

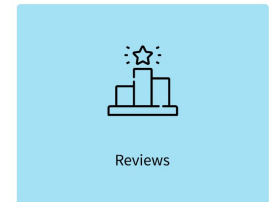
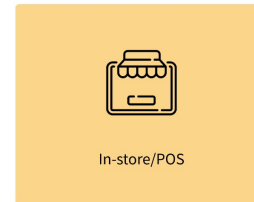
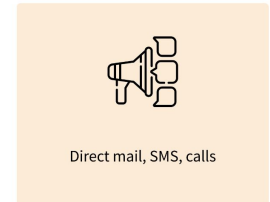
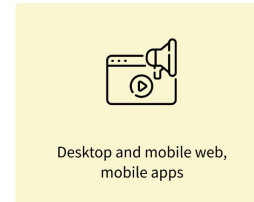
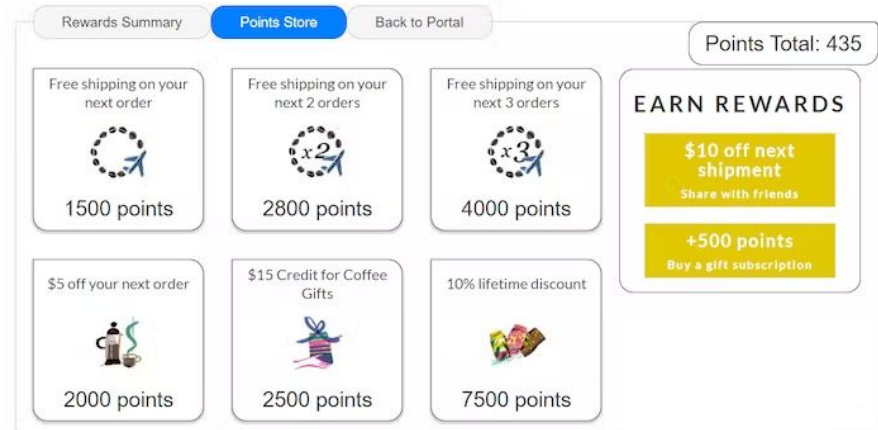
Reference:

<https://www.hellofresh.com/menus>




# Customer Retention Techniques: Loyalty Program

- Addition of a loyalty program which can be leveraged using social and media
- More UGC content opportunities such as reviews on the website
- Tapping on certain categories to boost the sale



# **Backlink Plan**

# Backlink Analysis & Plan

			Jio mart	Big Basket	Nature's Basket
Referring Domains by Authority Score	%Share	Count	Count	Count	Count
81–100	0.51%	3	18	35	8
61–80	1.53%	9	44	98	19
41–60	6.13%	36	119	287	60
21–40	13.29%	78	439	1297	136
0–20	78.53%	461	6324	12176	881
<b>Total Keywords</b>		<b>587</b>	<b>6944</b>	<b>13893</b>	<b>1104</b>

# **SEO Projections**

## **23-24**

# Back Calculating Session Requirement

Metric	Constant Conversion Rate	Improved Conversion Rate
Constant AOV	<b>65,00,000</b> Organic Sessions	<b>32,00,000</b> Organic Sessions
Improved AOV	<b>49,00,000</b> Organic Sessions	<b>24,80,000</b> Organic Sessions



# Organic Projection Scenarios

Organic				
Metrics	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Sessions	6,526,316	3,263,158	4,960,000	2,424,665
Users	5,221,053	2,610,526	3,968,000	1,939,732
Returning Users	783,158	391,579	595,200	290,960
New Users	4,437,895	2,218,947	3,372,800	1,648,772
Revenue				
AOV	1,900	1,900	2,500	2,500
Transactions	97,895	97,895	74,400	74,400
Conversion Rate	1.50%	3%	1.50%	3%

# Organic Growth Projections (I)

<b>FY 23-24</b>	<b>April'23</b>	<b>May'23</b>	<b>June'23</b>	<b>July'23</b>	<b>August'23</b>	<b>September' 23</b>	<b>October'23</b>	<b>November'2 3</b>	<b>December'2 3</b>	<b>January'24</b>	<b>February'24</b>	<b>March'24</b>	<b>Total</b>
Visitors	56,000	62,720	78,400	92,512	87,886	114,252	142,815	192,801	241,001	284,381	273,006	313,957	1,939,732
Organic Sessions (Visits)	70,000	78,400	98,000	115,640	109,858	142,815	178,519	241,001	301,251	355,476	341,257	392,446	2,424,665
Returning Vistors	10,500	11,760	14,700	17,346	16,479	21,422	26,778	36,150	45,188	53,321	51,189	58,867	363,700
Unique Visitors	59,500	66,640	83,300	98,294	93,379	121,393	151,741	204,851	256,064	302,155	290,069	333,579	2,060,965
% change (Organic Sessions)	0%	12%	25%	18%	-5%	30%	25%	35%	25%	18%	-4%	15%	16.17%

# Organic Growth Deliverables & Spends

Implementation	Monthly	Yearly Total	Monthly	Annual Amount
Product Pages & Offer Pages Revamps	■	■	-	-
FAQs and Footer Content				
New Blogs	■	■	-	-
Additional Blogs as per Needed	■	■	■	■
Free Submission Backlinks	■	■	1	
<b>Paid Niche + Guest Posting Backlinks</b>	■	■	■	■
<b>Backlink Content</b>	■	■	■	■
<b>Premium Syndication</b>	1	■	■	■
<b>Premium Backlinks Content</b>	1	■	■	■
<b>Buffer Budget + Seo Activation ( coupon, youtube, video seo)</b>	1	1	1	■
New Product Pages Description	■	■	■	
SEO Hygiene	■	■	■	
<b>Total</b>				■

**Thank  
you**