



An India based furniture manufacturing company managed to increase its inbound e-commerce traffic by 485% within six months of availing Justwords SEO & Content Services

CLIENT OVERVIEW

The client is a large-scale antique and wooden furniture manufacturer based out of western India with a country-wide distribution network for B2B and B2C clients.

PROBLEM STATEMENT

- The client struggled to draw and engage with potential buyers on their website.
- Despite being a trusted manufacturing brand selling on other e-commerce portals, the client failed to generate traffic for their own e-commerce store.

PRIMARY CLIENT OBJECTIVE

- To increase organic traffic for their e-commerce store & enable retargeting campaigns
- To target transactional & product-defining keywords and improve their SERPs
- Devise a communication strategy & enable distribution channels to provide high-engagement content to the end-user

OUR SOLUTION

- **Omni-channel SEO**
- **Communication strategy & content formulation**
- **Focused distribution channels activation**

THE APPROACH

We began by auditing client's website, processes, product catalogues and content, Next, we identified industry competitors and mapped their backlink footprints to understand their traffic sources. As was the need, we followed our time-trusted strategy of enabling end-to-end SEO plan in sync with the newly crafted communication mix. We implemented it by:

- Overhauling information architecture of the e-store based on ease of navigation, product categories & searchability
- Building an elaborate keyword targeting list, which included 110 keywords in total. 41 transactional, 41 product-specific keywords aided by 28 organic ones
- Redoing the product catalogues & descriptions by creating relevant, CTA-oriented content and optimizing meta data
- Utilizing our proven off-page channels to assist on-page SEO efforts & enhanced directory submissions
- Creating engaging & high on experience shareable stories for product-pages, blogs, guest posts, third-party articles and social media

BUSINESS OUTCOMES

- The organic website traffic grew from 3,335 to 16, 188; a robust 485% increase within 6 months
- Out of the targeted transactional & product-specific keywords, 23% of them now rank in top-10 search results on Google
- We witnessed a massive 545% growth in the number of referring domains as a testament to our off-page & content distribution strategy
- The brand managed to rank ahead of established players like Flipkart, Hometown and Timberguy competing for similar product offerings