

SEO Case Study

KASHMIR BOX

Project Name: SEO Campaign

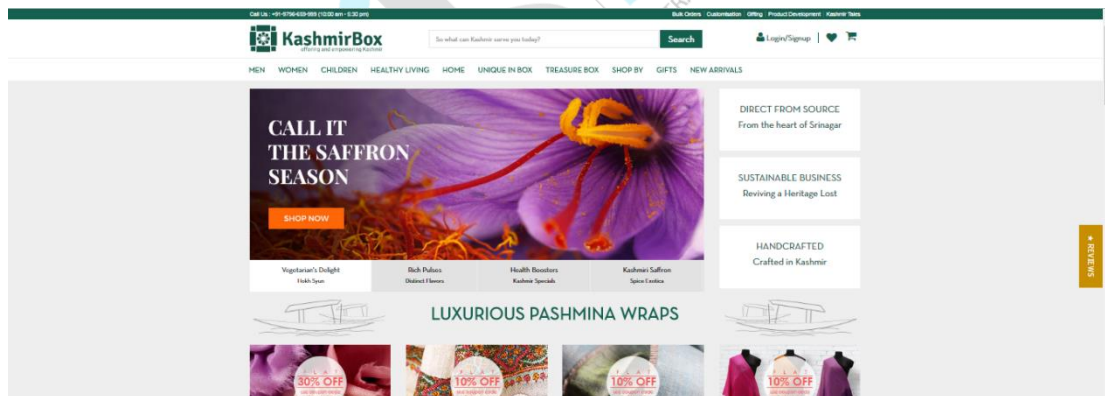
Company Name: Kashmir Box

Target Location: Worldwide

Client Profile:

Kashmir Box prides itself for being an artisan family of more than 1000 artisans, 200 producers and 50+ local brands from the remotest corners of Kashmir.

Kashmir Box aim to bring the most cherished and glorious of authentic Kashmiri Crafts and produce to our valued customers, giving them the most seamless shopping experience ever.



Objective:

Kashmirbox.com had several digital goals for their brand :

1. Increase their online presence, the website traffic and generate online orders.

2. Develop a people-centric website that reflects their personality and passion for Kashmiri Products.

Kashmir Box had already created their digital presence such as website, SEO but however there was lack of result and they decided to search for a better digital partner.

Kashmir Box then got associated with DigiMarketerZ for all the products of Kashmirbox.com, that are very competitive products – after all, they’ re something you can find at tons of brick and mortar stores, as well as online retailers.

Challenges:

There was a sudden lockdown announced in Kashmir in August 2019 and the internet in Kashmir was blocked

Due to which two problems occurred:

1. The traffic to the website dropped, because they were unable to take online orders.
2. The Ranking of the website dropped drastically.

Below is the status of work started and stopped due to the crisis.

April 2017 - Started

Jan 2019 - Stopped

July 2019 - Started

August 2019 - Stopped(due to internet shutdown)

Feb 2020 - Started

Solutions:

- DigiMarketerz Previous to working with our team, Kashmirbox.com had made a crucial but common **SEO mistake** – they lacked content throughout their website.

- Content is essential, not only for keywords and page rankings, but also to keep the consumer interested in what you have to offer.
- Most of Kashmirbox.com's tags read: "<Product Names>" and their descriptions lacked **essential keywords**.
- Therefore, we began to edit Kashmirbox.com's tags in the back-end of their website to optimize for **Organic traffic**.
- We wrote strategic, PEOPLE FRIENDLY Meta content for each product and inputted them into the site. We formatted & mapped each **Meta title & description** per the specifications of Google.
- We broadened their content to accurately describe each product and to include potential search queries. •
- We added product description & ensured strategic placement within each title & description for product pages & landing pages. •
- Using strong industry- relevant product descriptors, we **optimized** every product content page for possible user search queries by adding Image Alt tags, Heading 1 & Heading 2

Results:

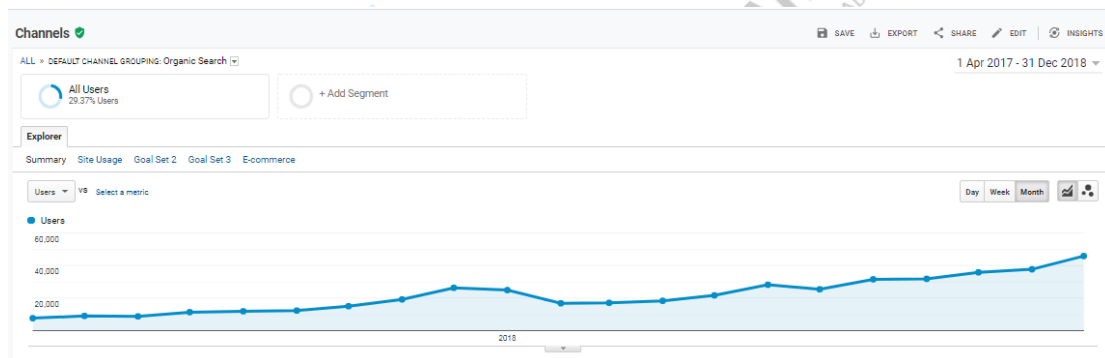
Soon, the results of SEO started to show up. Not only did Google Organic traffic, orders, revenue & e-commerce conversion rate begin to increase, but direct traffic was also generating impressive results. Due to the search engine & **user friendly** content we wrote, website thrived on multiple fronts.

- When we started the project, the monthly traffic were 7710 and the revenue was 41,150.
- There were no revenues from Quora. As per the current status the revenue from Quora is 25K on an average.

- As per the current stats the monthly traffic has increased to 35000 and revenue 10 lac+.

Website URL	Keywords	Page
www.kashmirbox.in	buy dry fruits	1
	Pashmina	
	Pashmina Shawl	
	shilajit online	
	original shilajit	
	buy saffron online	
	kesar price	

Analytics Stats:



Conclusion:

It is understood from the above given scenario that it requires consistent efforts to ensure that your business growth is well-maintained. In any given circumstances, business must ensure its regular efforts to maintain their digital presence as a drop in one such activity creates a drop in the business success leading to rework or inconsistent results.



Muheet Mehraj

“Very pleased with the service of Digimarketerz. The team is passionate and you never feel that you have outsourced your marketing rather it feels like an in-house team working with all their heart. Would definitely recommend. 5 Stars all the way.”



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