



## Shop4Shops – SEO Case Study

### About the Project:

Rajakondal exports is a leading garment exporter and trading company in Coimbatore. They export high-quality garments for stores across the world. With more than 20 years in the textile industry, they provided a unique B2B platform called shop4shops to sell stocks for the garment stores with inclusive of packaging and logistics.

### Skill Sets Used:

Search Engine Optimization – Competitor analysis, business listing, social bookmarking, Google analytics, keyword optimization and website code optimization

### Situation:

The Rajakondal exports approached us to build a B2B platform to sell the wholesale garments for Indian textile retailers. Our expert eCommerce developers build an SEO-friendly website with advanced options in OpenCart Platform. Our challenge is to optimize the new website for search engines and drive new audiences to the website.

### Solution:

To optimize the new eCommerce website, we conducted competitor research and identified the keywords used by customers to find garment wholesalers. We constructed the sitemap for the website that covers all internal pages and builds keyword-specific meta descriptions, title and website content.

Each web page of shop4shops is optimized for search engines; as they are mainly focusing on Indian Clients, we created Google business page with the company information including name, address, business hours, and customer reviews.

We registered the website in all major search engines and performed backlink submission in major business listing websites. With Google analytics, we analyzed the daily website visitors and consistently improved the website traffic and conversions.

**Result:**



KEYWORDS	After SEO	Before SEO
<a href="https://www.shop4shops.in/">https://www.shop4shops.in/</a>	Google.co.in	Google.co.in
Kids Accessories Dealers India	1	No
Mens Clothing Wholesale Suppliers	2	52
Garments Wholesale Suppliers	4	105
Boys Shirts Wholesaler in Chennai	8	19
Garments Wholesale Dealers India	8	No