Ramraj Cotton - SEO Case Study

About the Project:

Ramraj group established the production and trading house in 1983 and dedicated themselves to manufacturing high-quality garments to enhance the lifestyle of Indian men. They are located at Tirupur, India with the aim to spread the Indian culture among the people with their premium cotton Dhoties, shirtings, children wear and inner wears at an affordable cost.

Skill Sets used:

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

Situation:

As Ramraj is an eCommerce website focusing on the male audience in India, there was a problem in indexing all web pages of Ramraj website in the search engine. Many of the web pages lack in keyword-specific, industry-relevant Meta titles, description, H1 tags, canonical tags, and image tags. We faced difficulty in improving the organic search traffic for each targeted keywords that are frequently used by the customers.
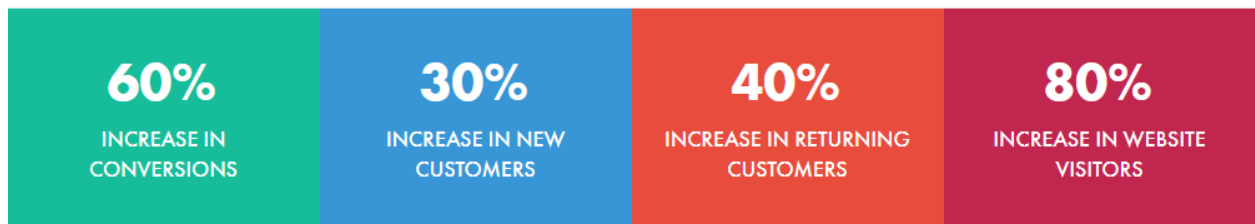
Solution:

As the company expects to raise their online sales, we build the local SEO strategy that draws the major audience from India. We analyzed the best-targeted keywords with Google keyword planner and set up the Google analytics and Webmaster tool on the website.

We analyze the website and study the major factors that affect the website rankings; we find the industry-relevant competitors of Ramraj to frame an effective SEO strategy. Our SEO

team created the effective meta title, description, keywords, and optimized their H1 tag, canonical tag, image tag, alt tag and robot.txt file. We created the XML sitemap and optimized the website code to increase the website speed and improve the mobile friendliness.

We increased the referral traffic to the website by creating quality backlinks through forum posting, blog commenting, publishing the website on local web directories, review websites, guest blog posting, social bookmarking, RSS feed submission, classified submission, business listing, and URL submission. To improve the local ranking, we submitted their website to Google maps to make their website to get listed on the carousel.

Result:

60% INCREASE IN CONVERSIONS	30% INCREASE IN NEW CUSTOMERS	40% INCREASE IN RETURNING CUSTOMERS	80% INCREASE IN WEBSITE VISITORS

KEYWORDS	(AFTER SEO)	(BEFORE SEO)
https://www.ramrajcotton.in/	Google.com	Google.com
Cotton Dhoti	1	2
Men's Cotton Dhoti	1	2
Cotton White Shirts	1	4
Cotton Dhoti Online	1	12
Linen Park Shirts	1	30