

How Nethority Increased Traffic by **345%** in 8 weeks

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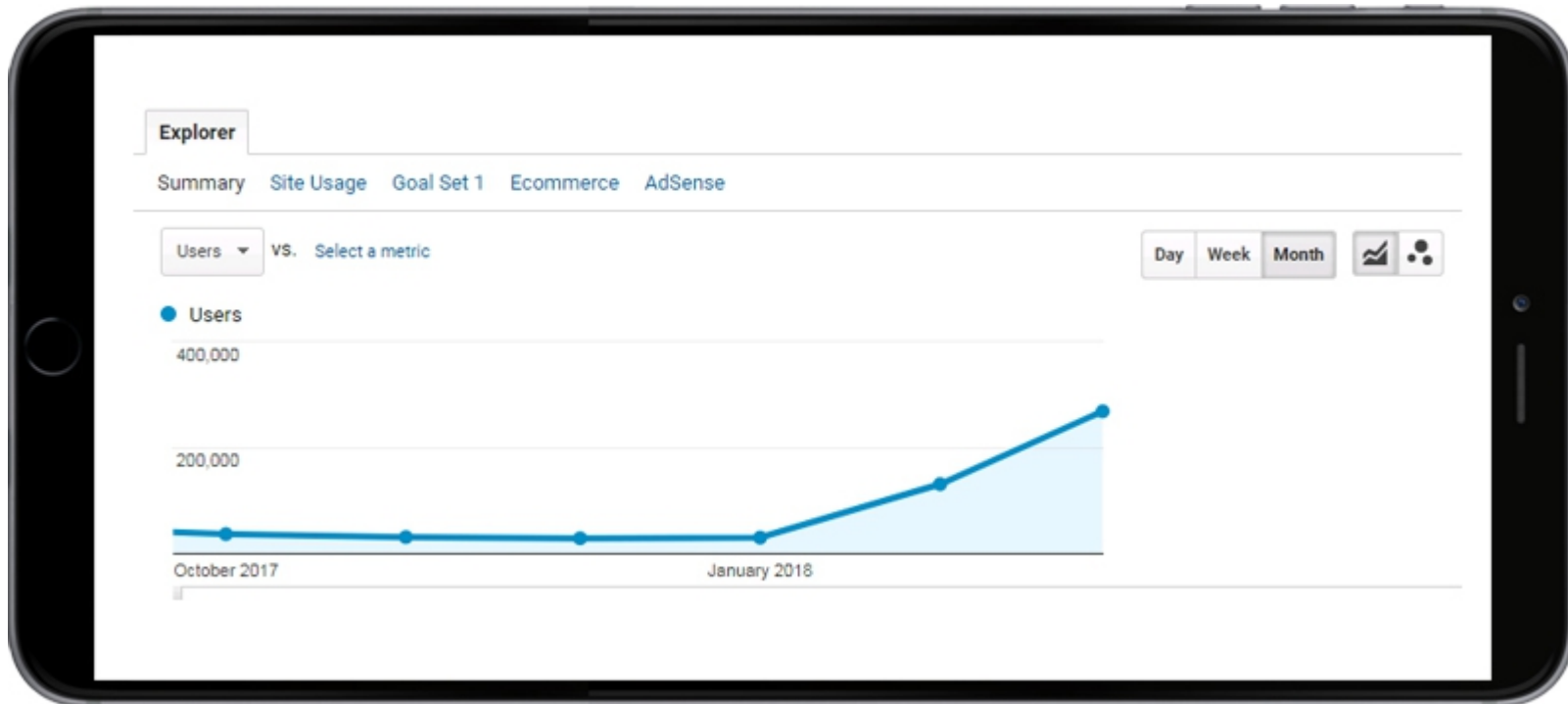
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# Case Study for Online Stores

## Introduction of the Case Study

- Pricekart's core focus has always been the best user experience and customer satisfaction
- In sustaining this, we have achieved 2 million page views and 1 million user visits in less than a year



- It is a significant achievement amongst the Price comparison industry making it highly competitive and dynamic for the competitors

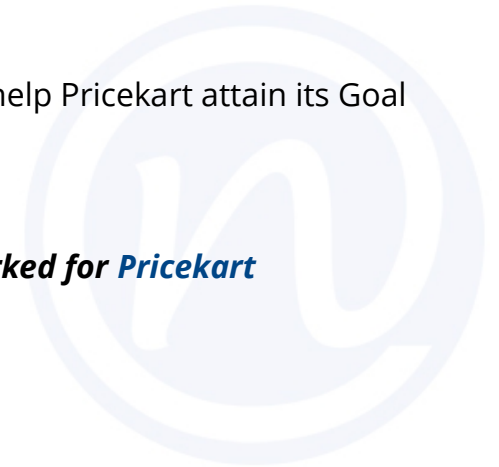
## What was the need of SEO?

- Pricekart was launched in the early 2017
- A platform that has made online shopping quick, efficient, hassle free and logical
- It is a product search, price comparison and discovery engine that helps users find exactly what they are looking for.
- Pricekart was a new launch and well – established competitors were a great challenge, we wanted to reach out to more users who dint know we existed.
- In order to build a strong presence amongst its competitors, it was necessary to differentiate the brand effectively

## SEO Challenges

- In order to build its brand and increase organic traffic only through the way of SEO, Social Media Campaigns, Content Marketing. Paid campaign was not an option in the initial year
- After the completion of the first quarter, the maximum session recorded was 1615
- The maximum sessions sustained at an average of 1600 on a daily basis, which was not going to help Pricekart attain its Goal

***Enough of what dint work for Pricekart, Lets talk about the SEO Strategy that worked for [Pricekart](#)  
& it could work for you as well***



## SEO Strategy for Quick SEO Wins

**We primarily focused on 3 major factors:**

1. Fixing all the technical issues
2. Identifying the right keywords for rich content creation
3. Building authoritative backlinks

Lets dive deeper into each of these factors and how it helped **Pricekart** to pose a threat to the existing competitors:

### Fixing the Technical issues

- Content is the King, but even a rich content can fail if the site is not technically optimised
- Optimising the smallest technical issues can also make a huge difference to the site.

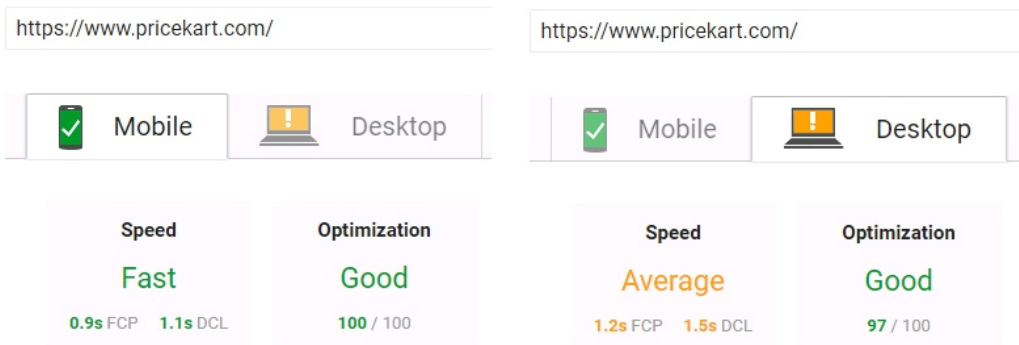


## Improving the site speed

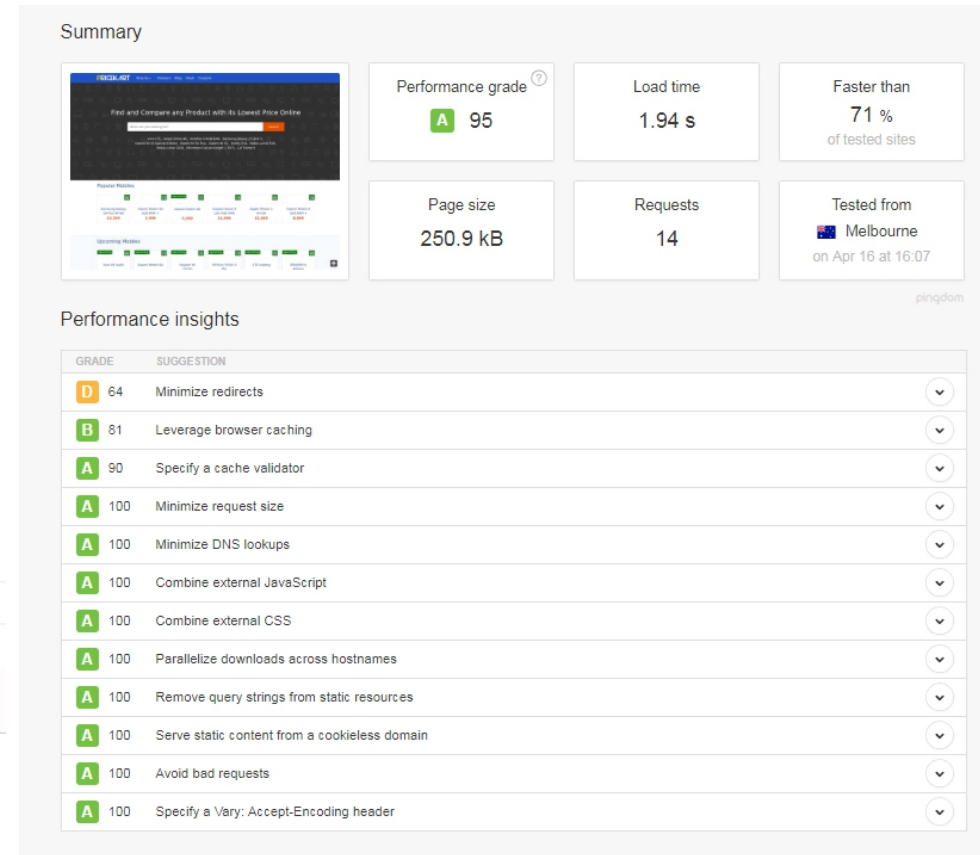
This is the most important factor which many of them ignore. Google gives a thumbs up to sites that loads faster.

When we built the SEO Strategy we scored a 83/100 as per [PageSpeed Insights](#). We were very happy with the results. But during competitor analysis, we identified that our site was the slowest. Most of our competitors scored 90+.

The team got their tools ready to improve the page speed score.



**And bang on, Pricekart now stands on top of its every competitor with a score of 100/100 on Mobile and 97/100 on Desktop**



**Here is the performance score**

## Improving the Internal website linking structure

As Yoast explained in its guide the [importance of Internal structure](#), our next step was to improve the internal structure with the right anchor text.

SEO Friendly site architecture with optimized internal links gave us a tremendous improvement in the no. of pages that were crawled everyday.

### **We primarily updated the below 3 factors:**

1. Logical URL Structure
2. Relevant anchor text for internal links
3. User friendly navigation bar across the site

## Other technical fixes involved

- Optimizing Header tags
- No-index tags on pages that were not public:
- Eliminate duplicate content
- Fix broken links
- Update sitemap
- Use Alt Text wisely





## Identifying the right keywords for rich content creation

As an Ecommerce website, we focused on adding additional content to the pages in order to add more value to the products and help users understand the brand better.

We identified potential keywords and optimized the pages accordingly.

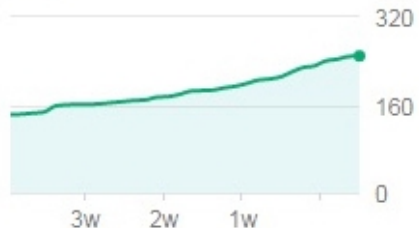
### Our keywords selection was based on the following criteria:

- Content/ resources on the website to rank these keywords
- Keyword difficulty based on our current [domain authority](#)
- Volume & Organic CTR

#### Position distribution history

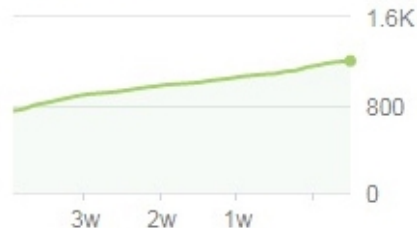
Top 3 positions

**249**



4—10 positions

**1,200**



11—50 positions

**32,717**



**127K ranking Keywords** of which 1449 are on the first page



**The results were spectacular:**



**And surprisingly Pricekart also managed to be featured at Position #0, also referred as Featured Snippet. Below are few keywords at #0**

Samsung Galaxy J9 price in India is expected to be **Rs. 19,999**. Samsung Galaxy J9 is expected to be launched on 23rd November 2018. Samsung Galaxy J9 is yet to be launched.

**Samsung Galaxy J9 Price in India, Reviews, Specifications, Pictures ...**  
<https://www.pricekart.com/mobile/samsung-galaxy-j9>

 About this result  Feedback

About 7,61,000 results (0.80 seconds)

See 2 matching HTC mobiles (Showing 1-2 of 2 products)

HTC Mobiles Under Rs.4000 in India	Price	Spec Score
HTC Desire U	₹1,994	63/100
HTC Explorer	₹2,961	63/100



**HTC Mobiles Under Rs.4000 in India - Pricekart.com**  
<https://www.pricekart.com/mobile/htc-mobiles-below-4000>

 About this result  Feedback

**Sony Xperia C6 Ultra price** in India is expected to be Rs. 24,999. **Sony Xperia C6 Ultra** is expected to be launched.



**Sony Xperia C6 Ultra Price in India, Reviews, Specifications, Pictures ...**  
<https://www.pricekart.com/mobile/sony-xperia-c6-ultra>

 About this result  Feedback

**52 Keywords with Featured Snippets on Google.co.in**

## Building authoritative backlinks

As Brian Covered in his guide the importance of backlinks on rankings, we strategically planned our link building activity to ensure all the links are from high authoritative sites.

These links were tough initially, while the team constantly followed the best SEO practices and kept on adding these backlinks.

When we started our link building activity, the [DR as per Ahref's](#) was 13 and now the DR has tremendously increased to 29 in just 8 weeks

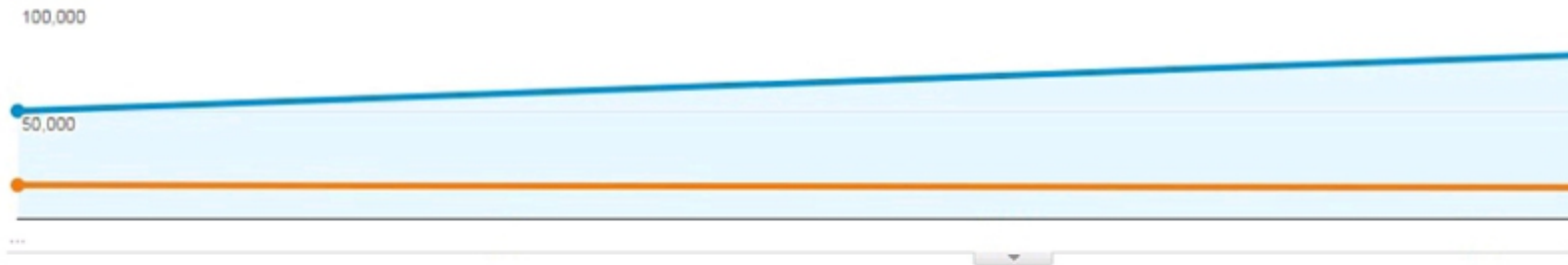
### Price Comparison, Products Search, Lowest Prices for Online Shopping in India

[www.pricekart.com](http://www.pricekart.com)

<p>Ahrefs Rank <sup>i</sup> <b>4,406,048</b></p>	<p>UR <sup>i</sup> <b>51</b></p> <p>DR <sup>i</sup> <b>29</b></p>	<p>Backlinks <sup>i</sup> <b>166K</b> Recent 344K Historical 346K</p>	<p>Referring domains <sup>i</sup> <b>894</b> +8 Recent 1.01K Historical 1.05K</p>	<p>Organic keywords <sup>i</sup> <b>124K</b> +6K PPC 72</p>	<p>Organic traffic <sup>i</sup> <b>31.2K</b> +2K</p>	<p>Traffic value <sup>i</sup> <b>\$4.2K</b> PPC \$547</p>
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*Nethority implemented a strategy and gained the competitive edge in very less time span and the result was*



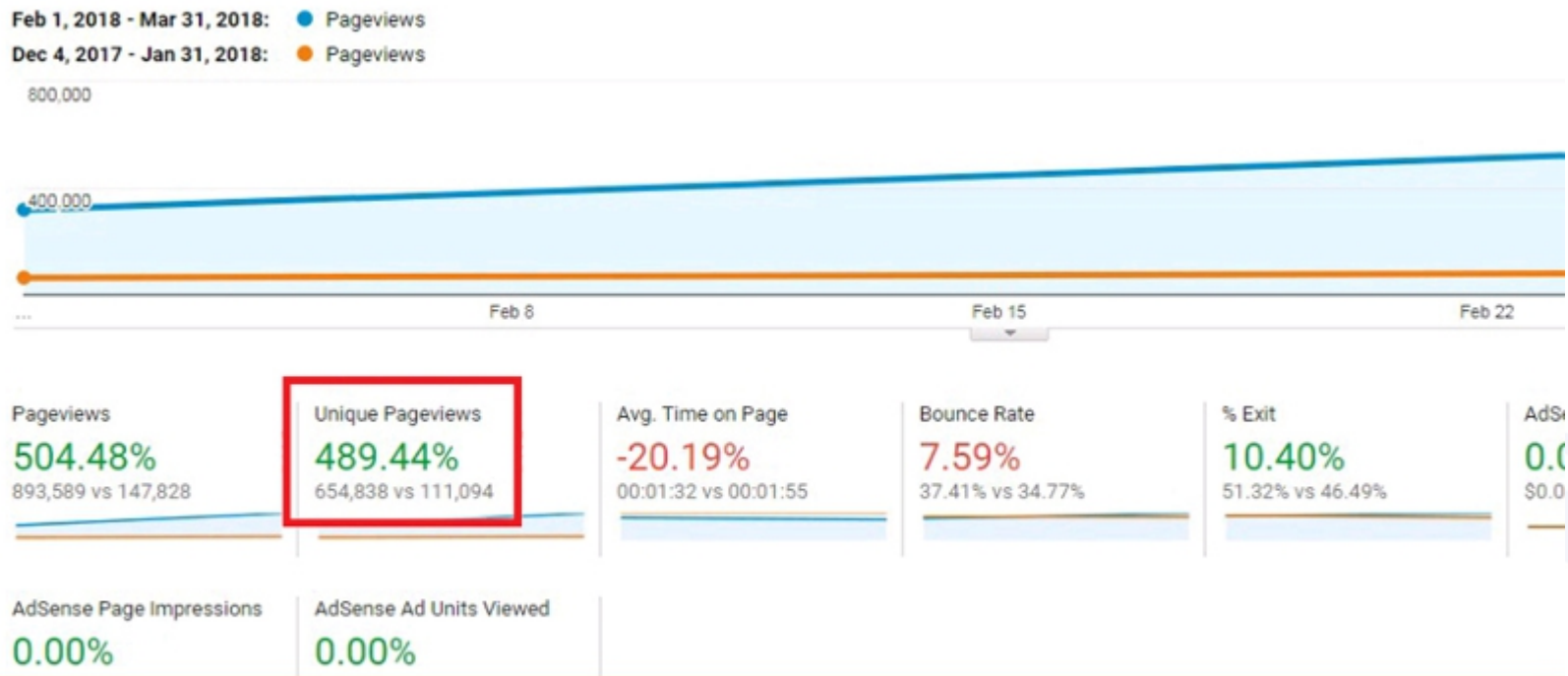
Primary Dimension: **Keyword** Source Landing Page Other ▾

Plot Rows Secondary dimension Sort Type: Default

Keyword ?	Acquisition			Behavior			Conversions
	Users ?	New Users ?	Sessions ? ↓	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion F ?
	<b>345.58%</b> ▲ 132,038 vs 29,633	<b>344.75%</b> ▲ 127,782 vs 28,731	<b>363.11%</b> ▲ 151,141 vs 32,636	<b>16.74%</b> ▲ 27.66% vs 33.21%	<b>12.40%</b> ▲ 1.81 vs 1.61	<b>19.29%</b> ▲ 00:01:24 vs 00:01:10	<b>100.00</b> 3.44% vs

**345.58% increase in the Overall Traffic & the monthly sessions increased by a tremendous 363.11%**

*Nethority implemented a strategy and gained the competitive edge in very less time span and the result was*



**489.44% increase in the no. of Pageviews in just 2 months!**

## Social Media Strategy

**Nethority** focused on the social media campaigns to make people aware about the unique feature.

Various attractive banners, notifying existing fans & followers, post content that gets shared, running viral Facebook contests etc.

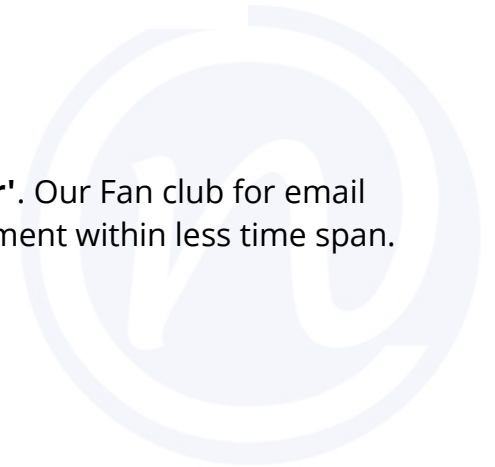
Did this work?

*Yes! Super Success on Facebook.*



# 5,000+ Likes on Facebook

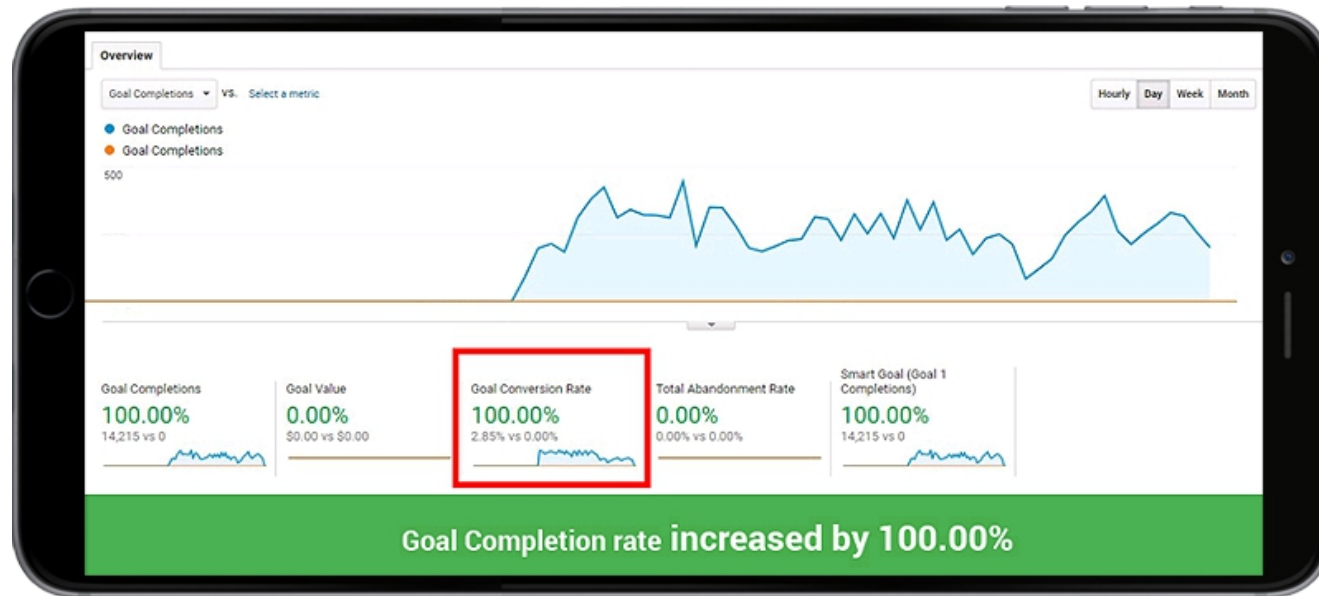
One of the biggest social success was that '**Pricekart received 5,000+ Facebook Likes in one year**'. Our Fan club for email subscribers/ newsletter for Pricekart have increased to 5,000+ which is indeed spectacular achievement within less time span.



## Content Distribution

We strategized a clever PR outreach which led to articles in the top NEWS publications like [Indian Express](#), [Republic](#), [ANI News](#), [Business Standard](#), [DNA](#) etc.

***A Strategy adopted by Nethority to effectively solve above challenges  
Pageviews, traffic, etc is fine, but how did all of the above contribute to the business***



### ***"....& the success story continues"***

- Pricekart was able to convert a spectacular increased number of visitors in less than a year.
- The website is based completely on organic SEO strategy.
- The consistency by which Nethority kept adjusting the online marketing strategy for Pricekart also led to differentiated, scalable, distinguished and measurable results.
- The number of visitors who revisited the site also increased, thanks to the increased quality of leads.



## Conclusion

SEO is not a sprint, it is a long run.  
And with a scalable SEO Strategy we can build the authority on the Internet.

***Do we need to say anything else...***

**From small business to E-commerce websites, we help all types of  
businesses boost their revenue and productivity.**



**Let us do the same for you.**

**Get a one-on-one consultation now.**





