



SEARCH ENGINE OPTIMIZATION CASE STUDY OF MOKSH AGARBATTI

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INTRODUCTION

Overview

Having been in the industry of incense sticks manufacturing since 1996, Moksh Agarbatti is a name that has earned the respect, good will and faith of its consumers and competitors alike. The company creates and supplies incense sticks of world class quality that are way ahead of their competitors in terms of quality, fragrance and lasting ability. Each incense stick is created with utmost care with the objective of delivering nothing but the best. Currently offering 35 varieties of incense sticks in different undertones- fruity, floral, oriental, premium, woody, cosmetic, florabatti. Moksh Agarbatti has introduced various novel and unique fragrances such as Swarna Champa, Swarna Gulab , Swarna Mogra , Swarna Lavender, Swarna Kasturi , Swarna Chandan , Akash Phool etc. In 2015, Moksh aims to achieve an annual turnover of Rs. 200 crore, a feat highly impressive and remarkable.

Objectives

- To Get Organic Traffic Growth for the website.
- To Get Improvement in Targeted Keywords on Google Search Engine Portal,
- To Get more Organic Business to Business Leads.
- To optimise the web presence and escalate the Ranking.

Search Engine Optimization Strategy

In this span of association, we did several tasks to improve the On-site and Off-site structure of our website. We acquired high quality backlinks from top domains and got our website linked from most of the manufacturing niche directories. The strategies are as follows:

- **High Quality Link Building** : We completely changed our strategy of link building and almost doubled the quantity of links which we were building before and because of that we were able to acquire many high-quality links to our website from following :
 - Niche Directories Submission Websites
 - Blogs / Article Submission Websites
 - Business Listings Websites, etc.
 - Contextual Backlinks from Tumblrs

Which helps in increased the overall organic visibility of the website. This was critical in increasing the overall authority of our website and has greatly improved our organic visibility.

- **Content Optimization** : We revamped the overall content on our website according to our targeted keywords and improved the overall content structure of the website. As a result, our organic rankings on targeted keywords were boosted and subsequently convertible traffic to our website was boosted.
- **On-Site Improvements** : Various onsite issues were fixed in this time period to make our website search engine friendly such as title and meta tags changes, Google Business Listings updated.

SEO Results:

- **217.45%** Increment in Organic Traffic Growth if we compare from the time we have initiated the SEO Activities for Moksh Agarbatti to October 2016.

Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	Inquiry Form (Goal 1 Conversion Rate)	Users
	217.45% ▲ 2,984 vs 940	6.57% ▲ 79.02% vs 74.13%	238.31% ▲ 2,358 vs 697	90.51% ▲ 2.93% vs 31.06%	43.88% ▼ 00:02:19 vs 00:04:08	49.17% ▼ 2.38% vs 4.68%	61.36% ▲ 71 vs 44	0.00% ₹0.00 vs ₹0.00	49.17% ▼ 2.38% vs 4.68%	238.67% ▲ 2,496 vs 737
1. google / organic										
Oct 1, 2016 - Oct 31, 2016	2,887 (96.75%)	79.22%	2,287 (96.99%)	2.84%	00:02:18	2.32%	67 (94.37%)	₹0.00 (0.00%)	2.32%	2,420 (96.68%)
Nov 1, 2014 - Nov 30, 2014	896 (95.32%)	74.22%	665 (95.41%)	30.92%	00:04:08	4.69%	42 (95.45%)	₹0.00 (0.00%)	4.69%	704 (94.88%)
% Change	222.21%	6.73%	243.91%	-90.81%	-44.36%	-50.49%	59.52%	0.00%	-50.49%	243.75%
2. bing / organic										
Oct 1, 2016 - Oct 31, 2016	35 (1.17%)	82.86%	29 (1.23%)	0.00%	00:02:58	2.86%	1 (1.41%)	₹0.00 (0.00%)	2.86%	31 (1.24%)
Nov 1, 2014 - Nov 30, 2014	8 (0.85%)	87.50%	7 (1.00%)	25.00%	00:02:39	0.00%	0 (0.00%)	₹0.00 (0.00%)	0.00%	7 (0.94%)
% Change	337.50%	-5.31%	314.29%	-100.00%	12.38%	∞%	∞%	0.00%	∞%	342.86%

- All of our **30 Targeted Keywords** are now Rank on first page of Google SERP (**Google.com**).
- **17** out of **30 Keywords** are Rank on first position of Google SERP (**Google.com**)

Keyword Improvement :

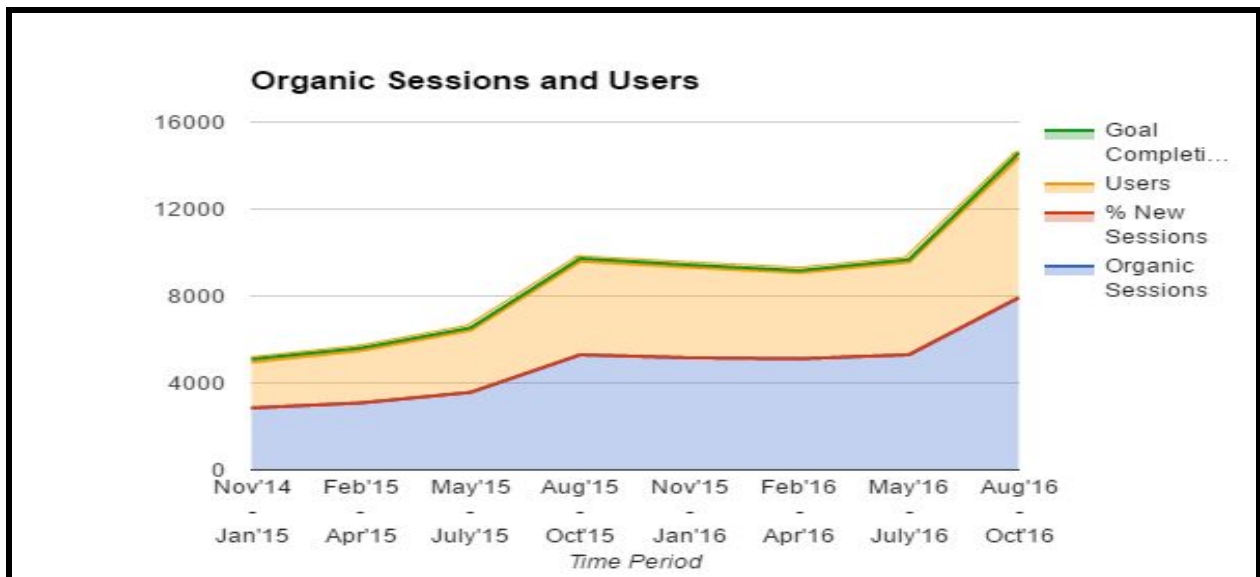
Keywords	1 Nov' 2014	1 Nov' 2016	Difference
incense stick dealer	13	1	12

masala agarbatti exporter	22	1	21
fragrance incense stick manufacturers	36	1	35
sandalwood incense sticks exporters	23	1	22
bulk incense stick manufacturers in india	37	1	36
wholesale incense sticks manufacturers in bangalore	17	1	16
nag champa incense stick exporters	43	1	42
bulk incense sticks manufacturers in bangalore	18	1	17
incense sticks manufacturers in bangalore	100+	1	100+
rose incense sticks exporters	21	1	20
incense sticks distributors in india	13	1	12
incense sticks suppliers in bangalore	100+	1	100+
bulk incense sticks manufacturers	47	1	46
incense sticks dealer in bangalore	41	1	40
incense sticks exporters in india	36	1	35
fragrance incense sticks manufacturers in bangalore	43	1	42
natural incense stick	100+	1	100+

manufacturers in india			
agarbatti exporter	43	2	41
incense sticks manufacturers in india	100+	2	100+
wholesale incense stick manufacturers in india	26	2	24
fragrance incense stick manufacturers in india	100+	2	100+
incense sticks exporters in bangalore	100+	2	100+
incense sticks manufacturers	100+	3	100+
incense sticks dealers in india	15	3	12
natural incense stick manufacturers	37	3	34
incense sticks exporters	44	3	41
agarbatti manufacturer	45	5	40
incense stick suppliers in india	44	5	39
wholesale incense sticks manufacturers	37	6	31
incense sticks supplier	37	6	31

Overall Performance of SEO:

Time Period	Organic Sessions	% New Sessions	Users	Goal Completions
Nov'14 - Jan'15	2,849	70.94%	2,102	142
Feb'15 - Apr'15	3,082	74.98%	2,404	123
May'15 - July'15	3,568	76.29%	2,854	115
Aug'15 - Oct'15	5,295	78.73%	4,297	133
Nov'15 - Jan'16	5,159	77.34%	4,160	112
Feb'16 - Apr'16	5,113	73.83%	3,958	102
May'16 - July'16	5,298	77.27%	4,256	121
Aug'16 - Oct'16	7,916	78.82%	6,457	203



Webmaster Performance : (Last 3 months)



- Average Keywords Position Ranking on Google Search console is 7.0.
- 4,360 backlinks were crawled / indexed in Google search Engine Portal.
- 152 Referring Domains on which our backlinks were submitted.
- 275 Total Indexed pages in Google Search Engine Portal.

THANK YOU