



SEARCH ENGINE OPTIMIZATION CASE STUDY OF GOBOL



Introduction

Overview

Gobol is India's first click and mortar surplus online electronic store and an emerging E-Commerce company in India, offering a wide range of electronic appliances, right from genuine unused Factory Seconds, Carton Damaged, Refurbished, Pre-Owned and Surplus to New (Super Buy) electronic products from the Best Brands in the world.

Where they Operate?

- PAN India

USP's

- Cheap and affordable Gadgets.
- Assured Brand warranty;
- Value for money products;

Gobol as a Client

- Gobol partnered with Obbserv, as a client, on October 2012 and association lasted till April 2016. We had Gobol as a raw magento website & our goal was to generate sales from the online medium.

What have we done till yet for Gobol as a Digital Marketing Firm?

- SEO and ORM
- Paid Marketing

Our Objectives:

- Organic traffic Growth through Search Engine Optimization.
- Emphasize on Brand awareness.
- To optimise the web presence and escalate the Keyword rankings on Such Competitive Niche.

Challenges :

- Dealing with products which were Refurbished and factory second.
- Making aware masses about the products coming at affordable prices with warranty.
- Developing a trust factor and making people to buy refurbished products online.
- Overcome Negative reviews across the web.
- Monitoring Large Number of Pages on the website.
- Large Set Of Product Keywords.
- To avoid Duplicate content issues and server errors.
- Very High Competetion.

Solutions:

Some Key Points:

- With the keywords analysis we optimised the content & manually created the meta tags for all important pages.
- Prepared a content strategy with guidelines to create to ensure its relevant with the domain targeted and is not just keyword stuffing.
- On Page Issues were Fixed.
- Automated processes to design dynamic logics to automate unique, optimised & relevant meta tags for millions of pages.



Search Engine Optimization Strategy

In this span of association and we did several tasks to improve the On-site and Off-site structure of our website. Being in a highly competitive niche we acquired high quality backlinks from top domains and got our website linked from most of the E commerce, Technology, Mobile, Digital, Electronics niche web properties. The strategies are as follows:

- **Online Reputation Management:** Various websites on which consumers can post reviews were tracked and negative reviews were tackled. Also, many fake reviews were reported to websites and were taken down. For those reviews which could not be taken removed from third-party websites, we superseded them by posting highly positive reviews of our website on various platforms.
- **High Quality Link Building :** We were able to acquire many high-quality links to our website from relevant niche directories, Wikipedia, Blog Commenting, Social Bookmarking, Classified submissions, Press Releases & Guest Blogging and 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 our 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.

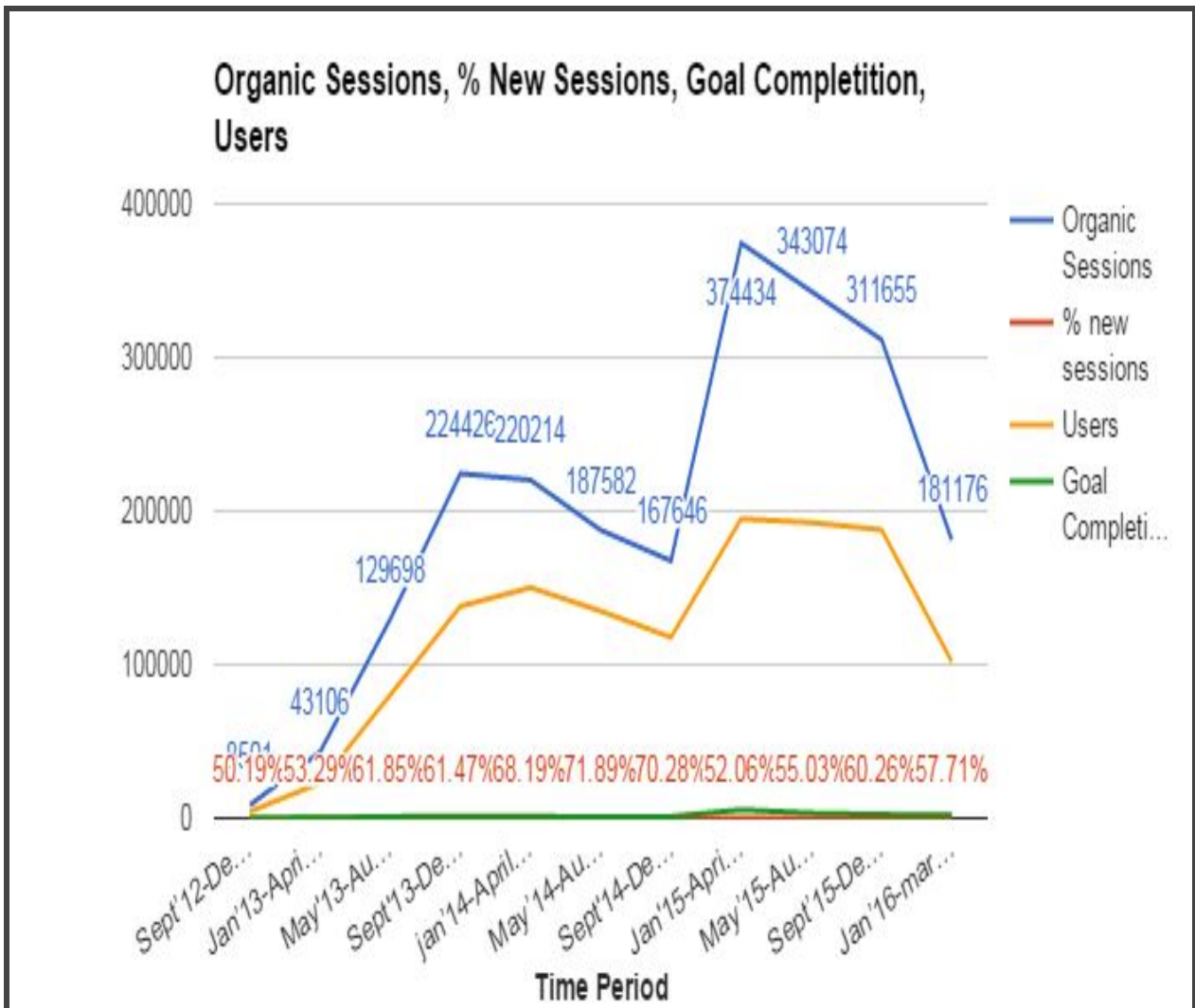


SEO Results:

- 11 High Search Volume keywords rank top 3 on Google.
- 27 High Search Volume keywords rank on Page 1 in Google.
- Average monthly organic traffic increased from <1000 to nearly <73000.
- Organic transactions increased from around 30+ per month to 700+ per month.

Overall Performance of SEO:

Time Period	Organic Sessions	% new sessions	Users	Goal Completions
Sept'12-Dec'12	8501	50.19%	4267	75
Jan'13-April'13	43106	53.29%	22971	318
May'13-August'13	129698	61.85%	80215	1015
Sept'13-Dec'13	224426	61.47%	138028	1478
jan'14-April'14	220214	68.19%	150161	1311
May'14-August'14	187582	71.89%	134856	706
Sept'14-Dec'14	167646	70.28%	117826	1032
Jan'15-April'15	374434	52.06%	194919	5452
May'15-August'15	343074	55.03%	192534	3315
Sept'15-Dec'15	311655	60.26%	187793	2455
Jan'16-march 15 '16	181176	57.71%	102011	2038





THANK YOU