

Forever New had consulted Lyxel Labs to help improve its SEO Traffic, Revenue and Ranking.

Key Requirements

- To Provide a site which focused initially on brand's revenue and traffic.
- Rank on 1st Page of Google SERP through highly searched brand/generic women clothing related keywords
- Increase the discoverability of the Website across Search Engines for Highly competitive keywords and rank higher than 3rd Party Ecommerce websites on them

Strategy & Tactics

- To get more traffic, we focused on high volume searched keywords and tried to understand our website structure and its content. We had close look on the behaviour and location of our audience.
- Sales were conducted and discounts were offered to hold a large audience

The Challenge

- Ranking the website on highly competitive keywords including both Brand and Generic.
- Driving Huge Traffic to the website to get more sale than Myntra and other ecommerce sites.
- Re-structuring the site so that it can be indexed and Crawled by the Google.
- To make the website user Friendly and provide a smooth interference.

Approach

- To raise awareness, the site was structured with a focus on making the brand information using product content and moved towards promoting products on high domain sites, introduced special offers and putting focus on Highly searched category.
- Forever New is a strong brand and was well represented in the search engines when people conducted searches through the brand name. We had to focus on non-branded searches and we had an opportunity to showcase our work in terms of growth in Traffic and revenue.

Execution : From the previous result, the deep study guided our strategic and tactical plan for the project and included:

Site Migration

Redirect Mapping, Crawl Control-Identify and fix crawl errors, Sanity checks on internal and external links of all owned properties to the migrating section, Optimize page load speed, Canonical checks, Fix Duplicate Meta data Issues, Fix duplicate content issues, GSC error fixes

On-page Suggestions

Keyword Research, Meta Tags Optimization, Interlinking Suggestions

Off-Page Activities

Link building on High DA sites, building content on Quora, submitting articles, Image submission and blog posting

New Topic Suggestions

Considering competitor Analysis, Keyword Research, User search intent, and client's business goals

Content Creation-

Navigation, Competitive analysis-Keyword and Content Strategy

Highlights

Over a period of 1 year of continuous on-Page and Off-page SEO activities, beginning April 2018 to March 2019 we drove users to the site.

- **41.66%** Increase in revenue from April'18 to march'19.
- **21.68%** increase in the number of users from April'18 to March'19 on the website.
- Increased brand visibility on Google search engine Page.
- **25.54%** Increase in organic traffic from April'18 to March'19
- Site structure was changed and new parameters were introduced for smooth user interference