

**I CHOOSE TO PUT
MY SKIN FIRST**
FOR FEEL-GOOD GLOWING SKIN



Improving the Organic Discovery, Traffic and Conversion for The Body Shop Brand Website for India

Key Requirements

- Better Crawlability of the pages & good user experience
- Improve Rankings on all keywords, increase time spent on the website
- Solve all website errors to improve loading time
- Improve keyword density on content & anchor text using relevant keywords
- Increase Organic Traffic, Sales & Revenue



The Body Shop – Improving Organic Traffic and Revenue



The Challenge

The primary challenge was the search engine hygiene and technical errors of the website. To improve the user experience and reduce the bounce rate, we needed to fix all the website errors. Also, the website structure and category pages were not structured and missing the keyword mapping on the pages.

Execution :

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, Article optimization recommendations

On-page Activities

Keyword Research, Meta Tags Optimization, Interlinking Suggestions, A/B testing, Canonicalization, Minimized the page fetch timing.

Off-Page Activities

Link building on High DA sites, building content on quora, submitting articles, Image submission, blog posting, blog commenting, directories submission.

Website User Experience Suggestions

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

Suggested the better user experience key pointers and content strategy to increase session duration, visibility and traffic to the website.

Strategy & Tactics

Our strategy was to improve user experience and visibility of the website on the search engine. We required to fix the technical errors first and start the keyword mapping for improving traffic and conversation. So we started with solving website error and follow the webmaster guidelines for that and after started the keyword mapping according to the relevancy to drive traffic and improve conversation.



The Body Shop – Improving Organic Traffic and Revenue

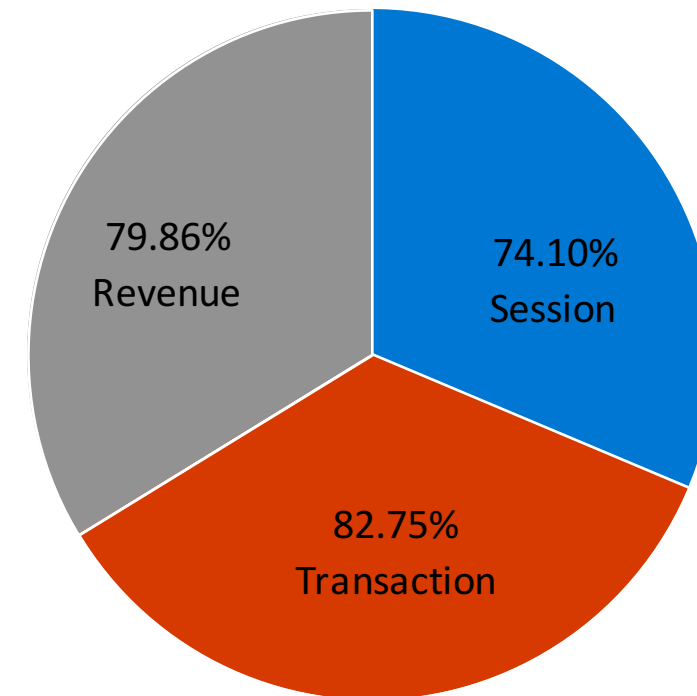


The Results :

Over a period of 1 year of continuous on-Page and Off-page SEO activities, beginning May 2018 to Dec 2019 we drove users to the site. Hence it's improved the Revenue, Transaction and Traffic for The Body Shop.

Highlights :

- Organic Session has increased by 74.10% from May 2018 to Dec 2019
- Organic Revenue has increased by 79.86% from May 2018 to Dec 2019
- Organic transaction has increased by 82.75% from May 2018 to 2019.
- We have started with 500 keywords and added the keywords as the brand launched the more range. As a result we have improved the keyword ranking of 662 keywords.
- Number of Generic Keywords ranking on 1st page is 108 previously it was 20. And number of keywords ranking in top 100 searches is 252 previously it was 89.
- Number of APAC keywords ranking in top 10 searches is 20 previously it was zero. And number of keywords ranking in top 100 searches is 27 previously it was 15. All brand keywords are ranking on top position.



Keyword Ranking

