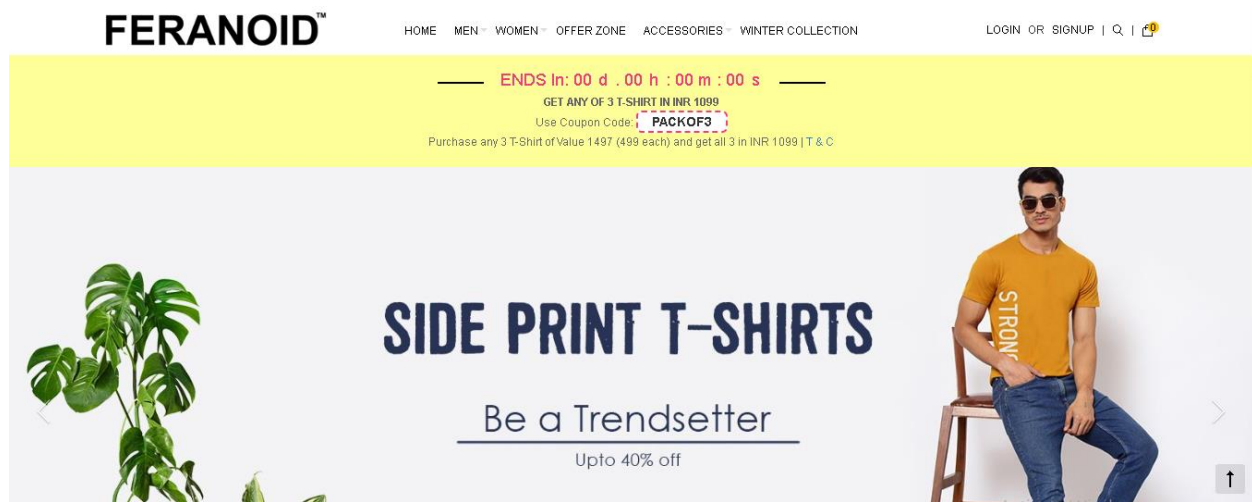


Feranoid Case Study



An E-Commerce Brand in India selling T-Shirts and Shirts for men. A very competitive niche ruled by the big e-commerce players like Myntra, Redwolf, Amazon, Flipkart, Bewakoof, Etsy, etc.

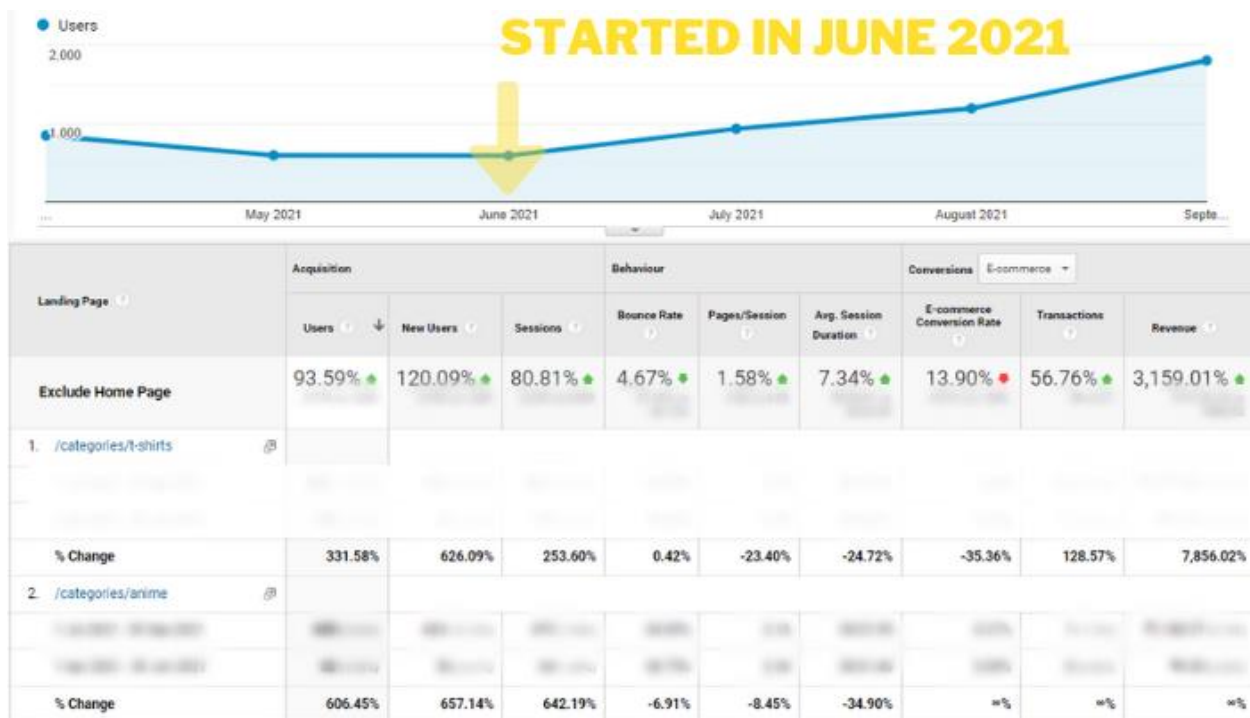
Key Results

SEO Campaign Months	3 Months
Increase in the New Organic Users Acquisition	86.8%
Increase in Total Organic Add to Cart Numbers	59.9%
Rise in Total Number of Organic Orders	19.7%
Increase in NEw Organic Users on non-branded transactional landing page	120%
Increase in Organic Revenue from non-branded transactional landing pages	3159%

Brief

Fernoid came to us with a skeptical view on SEO. They were not satisfied with their previous SEO Agency work. And at the same time seeing their competitors growing exponentially by investing into Search Engine Optimization.

Strategy



Google Ads & Facebook Ads Account Audit

We completed our initial audit of the account and identified some key areas for improvement. We found a lot of broad match keywords that were high-costing and not being controlled by an active negative keyword list. We also found a lot of keywords in each ad group which limited the amount of ad copy split-testing.

There was also a lot of investment into Generic keywords that were highly competitive and not providing much return. Our first focus was to review these keywords. Not only were the Generic keywords leading to irrelevant traffic, it was simply driving up the cost per acquisition while decreasing the overall account ROI.

Results

Keyword	Latest ↑	First	L-Vol	URL Found
funky t shirts	1	35 ↗	6600	/categories/t-shirts
funky t shirts for men	1	16 ↗	1900	/categories/t-shirts
funky t shirts online india	1	43 ↗	880	/categories/t-shirts
alone t shirt	1	1	210	/products/alone-t-shirt-1
dope t shirt	1	2 ↗	390	/products/dope-grey-t-shirt
dope shirts	1	5 ↗	50	/products/dope-grey-t-shirt
engineering t shirts	1	10 ↗	720	/categories/engineering
typography t shirt	1	18 ↗	880	/categories/typography
funky t-shirts	1	6 ↗	6600	/categories/t-shirts
funky t-shirts online India	1	3 ↗	880	/categories/t-shirts
funky shirts for men	1	9 ↗	4400	/categories/t-shirts
mahadev t shirt	2	28 ↗	1000	/categories/mahadev-t-shirt
tu tera dekh t shirt	2	3 ↗	30	/products/tu-tera-dekh-grey-sleeveless-t-shirt
rajasthani shirt	2	10 ↗	720	/products/black-handblock-rajasthani-shirt
shirts for college students	2	10 ↗	-	/blog/10-tshirts-every-college-student-should-have-in-their-wardrobe
mahadev t shirts	2	13 ↗	1000	/categories/mahadev-t-shirt
follow your dreams t shirt	2	5 ↗	10	/products/follow-your-dreams-brown-t-shirt
anime printed t shirts	2	8 ↗	720	/categories/anime
engineer t shirt	2	29 ↗	590	/categories/engineering
tu tera dekh	3	5 ↗	880	/products/tu-tera-dekh-blue-sleeveless-t-shirt
anime t shirt	3	N/A	8100	/categories/anime
anime t shirts	3	36 ↗	8100	/categories/anime
color block t shirt	3	N/A	590	/categories/colour-block-t-shirt
anime shirts	3	9 ↗	8100	/categories/anime
ronaldo t shirt	4	10 ↗	1900	/products/cristiano-ronaldo-t-shirt-2

55,250 Monthly Volume Keywords Ranking In Google Top 3

94,720 Monthly Volume Keywords Ranking In Google Between #4-#10