

## Casestudy for Saara Fashions

**Industry: Textile**  
**Branding: Saara Fashions**

**Specialization: Readymade Pattu Pavadai**

### 74% Organic Lead Growth within 6 Months

#### About the Client

Saara Fashions was started in 1997 by **Mr.Saravanan and Mr.Ramesh at Appanthirupathi** with five sewing machines to make Chudidhar materials and market them. There was stiff competition in making chudidhar materials during that period. Saara Fashions initialized “Readymade Pattu Pavadai”. At the same time, these kids woven garments will design using soft quality of fabrics procure from reliable vendors in the market.

#### The Challenge

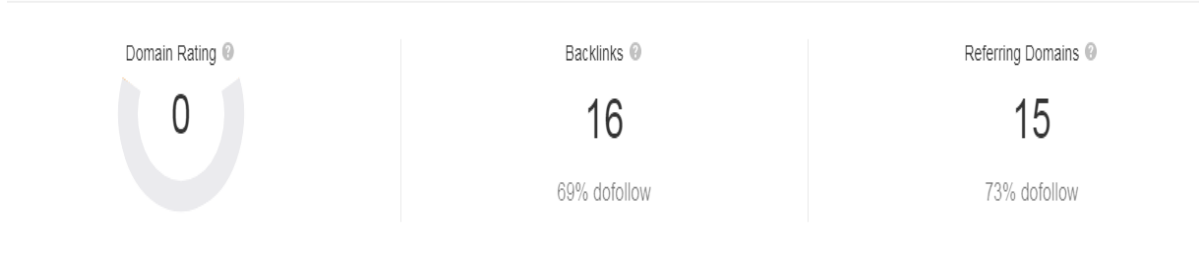
The main objective of Saara Fashions is to **drive the organic traffic to the website**. Targeting the right audience is a major challenge for **improving the conversions** of Saara Fashions. And they were not appearing as a top result in search engines. The client was approached SEO Business Company around 6 months ago for help to increase their leads and acquire the best SEO results. When we first started working together, their website was not mobile-friendly, and was not optimized for search engines. As a result, the website was not showing up for many relevant terms.

#### Our Strategy

- By analysing the website, we framed the SEO strategy that aims to bring more organic visitors to saarafashions.com
- We follow the both local SEO and organic SEO. Specifically, we followed the best SEO strategies to gain the expected results.
- Further, we use an only white hat technique that protects their client website safe from Google's several algorithm updates.
- We used an organic in order to provide website traffic and convert them into customers.
- At the same time, we've started doing GMB optimization for Saara Fashions.
- For Local SEO, We have listed out their Madurai based local citations, Online Presence & Brand Awareness.
- Local SEO by optimizing website with geo terms (e.g. **address, zipcode, local phone number**).
- Initially, the backlinks for their website is found to be less with much low domains, as, mentioned below,

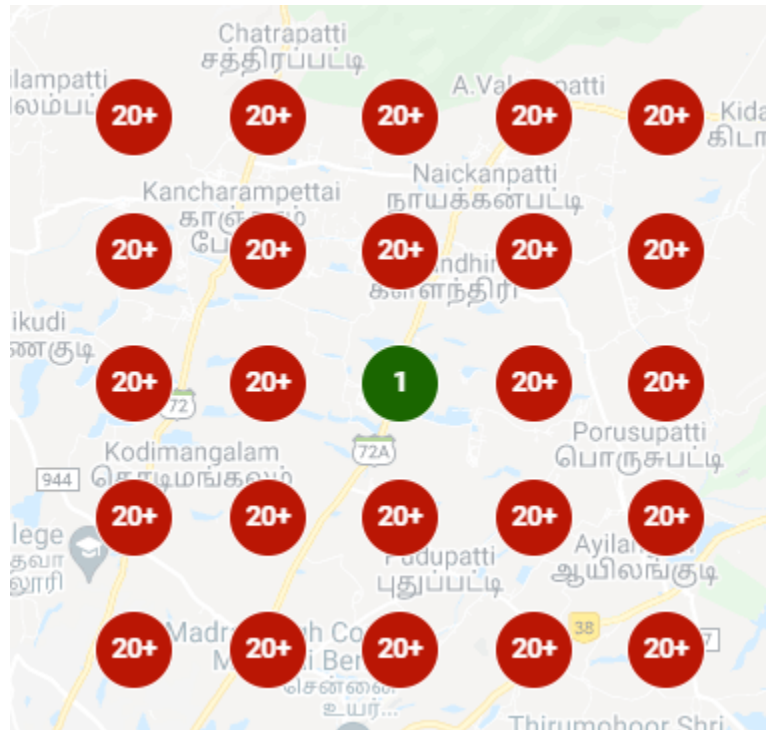
### Casestudy for Saara Fashions

Backlinks - It is found that,



Day 1 – Backlinks count

Keyword Rankings are also found to be **below range of 20** in business listings on google maps.



Day 1 – Keyword ranking on Grid View

Thus, as we have analysed our basic research on how their business profile is performing and what type of strategies to be implemented for them, we started to work for them.

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### Our Solutions

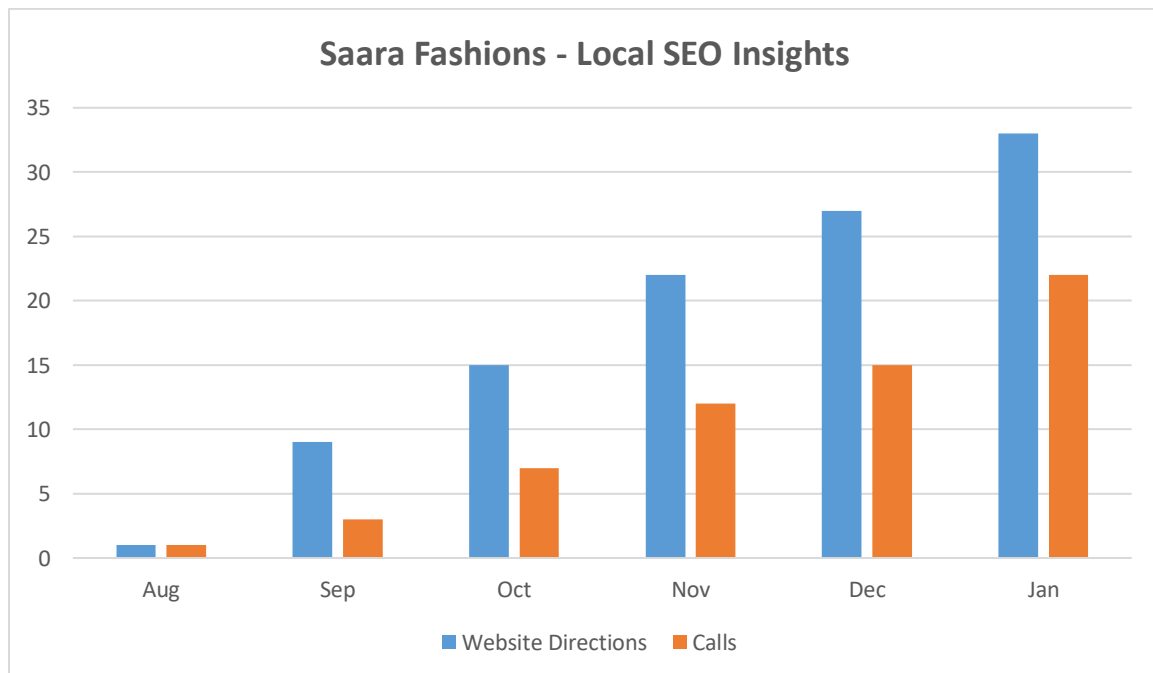
Our team started with an SEO audit to examine the website visibility, speed, indexed pages, and keyword rankings in the search engines. We carried the **competitor analysis** to recognise the most frequently used keywords by the audience.

We optimized and increased their search engine visibility by implementing highlighted location-based keywords using Google keyword planner and implemented those keywords in Meta tags, image tags and website content. We created a sitemap including of all internal pages and set up Google Analytics for analysis of **website visitors and continuous monitoring of the website traffic**.

To improve business integrity and local rankings, we created quality backlinks through social bookmarking, forum postings, and directory submissions in business listings with name, address, working hours, and customer reviews.

### Take Away

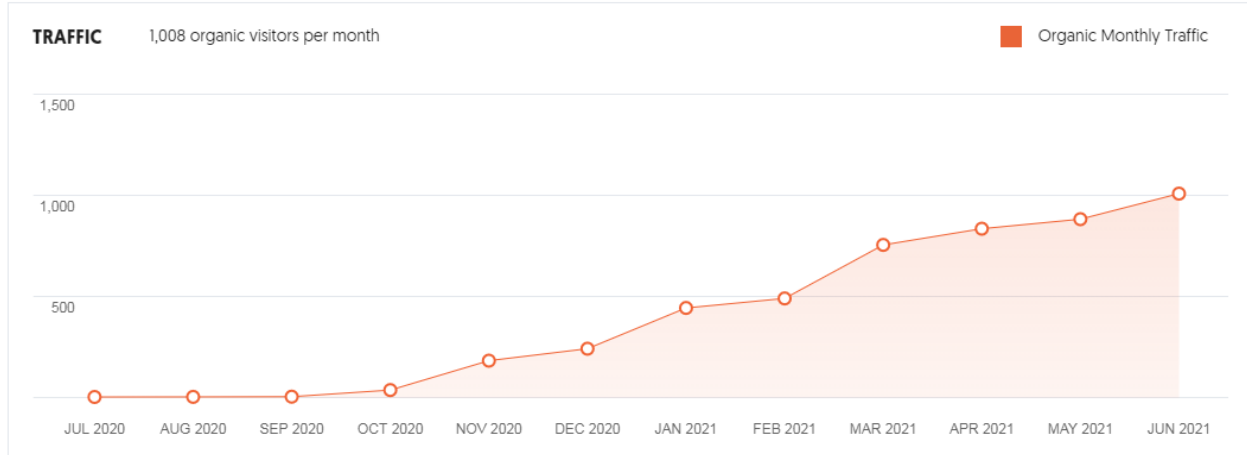
Through our dedicated Local SEO services, we increased their **2X of customer interactions** and local visitors.



**Graphical representation of GMB Insights (6 months)**

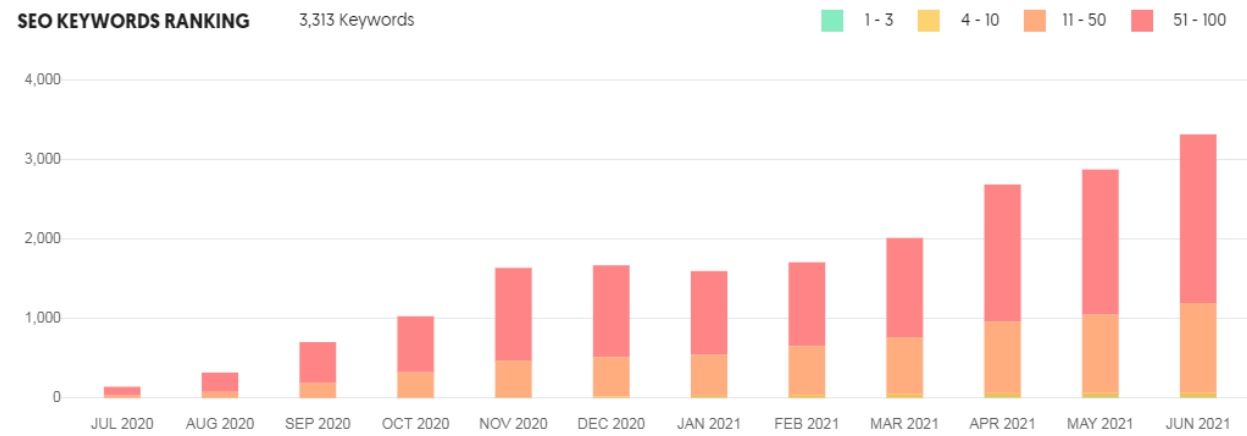
**Casestudy for Saara Fashions**

**Website Traffic** - It can be seen that monthly they tend to get around **1008 Organic visitors**



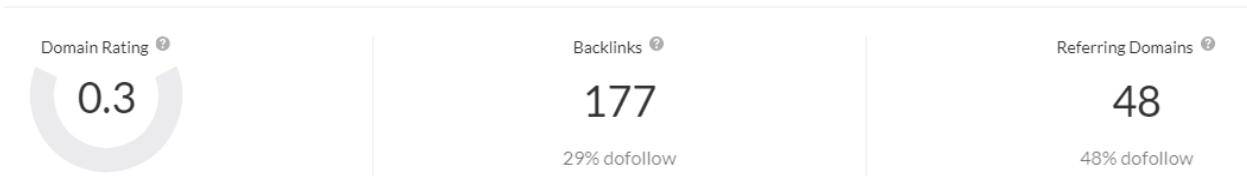
**Graph showing Website traffic rise**

**SEO Keyword Ranking**



**Graph showing keyword ranking rise**

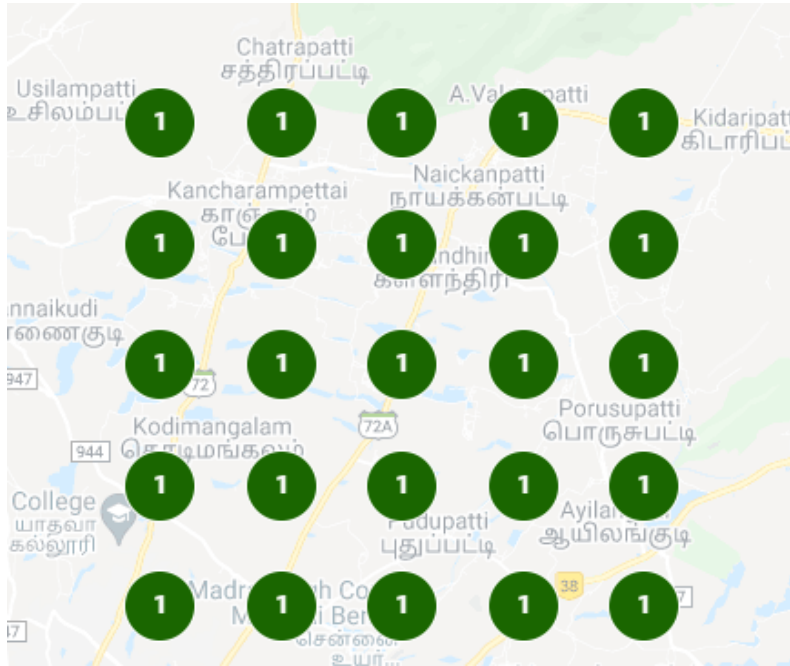
**Backlinks -**



**Day 90 – Backlinks count**

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Also, their Keyword ranking **gradually rise to first (#1)** on their positions from their original rankings.



**Day 90 – Keyword ranking on Grid View**

It can be seen that, their business get positioned in top rankings for their keywords being searched for Google.

### Casestudy for Saara Fashions

SNO	Keywords	Initial Stage	Jan	Feb	Mar	April	May	June	July
1	Pattu pavadai for babies	79	7	6	6	6	7	8	9
2	Pattu pavadai for kids	-	17	13	12	15	15	14	15
3	traditional kids wear	-	40	50	42	47	35	19	19
4	pattu frocks	-	15	15	14	17	29	26	14
5	half saree in pattu	62	14	16	13	11	12	15	11
6	pattu half sarees	87	11	11	9	8	15	16	12
7	Pattu lehengas	-	30	29	31	42	27	38	24
8	dhoti for kids	-	14	16	17	15	15	18	14
9	readymade dhoti	-	20	24	20	30	35	37	42
10	Dhoti for boys Madurai	70	3	3	4	4	3	1	1
11	South Indian traditional dress near me	-	-	53	4	1	2	4	2
12	South Indian dress for girl near me	-	-	51	12	18	15	21	18
13	Traditional South Indian dress near me	-	-	55	9	7	6	4	4
14	South Indian traditional dresses for girls near me	-	-	39	8	8	16	4	6
15	Traditional Half saree	-	-	12	18	23	25	27	31

Website Performance								
GMB Insights	Initial Level	Jan	Feb	Mar	April	May	June	July(1-15)
Organic Traffic	96	838	716	827	755	559	628	413
Direct	20	939	94	134	53	41	64	50
Social	11	1788	43	64	64	61	17	7
Referral	3	6	5	10	9	5	3	6
Number of New Users	126	3533	818	995	841	637	690	448
Number of Sessions	217	3942	1025	1192	1005	771	823	544
Bounce rate	41.47%	77.60%	55.41%	57.47%	60.70%	58.37%	53.71%	54.41%
Page Views	711	6055	2161	2433	1987	1572	1941	1195
Google My Business Performance								
Number of Calls / Month	1	26	16	24	12	1	12	14
Website Directions	3	37	37	33	20	14	12	12
Number of Searches	-	14.4K	11.8k	12.6K	11.2K	5.76K	9.18K	11.5K
Number of Views	-	16.1K	13.5K	14.5K	12.7K	6.7K	11.7K	15.2K
Number of Enquiries	<b>214</b>							

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### To be conclude that,

- As a result, When they tend to get **average organic traffic of per month**, After our result oriented SEO strategies, we can see they **increase to average organic traffic of per month**.
- Also, this increase reflects in **2X increasing of potential leads** in their business.
- So, thus, we followed our best and result oriented strategies, which have resulted in the expected output of increasing their branding and business conversions for them.