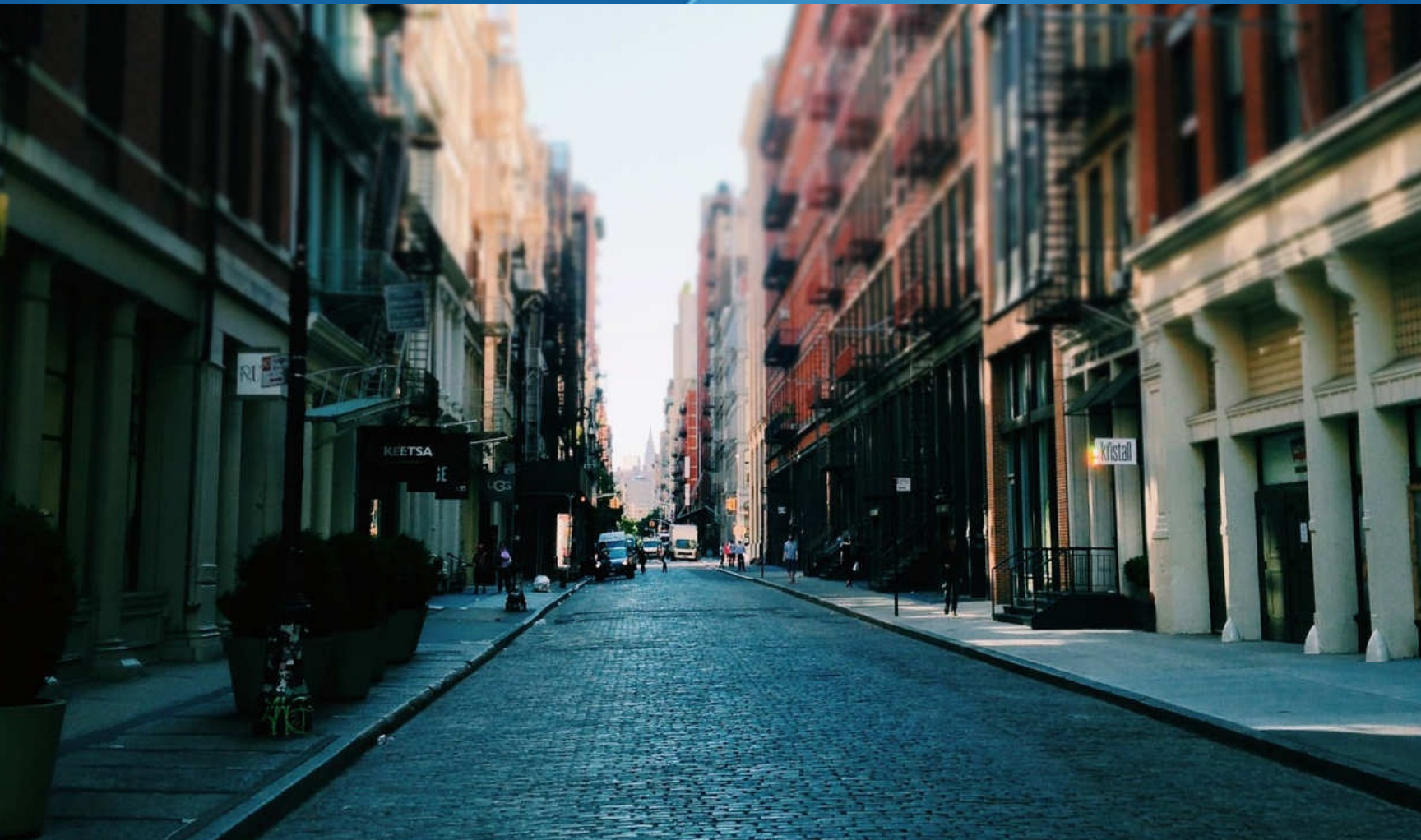


CASE STUDY

Baggout



Baggout is a social ecommerce site that aggregates product feeds from top e-commerce portals in India like Flipkart, Myntra, Jabong, Yepme, ShopClues, HomeShop 18 and Zovi.

“Baggout had consulted Techmagnate with specific objectives in mind. It's requirements from this SEO project were - Ranking and Traffic.”

The Client

Founded by technological evangelists Deepak Jain and Prashant Mahajan, Baggout is a Social Ecommerce site that aggregates product feeds from top e-commerce portals in India like Flipkart, Myntra, Jabong, Yepme, ShopClues, HomeShop 18 and Zovi.

The website also features collections from niche brand outlets like Whitemango, Happily Unmarried, High5 stores, Zohraa and SimpleSarees. Striving to make online shopping a more enjoyable experience, the company offers coupons and Cashback on majority of the brands.

Buyers get a Cashback over and above the coupons and discounts which is made possible by the commissions received by the company from retailers. This feature makes Baggout a popular online shopping destination.

The Target Market

The company targets the entire Indian subcontinent.

The Goal

Baggout had consulted Techmagnate with specific objectives in mind. It's requirements from this SEO project were:

- **Rankings**
- **Traffic**

The Challenge

- Re-architecting the site structure so that it can be indexed by Google.
- Ranking the website on highly competitive keywords related to coupons.
- For example, Jabong coupons, Myntra coupons etc. Driving in huge traffic to the website

The Solution

We asked them to create two separate sets of web pages on their website, namely:

- **Retailer Pages**, where coupons for specific retailers would be available.
- **Product Pages**, where similar products from various retailers would be available.

We defined the content structure for both sets of pages and then arranged all the product pages in proper subfolders with categories and sub categories. We interlinked them to help users navigate and search engines crawl effectively.

With an optimized site structure in place, on-page SEO needed to be performed on both the sections to improve rankings and drive in more traffic.

The Solution

Over a period of 4 months of continuous on-page and off-page SEO activities, beginning January 2014 to April 2014, we saw huge improvements in traffic.

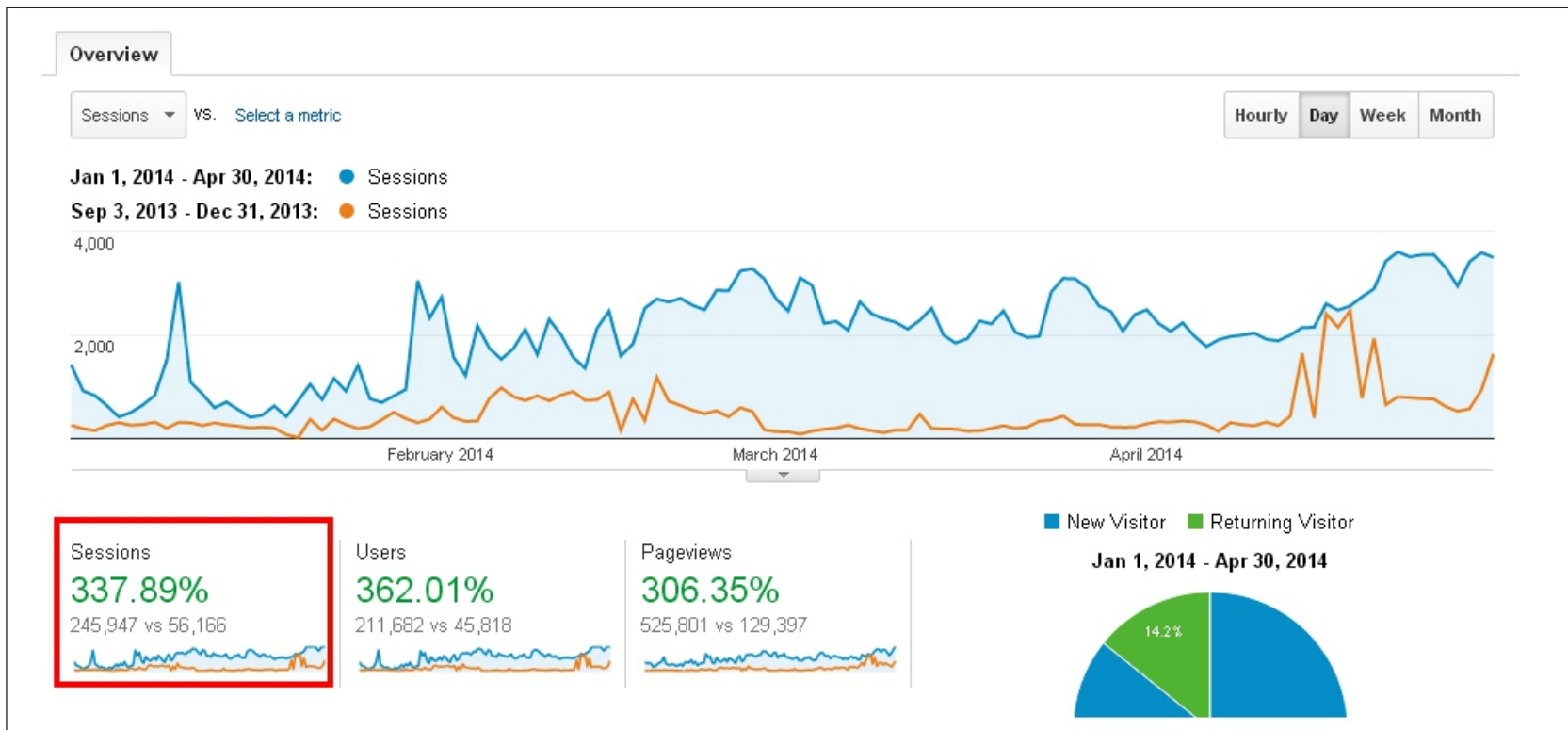
The graph below shows the comparison of and improvement in the overall traffic (Direct + Referral + Organic) between the time durations of January 2014 – April 2014 and September 2013 – December 2013.

“We saw traffic and footfalls to the Baggout site increase by over 330% in a short span of 4 months.”

The Results

Over a period of 4 months of continuous on-page and off-page SEO activities, beginning January 2014 to April 2014, we saw huge improvements in traffic.

The graph below shows the comparison of and improvement in the overall traffic (Direct + Referral + Organic) between the time durations of January 2014–April 2014 and September 2013–December 2013.



As the graph above clearly indicates, we saw traffic and footfalls to the Baggout site increase by over 330% in a short span of 4 months.

Though 4 months is a very short duration for a website to rank in highly competitive keywords, the rankings also improved considerably. The website now ranked in the top 20 search results for 24 out of the 30 target keywords related to coupons.

In addition the website started ranking in Top 5 search results for thousands of long tail product keywords which resulted in massive growth in organic traffic. That was a significant achievement given that the website wasn't even fully indexed when we received the project.

“ We helped Baggout gain visibility and rankings faster therefore making the project a success. ”

The Lesson

Baggout was a complex project with over 50,000 products from different retailers. Making separate pages for retailers and products helped us rank for thousands of less competitive long tail keywords. While the competition was focused on highly competitive category keywords.

This helped us gain visibility and rankings faster therefore making the project a success.

Testimonial

Here's the recommendation that Prashant Mahajan, one of the co-founders left on our CEO's LinkedIn Profile:



Prashant Mahajan

Co-founder at Baggout.com

“ I had the privilege of working with Sarvesh when he and his team helped us out in doing the Search Engine Optimization for our website. I was immediately impressed with his high integrity and calmness in dealing with all the matters. He and his team are definitely one of the best ones. I whole-heartedly recommend him for any organization seeking a fair and awesome SEO service.

May 27, 2014, Prashant was Sarvesh's client