

# Samy's Mart Amazon

## Summary

With growing demand and the need for a strong digital presence, Samy's Mart Amazon turned to GSM Plus Infotech for guidance in Search Engine Optimization (SEO). Samy's Mart achieved a 50% increase in organic traffic.



## The Client

Samy's Mart is an innovative online retailer offering a variety of lifestyle merchandise to exclusive customer niches. Samy's Mart is dedicated to providing the best home essentials - kitchen towels, aprons, oven mitts & potholders, eco-friendly disposable dinnerware, 100% cotton canvas bags, and more.



## Client Requirements

The company had the following objective to achieve

- ◆ To improve their organic traffic, increase the web inquiries in Amazon shopping page, build domain authority and brand awareness
- ◆ To drive sales by leveraging its active presence in the social media and through effective audience engagement



## Our Approach

GSM Plus conducted an exhaustive website audit that addressed numerous technical issues and SEO opportunities in the website. We delivered a comprehensive and prioritized list of recommendations, created an integrated digital marketing strategy that included Organic SEO and SMO (Social Media Optimisation) to increase brand visibility, traffic and inquiries.

- ◆ Implement search engine and user-friendly URL structure
- ◆ Implement Google Analytics, sitemap, and robots.txt
- ◆ Implement WordPress SEO Plugin
- ◆ Removal of nofollow meta tags
- ◆ Using the keyword planner tool to target keywords
- ◆ Increased the site's overall search visibility by optimizing the titles and meta tags
- ◆ Created a content marketing plan that focused on placing quality content on authoritative blogs for increased brand visibility
- ◆ Adopted the most effective content strategy by engaging the audience

## Results

- ◆ Two out of every three visits to samysmartamazon.com comes from Organic search
- ◆ The keywords in this optimization project increased site visits by 61%, with average bounce-rate-by-page reduced by 73%
- ◆ Increased image search visibility by 87% for targeted keywords
- ◆ Improved page load time by a stunning 97% by completing their website redesign project
- ◆ More likes and followers on social media

Know More About Our Project

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