

SEO Case Study itspleazure

About us

Avignyata Inc is a Mumbai based digital marketing agency for developing websites, mobile applications and marketing them through Search Engine Optimization.

Client

itspleazure is India's most erotic online store for all adults who wish to take their sensual experiences and intimate love life to new heights with 100% discreet delivery

Challenge

Delay in approval for recommended on-pages changes, delay in implementation of suggested changes. Avignyata SEO team submitted URL for google to crawl the website pages but it didn't give any result due to redirection. The end result is decrease in traffic, targeted keywords ranking disrupts along with the engagement on pages.

Objective

To optimize the site for top, quick and local rankings in order to differentiate from other Erotic Online Store.

Strategy

Research & identify the reason behind Google not being able to crawl the website. The result of our analysis was that there was an issue with redirection URL. After consulting with client, resolve the redirection issue. Avignyata SEO team also started working on page titles and Meta Tags based on keyword research which was conducted jointly with the client.

Result

Google crawled the website properly. After appropriate use of accurate keywords, results began to show and there was a big increase in website traffic.

Google keyword rank:

Keywords	Dec 2015	Feb 2016
it'spleazure online store	NA	1
adult lingerie store	NA	1
itspleazure	NA	1
adult product online store	NA	1
shop erotic lingerie online	NA	2
adult product online	NA	2
erotic products	NA	2
erotic lingerie online	NA	2
Online adult toys India	NA	3
sex toys online india	NA	4
adult toys India	NA	4
sex products online	NA	7
buy lingerie online India	NA	11
woman in lingerie	NA	16