



# Case Study

## Increased Organic Traffic by 580% for an Ecommerce Client

Client: BatteryBhai.com

BatteryBhai.com is one of India's leading online battery stores, offering car, bike, inverter, and UPS batteries from top brands. They serve customers nationwide through an e-commerce platform with a strong delivery network.

### Approach & Key Metrics

- Market Research and Analysis
- AI Strategy Development
- SEAT Implementation
- Monitoring and Evaluation



**40%**  
ROI increased quarterly



**30%**  
Leads from paid campaigns



**40%**  
Leads from google ads campaigns

### CHALLENGES

- Website was not SEO-friendly.
- Leads flow were very poor.
- Several technical issues and poor on-page optimization.
- Declining organic traffic by over 25% YoY.
- Low search visibility for competitive industry keywords.

### SOLUTIONS

Here's competitive digital landscape, businesses need effective online strategies to stand out, engage their audience, and drive growth to maximize online potential.

50+

SEO audit & fixed technical issues

200+

keyword research & optimized pages



high-quality link & boost domain authority

### RESULTS



Increased website traffic by 580% in 18 months.



Ranking on Page 1 for 50+ high-intent keywords



Generated 85% more leads from organic search.



Reduced CPA by 38% through optimized ad targeting and landing pages.



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