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# **CASE STUDY**

**Presentation - 2023**



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# Information

**Client Name:** Alphalife Apaprel

**Category:** E-Commerce

**Date:** 20th Aug, 2023



## Description

Here we will provide you with only premium quality product and we are dedicated to give you the best with the focus of dependability, We are turning our passion into business so that you enjoy wearing our products as much as we enjoy making it.



## Objective

- To Increase Website Organic Search Traffic All Over India.
- Establish a Digital Representation on Par With Popular Tool Brands.
- To Increase Online Presence on SERP.



## Challenges

- High Competition to Rank the Website.
- Issues in Crawling & Indexing.
- 404 Error on Product Pages.
- Faced Redirection Problems.
- Low in Number & Lost Backlinks.



## Strategies

- Created Competitive Ranking Strategy.
- Indexing of all Pages & Products.
- Created Impactful Backlinks Strategy to Increase Organic Traffic.
- Solved Redirection & 404 Error Pages.

# SEO Result



# SEO Organic Result

Users

761

New users

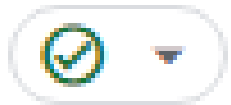
756

Average engagement time <sup>?</sup>

1m 09s

Total revenue <sup>?</sup>

₹0.00



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**THANK YOU**  
FOR YOUR ATTENTION



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