Jay Shree Tea & Industries Ltd.

HOW NICO DIGITAL BREWED A REFRESHING SEO PLAN FOR JAYSHREE TEA & INDUSTRIES

TO BOOST THEIR ORGANIC DIGITAL PRESENCE

Key Features

- Keyword Ranking
- Social Bookmarking
- Blog Bookmarking
- Onsite and Offsite content creation
- Business Listing
- Blog Submissions

Company Overview

Established in 1945 Jayshree Tea & Industries Ltd is a significant piece of the renowned conglomerate BK Birla group. They are the third-largest tea producer in the world and own 22 expansive tea estates spread across the country as well as in East Africa. The company houses its own tea processing, packaging, and warehousing facilities.

Client Need

The client wanted an influx of online sales in the B2C segment, and for that, it was crucial for them to increase brand awareness and promote growth. Hence they sought out an experienced SEO agency to enhance their digital visibility and credibility.

Key Challenges

One of the key challenges with this project was the stiff online competition from other large players in the market. Selling tea online is very difficult when most of the client's direct competitors had already captured position 'zero' on Google. Therefore, Nico's primary objective was to increase the volume of high intent organic traffic. Here's how we made it work!

The Solution

We first acquainted ourselves with the brand and its website and other existing social networks, probing all the areas that could be improved upon. Our first task was to strengthen organic keyword searches in Google by shifting our focus on their specific offerings ensuring that each keyword directly led to corresponding product pages.

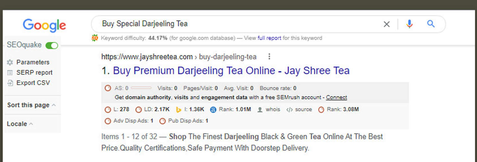
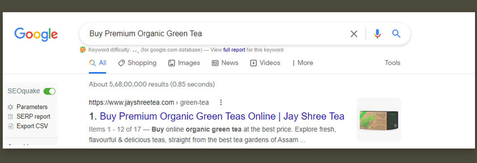
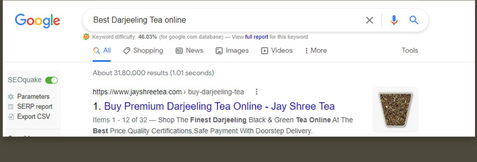
We strategically opted for important long-tail keywords and buyer intent terms using a variety of tools and keyword research techniques. In addition, an intensive paid advertising campaign was unleashed to overpower and wipe out the competition. Another calculated move was to work with high selling product keywords to increase marketing ROI. These efforts were further strengthened by Nico's onsite and offsite efforts. Well-authored and SEO-optimized copies that contained high-priority keywords were drafted and several blog submissions were undertaken to establish credible backlinks for the client.

The Outcome

The observed outcome was phenomenally overwhelming. Consumer engagement levels catapulted online conversions. Referred website visits and social media activity too skyrocketed as a response to the SEO efforts undertaken. Consistent on-page and off-page SEO activities resulted in better search rankings on Google Search. This led to more relevant traffic coming to the website, ultimately increasing the revenue.

The Outcome

20+	45%	20%	+45%	-24%
Keywords ranked	Increase in online traffic	Increase in online sales	New users	Bounce rate

Keywords	Ranking May 2021 (1st Month)	Ranking 2-May-22
Buy Special Darjeeling Tea	1	1
Buy Premium Organic Green Tea	14	1
Best Darjeeling Tea online	23	1
Buy Darjeeling Tea online	27	1
Assam Black Tea	10	4
Darjeeling Tea	48	7
White Tea Online	20	7
Buy White Tea Online	24	7
Organic Green Tea Online	48	8
Buy Organic Green Tea	45	10

Google Rankings