




SEO Case Study



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About Made with Spin

Parafit is determined to spread the fire further by delivering transformations right at the doorsteps in Delhi/ Gurugram/ Noida/ Ghaziabad & Faridabad. Imagine a diet which makes you lose up to 6-7 kgs in a month.



Strategy

When it came to SEO, Parafit was looking to excel in online as well as in offline market. In the initial phase we focused towards the goal of creating a customer base who are aware about the brand. But, in order to expand their reach, we needed to boost their SEO efforts. Made with Spin had two goals:

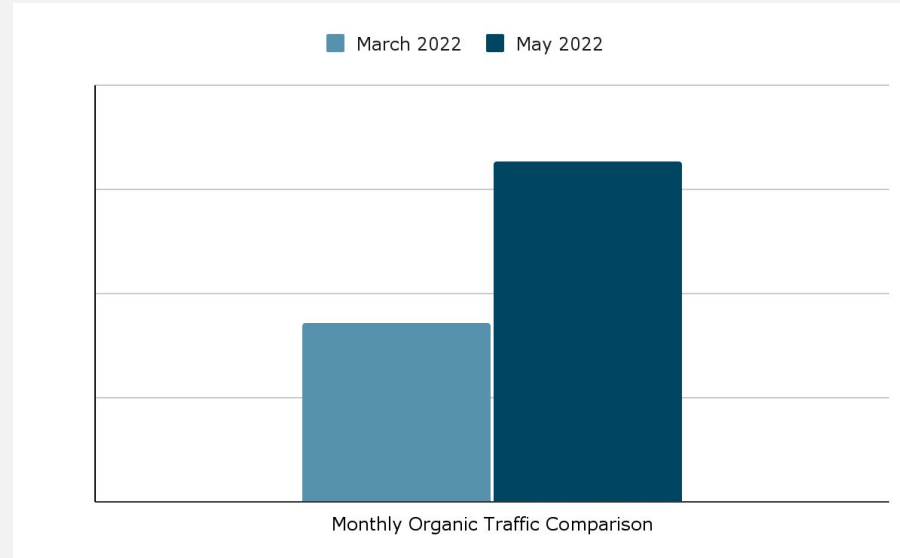
1. **Increase Branded and Non-Branded Search Traffic:** Parafit Delivers wanted to be the top Priority for customers looking for Generic keywords like “Healthy Food Deliver” “Keto Food Delivery” and other similar key search terms.
2. **Improve Website Health:** Parafit Delivers’s website needed to be able to support more visitors as its traffic increased. Parafit also wanted to take advantage of their existing blogs and product content, which was performing not upto the mark and bringing down the site’s overall authority.

We started with a thorough website & content audit to take inventory of the website: what we could improve, what we could leave as-is, and what needed to go. Then, we got to work.

Results (Keywords)

Keywords	Before Brand Visage	After Brand Visage
High Protein Food Delivery	Not in Top 100	1
Healthy Online Food Delivery	Not in Top 100	2
Diet Food Delivery	Not in Top 100	2
Healthy Food Delivery	Not in Top 100	4
Weight Loss Meal Delivery	Not in Top 100	5
Customized Diet Plan	Not in Top 100	11
Keto Food Delivery	Not in Top 100	6
Detox Plan	Not in Top 100	30

Results (Website Traffic)



After putting the strategies to work, Parafit experienced a whopping 90% of Increase in the website's organic traffic.



THANK YOU!

