Case Study Seasons India

	eBrandz Appraisal:
	"We are very happy & satisfied with the dedicated and ethical SEO services offered by eBrandz team" – Mr Kalpesh Patel, CEO of Seasons India Pvt Ltd

Client: Seasons is an online shopping portal for Indian women. The portal is online version of the Seasons fashion house which is located in Santacruz in Mumbai. The website sells ethnic Indian garments for women and is a hot favorite among Non Resident Indians as well as the rich and mighty in Mumbai western suburb.

Challenge: Besides the challenge of selling women garments online (where touch and feel is pretty important), there was a problem in the website programming which made it difficult for search engines to access internal web pages on seasons website. Also there was a lot of content on the website but most of the pages had no title or Meta tags.

Solution: After a few initial consultations, it was decided that there was a need to change programming logic. This helped search engines to properly access internal web pages within the Season website. eBrandz team also started working on various sections and sub sections within Seasons portal. By giving them logical titles eBrandz made it easier for search engines to identify and rank pages within the website.

After understanding and analyzing their need, team of SEO at eBrandz dedicatedly worked on the project to fetch remarkable results. The outcome of the efforts is depicted below.

Results: The results started showing within two months and there was a big increase in website traffic. From 30,000 unique visitors per month, traffic jumped to 250,000 unique visitors per month. This had a very significant impact on total online sales of Seasons. Not only that, it also helped Seasons establish itself as a leading online player in Indian Fashion. According to Mr Kalpesh Patel, CEO of Seasons India Pvt Ltd, "We have had a very positive and fruitful experience working with eBrandz. The quality of their efforts into our project was and is simply amazing."

Seasonindia.com is recurrently attracting 6000 unique visitors on its web based women portal. Full fledged SEO services have helped their portal to gain higher rankings on major search engines like Yahoo, Google & MSN.

Search	Google
fashion in india	# 1
fashion india	# 1

indian bridal fashion	# 1
indian fashion clothes	# 1
indian fashion show	# 1
indian fashion shows	# 1
latest indian fashion	# 1
marriage customs in india	# 1
new bollywood releases	# 1
stop grey hair	# 1
honeymoon packages in india	# 2
indian fashion	# 2
indian sarees	# 2
manish malhotra collection	# 2
monsoon fashion	# 2
sarees	# 2
sari	# 2
bollywood gossips	# 3
cleansing the body	# 3
india marriage	# 3
indian fashion designers	# 3
indian wear	# 3
kamasutra india	# 3
salwar kameez	# 3
shalwar kameez	# 3
india fashion	# 4
kameez	# 4
pregnancy detection	# 4
salwar	# 4
indian marriages	# 5
indian saris	# 5
latest indian sarees	# 5
love shayaris	# 5
puffiness under eyes	# 5
indian salwar kameez	# 6
india saree	# 7
indian saree	# 7
how to seduce a man	# 8
ponytail hairstyles	# 9
breast exercises	# 10
shayaris	# 11
pregancy	# 12
saree	# 12
tips for getting pregnant	# 13
grey hair	# 14
menstruation problems	# 20
marital problems	# 21
french kissing techniques	# 27
homemade facials	# 31
india sex	# 44
neck excercises	# 91

Search	MSN
monsoon fashion	# 1
manish malhotra collection	# 2
marriage customs in india	# 2
indian salwar kameez	# 4
indian sarees	# 4
saree	# 4
indian fashion	# 6
indian saree	# 6
indian fashion designers	# 7
india fashion	# 8
kamasutra india	# 8
love shayaris	# 8
fashion in india	# 9
india marriage	# 9
latest indian sarees	# 9
bollywood gossips	# 10
fashion india	# 11
pregancy	# 12
indian bridal fashion	# 13
salwar kameez	# 13
homemade facials	# 14
indian fashion shows	# 15
indian saris	# 17
latest indian fashion	# 20
indian fashion show	# 25
india saree	# 26
shayaris	# 26
indian fashion clothes	# 32
indian wear	# 32
marriage customs	# 34
shalwar kameez	# 39
sarees	# 44
kameez	# 51
salwar	# 56
marital problems	# 79
indian marriages	# 80
sari	# 99

Search	YAHOO
fashion india	# 1
indian fashion shows	# 1
marriage customs in india	# 1
monsoon fashion	# 1
indian bridal fashion	# 2
fashion in india	# 3
india fashion	# 3

indian wear	# 3
kameez	# 3
new bollywood releases	# 3
saree	# 3
cleansing the body	# 4
bridal wear	# 5
indian fashion show	# 5
kamasutra india	# 5
salwar kameez	# 5
india saree	# 6
indian fashion	# 6
love shayaris	# 7
latest indian fashion	# 8
puffiness under eyes	# 8
sarees	# 8
sari	# 8
indian sarees	# 10
manish malhotra collection	# 10
indian fashion designers	# 11
menstruation problems	# 11
bollywood gossips	# 12
india marriage	# 12
shalwar kameez	# 12
indian saris	# 15
indian saree	# 16
pregnancy detection	# 16
french kissing techniques	# 17
homemade facials	# 18
marital problems	# 18
latest indian sarees	# 19
ponytail hairstyles	# 21
marriage customs	# 22
how to seduce a man	# 25
tips for getting pregnant	# 30
breast exercises	# 31
indian marriages	# 32
grey hair	# 38
indian salwar kameez	# 43
honeymoon packages in india	# 56
indian fashion clothes	# 62
neck excercises	# 68
indian wedding suits	# 78
india sex	# 87