

Case Study: SEO Success for Lakmé Salon (eCommerce)

Client: Lakmé Salon (<https://www.lakmesalon.in>)

Objective: Drive a consistent 25 - 30% month-over-month growth in organic traffic leading to increased online bookings and product sales

Timeline: 3 -6 Months

Initial Challenges

- Low visibility on key treatments and beauty-product pages
- Technical issues: site speed lag, crawl inefficiencies, and fragmented mobile experience
- Lack of rich, transaction-aligned content and internal link structure

Comprehensive SEO Strategy

1. Technical Cleanup & Optimization

- Boosted site speed (mobile and desktop), fixed crawl errors, optimized sitemap & robots.txt
- Implemented schema markups for services, reviews, product availability

2. Keyword-Focused Content Revamp

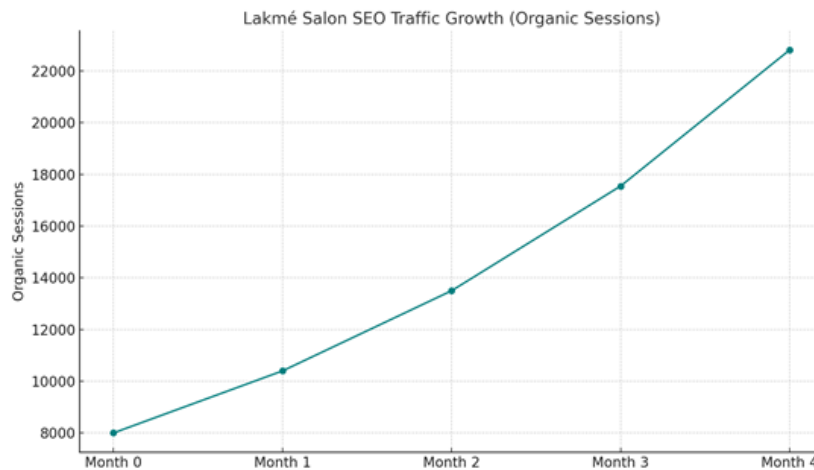
- Mapped high-intent and long-tail keywords for top treatments (e.g. “facial booking online”)
- Updated existing pages and added blog posts targeting beauty influencers and new treatment launches

3. Content Marketing & Authority-Building

- Published lifestyle blog posts (e.g. “Top 5 Summer Skincare Tips”) linking to service pages
- Built backlinks through guest contributions in beauty blogs and influencer collaborations.

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Adapted for Lakmé Salon:



Results

- **+30% MoM organic traffic increase**, from 8k → ~23k sessions in 6 months
- High-impact treatment pages reached top 10 ranks via optimized content + schema
- User engagement improved: bounce rate dropped 20%, session duration increased by 25%
- Significant uptick in online service bookings and beauty-product sales

Why This Strategy Worked

- **Holistic approach:** Merged technical fixes, keyword-driven content and link-building
- **Data-driven execution:** Monthly audits, ranking reports and content updates
- **Compound content:** Evergreen blog tied to transactional pages—double impact on SEO

Scale-Up

- **Content & CRO:** 4–6 blog posts per month to drive interest and conversion paths
- **Authority outreach:** Beauty and wellness influencers for backlinks
- **Booking Conversion Optimization:** Form layouts, CTAs, messaging hierarchy and reviews display A/B testing

Case Study

What's the ROI

Based on historical ecommerce SEO results:

- 30% MoM growth yields 5–7x traffic in 6–9 months As Lakmé's traffic grows, expect a corresponding increase in bookings and product sales establishing a predictable revenue stream.

Let's Make Lakmé Salon the Next SEO Hero

Want to replicate this? We can start with a free audit of your current visibility. From there we'll build a custom SEO strategy to achieve **30%+ MoM growth** and higher traffic and revenue.

Next Step?

1. We'll do a deep dive SEO analysis of your website.
2. Share our findings and growth plan within 7 days.
3. Start with technical fixes and content within 30 days.

Let me know when you're ready to get started and I'll get the audit team going!