

CASE STUDY



Detoxie

India's First Anti Stress & Anti Pollution
Skincare Company

Search Engine
Optimization



About Detoxie



Products Made for Your City Life

Detoxie create solutions that are the need of the hour. Detoxie understand the fast-paced urban life and know what stress, fatigue and pollution can do to our skin. Detoxie aim to solve these problems one step and one product at a time.

Fast & Visible Results with Honest Claims

Depending on the Detoxie product you choose and your skin or hair type, you can expect to see results in a few minutes to 45 days

While Detoxie can do no magic, Detoxie do spend a lot of time formulating our products and bring the best possible combinations to give you fast and visible results.

How

**We Increased
Search Appearance
by 250% in 3
Months for
Detoxie**

DGTLmart – Digital Performance
Marketing Company

*We defined benchmarked metrics to set the
right strategic direction for business to get
effective ROI*

Detoxie – Ecommerce



Problem Faced

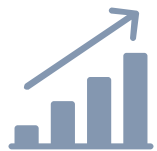
Less Organic Traffic from Generic Product Keywords
Less Products Keyword Ranking on Page 1
Product Keyword Strategy missing for Organic Traffic
Ecommerce Technical SEO Optimization missing

Solution Offered

Smart Ecommerce SEO Strategy
Detailed On page & Content Audit
Implementing of Ecommerce Products based SEO
Strategic Link Building approach
SEO-driven content on-page & off-page

The Benefits – 3 months

- 150% Increase in Product Keywords Page 1
- Overall Search Appearance Increased by 250%
- Organic Traffic increased by 45% from products URL
- Advance SEO Schema Implemented for rich results



200%

Increase in % of Keywords
bringing Organic Traffic

140%

Increase in % of Keywords
Ranking in First Page on Google

Growth Achieved



What we achieved from
3 months SEO activities

Identify your highest value keywords,
Targeting Products Keywords for
direct Sale, Grouping same set of
Keywords , Content Optimization for
targeting group keyword



110%

Increase in New Products
Organic Traffic

250%

Increase in Search
Impressions

Keyword: "Best anti pollution face wash"

Ranking on Page 1 on Google Search Results

<https://detoxie.in/products/anti-pollution-de-tan-refr...>

Anti-Pollution & De-Tan Refreshing Face Wash - Detoxie

Detoxie dermatologically tested, deep cleansing face wash, that promotes a healthy, even toned & pollution free glow with every wash.

★★★★★ Rating: 5 · 52 reviews · ₹315.00 · In stock



Google

best anti pollution face wash

Q All Shopping Images Videos News More Tools

About 1,07,00,000 results (0.56 seconds)

<https://www.purple.com/collections/ponds-anti-poll...>

Ponds Anti Pollution Face Washes - Purple

1757 Products — Buy POND'S Pure Detox Anti Pollution + Purity Activated Charcoal Face Wash (200 g) · Buy Pond's Pure Detox Anti-Pollution Purity Face Wash With ...

People also ask

What is anti pollution face wash?

How can we clean our face from pollution?

Which is the No 1 face wash?

is anti pollution good for your skin?

Feedback

<https://detoxie.in/products/anti-pollution-de-tan-refr...>

Anti-Pollution & De-Tan Refreshing Face Wash - Detoxie

Detoxie dermatologically tested, deep cleansing face wash, that promotes a healthy, even toned & pollution free glow with every wash.

★★★★★ Rating: 5 · 52 reviews · ₹315.00 · In stock

<https://www.amazon.in/Pollution-Targets-Pollutants-H...>

Activ Beaute Anti Pollution Detox Face Wash - Amazon.in

ACTIV BEAUTE ANTI-POLLUTION DETOX FACE WASH This gentle and potent cleanser with SkinDefense, AquaSurge, Pomegranate & Turmeric Extracts, targets dirt, ...

Skin Type: Normal Material Feature: Dermatologist Tested

Special Ingredients: Hyaluronic Acid, Po... Material Type Free: Paraben Free Phth...

★★★★★ Rating: 3.5 · 12 reviews · ₹285.00 · In stock

<https://hotdeals360.com/Beauty>

Best Anti-Pollution Face Wash For Women | HotDeals360

31-Oct-2022 — 1. Pond's Pure White Anti Pollution + Purity Face Wash · ₹ 289, ₹ 450 ; 2. Aaranyaa Face Wash With Neem, Tulsi & Moringa · ₹ 202, ₹ 225 ; 3.

<https://www.elle.com/Beauty/Skin>

18 Anti-Pollution Skincare Products - ELLE

18-May-2022 — Check out our pick of the best antioxidant-packed, vitamin-infused, pollution-blocking skincare products and beat the skin-scavenging smog ...

<https://www.nykaa.com/activ-beaute-anti-pollution-de...>

Activ Beaute Anti-Pollution Detox Face Wash - Nykaa

Activ Beaute Anti-Pollution Detox Face Wash Online: Buy Activ Beaute Anti-Pollution Detox Face Wash at best price from Nykaa.

<https://www.nykaa.com/ponds-pure-detox-anti-polluti...>

Ponds Pure Detox Anti-Pollution Purity Face Wash with ...

... Face Wash with Activated Charcoal at best price from Nykaa. Check out Ponds Pure Detox Anti-Pollution Purity Face Wash with Activated Charcoal review.

★★★★★ Rating: 4.5 · 1,237 reviews · ₹210.00 · In stock

Keyword: "Redensyl shampoo"


Ranking on Page 1 on Google Search Results

Google redensyl shampoo

About 1,60,000 results (0.45 seconds)

<https://www.amazon.in> > redensyl > knredensyl

redensyl - Amazon.in



Results 1 - 48 of 365 — Man Matters Hair Serum | 3% Redensyl | DHT Blocker | Reduce Hair Fall | Added Saw Palmetto & Biotin | SLS & Paraben Free | Free Shampoo ...

People also ask

- Does Redensyl regrow hair?
- Is Redensyl good for your hair?
- Is Redensyl safer than Minoxidil?
- Is Redensyl better than Minoxidil?

<https://www.flipkart.com> > st-botanica-go-anti-hair-fall-...

St.Botanica GO Anti-Hair Fall Hair Shampoo - Flipkart

St.Botanica GO Anti-Hair Fall Hair Shampoo - With Redensyl, Biotin, Natural DHT Blockers, No SLS/Sulphate, Paraben, Silicones, Colors (200 ml) · Daily Care ...

Country of Origin: India Hair Type: All Hair Types

★★★★★ Rating: 4.2 · 40 reviews · ₹386.00 to ₹409.00 · In stock

<https://www.flipkart.com> > fairvuth-onion-redensyl-sti...

fairvuth Onion Redensyl Stimulating Shampoo for For Hair

... Fairvuth Redensyl Stimulating Shampoo contains Redensyl, an innovative ingredient proven to reinvigorate the cells in the follicles responsible for hair growth.

★★★★★ Rating: 4.3 · 21 reviews

<https://www.nykaa.com> > st-botanica-go-anti-hair-fall-h...

StBotanica GO Anti-Hair Fall Hair Shampoo - With ... - Nykaa

Repairing hair cleanser that gently washes away dirt and impurities from the scalp; Enriched with natural extracts of bhringraj, biotin, caffeine, hibiscus

★★★★★ Rating: 4.6 · 168 reviews · ₹347.00 · In stock

<https://detoxie.in> > products > hard-water-relief-hair-fall...

Hard Water Relief, Hair Fall Control & Pro Growth Shampoo

Detoxie gentle & soothing Redensyl® shampoo, a blend of ingredients, promotes hair growth by stimulating regeneration in the hair follicles and reducing ...

★★★★★ Rating: 5 · 67 reviews · ₹585.00 · In stock

Popular products

Buy Best Redensyl...	St.botanica, Go Anti-hair Fall...	Alps Goodness Oil Shampoo	Natural Infusions Hair Shampoo...
detoxie.in	Flipkart	Purple.com	amazon.in and 2+ stores
200 ml · Hair Growth · Hair Loss	Moisturising · Hair Growth · Hair Loss...	290 ml · Moisturising · Reconstructing...	250 ml-1.5 litre · 3-pack-12-pack...
₹585.00	₹409.00	₹216.00	₹2,397.00

Keyword: “Anti pollution sunscreen” Ranking on Page 1 on Google Search Results

<https://detoxie.in> › products › anti-pollution-non-come...
Anti-Pollution, PA+++ Sunscreen Lotion SPF 30 - Detoxie
A sweat resistant, non oily, PA+++ sunscreen that protects you from UVA & UVB.
Dermatologically tested & specially formulated to enhance skin barrier ...



Google anti pollution sunscreen

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About 53,90,000 results (0.51 seconds)

<https://www.flipkart.com> : itmthipentwout5
WOW SKIN SCIENCE Anti Pollution Sunscreen SPF 40 ...
WOW SKIN SCIENCE Anti Pollution Sunscreen SPF 40 Lotion, 100mL Tube - SPF 40 PA++ (100 ml) ... Advanced all-in-one sunscreen lotion for protecting the skin from ...
Country of Origin: India Skin Type: All Skin Types
Quantity: 100 ml
★★★★★ Rating: 4.1 - 268 reviews - ₹243.00 - In stock

<https://www.nykaa.com> : wow-skin-science-anti-pollu...
WOW Skin Science Anti Pollution Sunscreen SPF 40 Lotion
Formulated to deliver protection against pollution and UVA & UVB radiations ;
Numerous Benefits - Minimize irritations, ageing skin signs, pigmentation and ...
★★★★★ Rating: 4.2 - 80 reviews - ₹289.00 - In stock

<https://www.amazon.in> : WOW-Pollution-Resistant-Par...
WOW Skin Science Sunscreen SPF 40 - 141 Grams Lotion
WOW Skin Science Anti-Pollution Sunscreen SPF 40 provides an advanced, all-in-one skin protection against pollution, smog, smoke, fuel exhausts and sun's UV ...
★★★★★ Rating: 3.8 - 1,577 reviews - ₹243.00 - In stock

<https://www.amazon.in> : WOW-Pollution-Resistant-Sun...
WOW Anti Pollution SPF40 Water Resistant No Parabens ...
WOW Skin Science Anti-Pollution Sunscreen SPF 40 provides an advanced, all-in-one skin protection against pollution, smog, smoke, fuel exhausts and sun's UV ...
Sun Protection: 40 SPF Skin Type: Acne, Sensitive, Dry
Brand: WOW Skin Science Item Form: Lotion
★★★★★ Rating: 3 - 1 review - ₹243.00 - Out of stock

<https://pharmeasy.in> : Healthcare
Wow Skin Science Anti Pollution Sunscreen Lotion - 100 ML ...
WOW Skin Science Anti Pollution Sunscreen Lotion is a revolutionary shield for your skin that is lightweight for daily use. The sunscreen will fight for ...
Uses: Use WOW Skin Science Anti Pollution ... Ingredients: Ateromonas Ferment Extract, ...
How to Use: Take a small quantity of Wow Skil...
₹147.63 to ₹296.26

<https://www.buywow.in> : products › wow-skin-science...
Anti Pollution SPF40 Water Resistant No Parabens & ...
WOW Skin Science Anti Pollution Sunscreen SPF 40 provides advanced, all-in-one skin protection against pollution, smog, smoke, fuel exhausts and UVA & UVB ...
★★★★★ Rating: 4.7 - 58 reviews - ₹369.00 - In stock

<https://www.snapdeal.com> : ... › Face › Sunscreens
WOW Skin Science Anti Pollution Sunscreen SPF 40 ...
WOW Anti Pollution Sunscreen Lotion is a broad spectrum, water resistant and longer lasting sunscreen with high sun protection factor (SPF) count of 40.
★★★★★ Rating: 4 - 108 reviews - ₹329.00 - In stock

<https://detoxie.in> › products › anti-pollution-non-come...
Anti-Pollution, PA+++ Sunscreen Lotion SPF 30 - Detoxie
A sweat resistant, non oily, PA+++ sunscreen that protects you from UVA & UVB.
Dermatologically tested & specially formulated to enhance skin barrier ...
★★★★★ Rating: 5 - 9 reviews

Videos

[WOW Skin Science Anti Pollution Sunscreen Honest Review ...](#)
YouTube - Sayne Arju
24-May-2021

[Sunscreen Testing ! AM to PM or Anti Pollution ? How to use ...](#)
YouTube - BeautyReviews With Monica
25-Mar-2021

[NutriGlow Advanced Organics Anti Pollution Sunscreen ...](#)
YouTube - NutriGlow Cosmetics
29-Sept-2022

View all →

Keyword: “Hard water hair loss shampoo” Ranking on Page 1 on Google Search Results

<https://detoxie.in> › products › hard-water-relief-hair-fall...

Hard Water Relief, Hair Fall Control & Pro Growth Shampoo

Reduction in hairfall & cleansing of scalp to wash off the hard water deposits that lead to most hair problems. 80% of our users see results in 5-6 washes while ...

★★★★★ Rating: 5 · 67 reviews · ₹585.00 · In stock

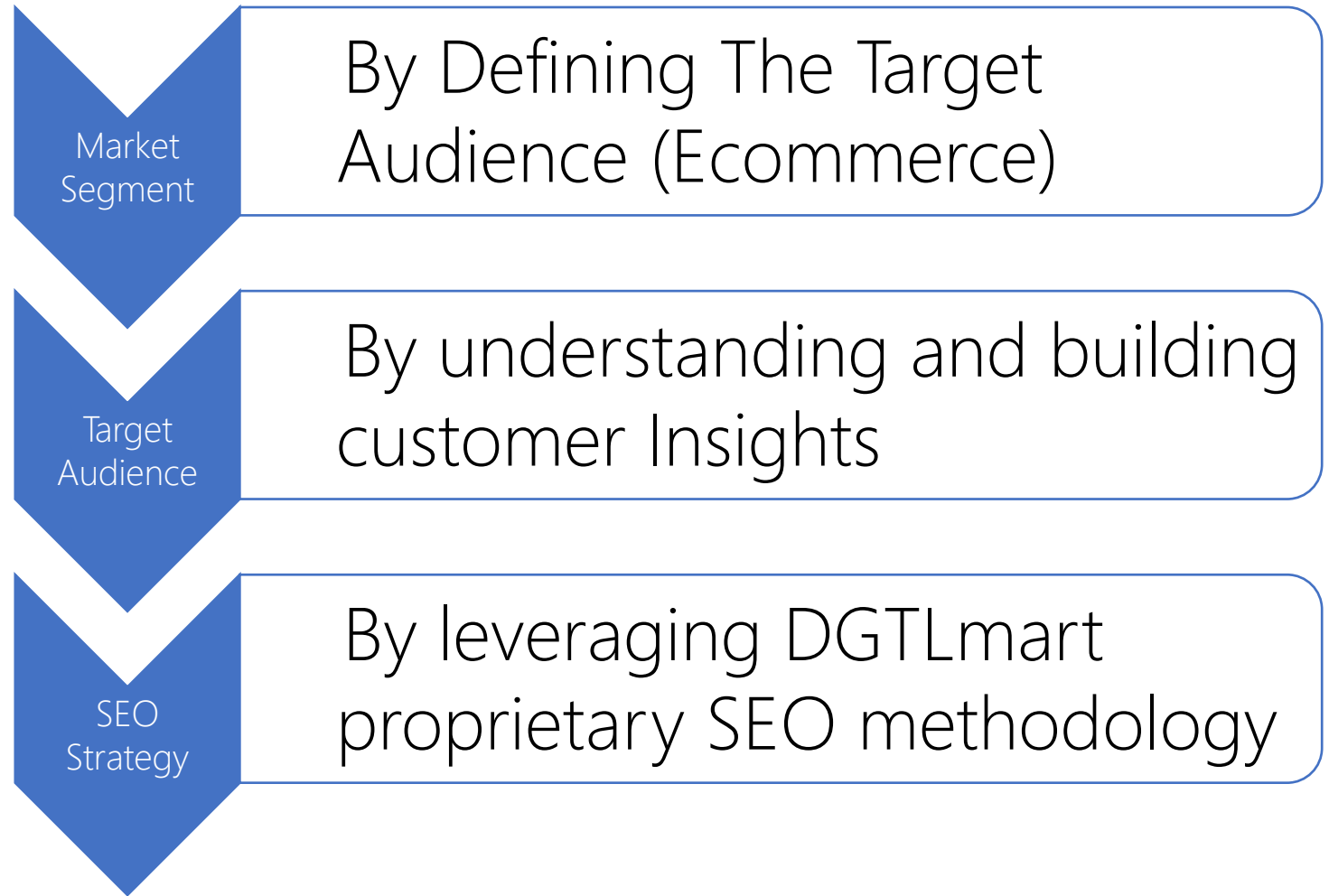


Google search results for "hard water hair loss shampoo". The results show various articles and videos related to hair loss due to hard water. The product being advertised is highlighted in a box with an arrow pointing to it.

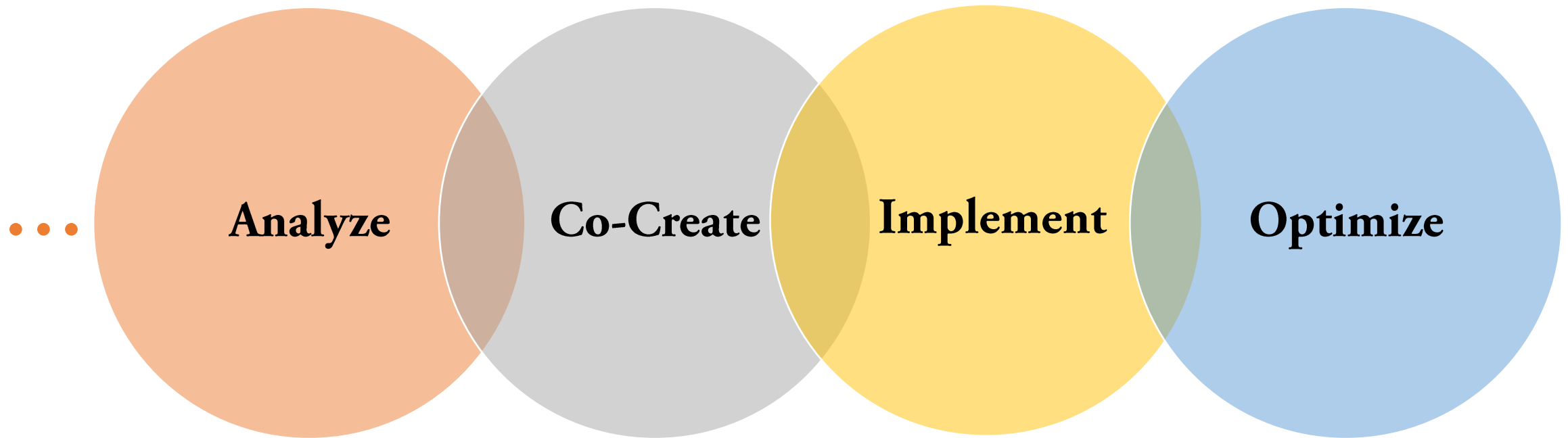
Search results for "hard water hair loss shampoo":

- Top five hard water shampoos to save your tresses - Purple
- People also ask:
 - How do you stop hair loss from hard water?
 - Which shampoo is best for hair in hard water?
 - Does hard water cause hair thinning?
 - Can you reverse hair loss from hard water?
- 8 Effective Remedies for Hair Loss Due to Hard Water
- How to Prevent Hair Loss Due to Hard Water - wikiHow
- iluvia Professional Hard Water Shampoo (Combats Hair ...)
- How to Treat and Prevent Hard Water Hair Damage - Healthline
- How To Prevent Hair Loss From Hard Water? - Vedic
- How Hard Water Damages your Hair and Leads to ...
- 6 Best Ways To Protect Your Hair From Hard Water
- Hard Water Relief, Hair Fall Control & Pro Growth Shampoo** (Highlighted product)
- Videos:
 - How to avoid Hair Fall due to Hard Water
 - How To Prevent Hair Loss due to Hard Water? How To Make ...
 - The Real Reason I Lost All My Hair: Hard Water Hair Loss ...

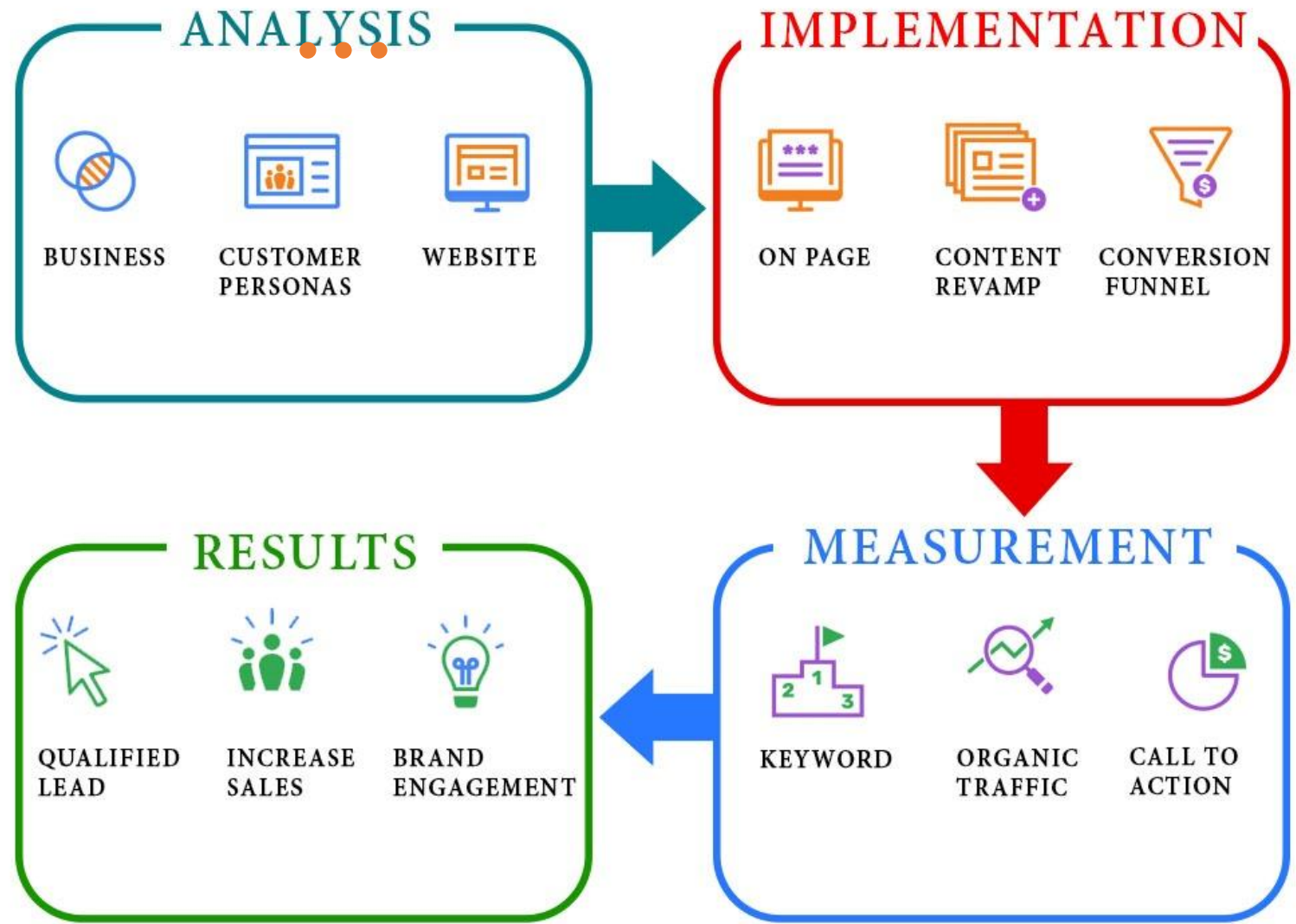
How do we achieve the Objectives?



4 Pillars of SEO Activities



DGTLmart SEO Approach



Search Engine Optimization

Best SEO solution - 10+ years of experience

- ✓ On-page & Off-page SEO
- ✓ Content Writing & Distribution
- ✓ Quality Link Building
- ✓ Guest Posting
- ✓ Increase Domain Authority
- ✓ High Traffic Keywords on Page 1

Over All Benefits of SEO

- Drive high quality organic traffic to website.
- Increase sales/leads from customers looking for products and services.
- Builds Trustworthiness and Brand's Credibility
- Gives Competitive Advantage

THANK YOU ...



+91 9810559439



contact@dgtlmart.com