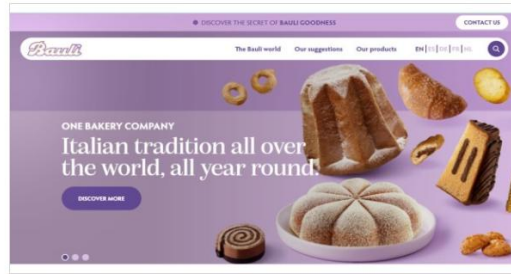


Bauli Establishes a Strong Online Presence with IKF's Robust SEO and Digital Strategy

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About Client

Bauli is a leading Italian confectionary brand known for their heavenly croissants that are lovingly made with traditional Italian recipe. One of the most sought-after names in the Italian bakery scene, Bauli has a robust presence in 70 countries across 5 continents. With a clear plan of expanding its base in the South-East Asian market, the brand set up a manufacturing facility in India.



Objective

- When Bauli launched their manufacturing facility in India, their primary objective was to build brand awareness and establish a strong online presence. They partnered with IKF to create a robust SEO strategy aimed at enhancing their organic visibility and securing top rankings for targeted keywords on popular search engines within three months.



Problem Statement

- As a new entrant in the Indian market, Bauli needed to establish its digital footprint and compete with well-established players in the bakery industry. The challenge was to create a strong online presence by improving search engine rankings, driving high-quality organic traffic, and increasing brand awareness in a short time frame.



Strategy & Execution

Comprehensive Website Audit and Competitor Analysis:

- Conducted an in-depth audit of Bauli's website to identify areas for improvement and enhance its performance on search engines.
- Performed competitor analysis to understand industry tactics and incorporate relevant strategies.

Keyword Research and Onsite Optimization:

- Identified high-quality, traffic-driving keywords to maximize visibility.
- Optimized website elements, including:
 - Content review and keyword density optimization.
 - Meta tag optimization (title, description, keywords) for all pages.
 - Fixing duplicate content, spell checks, and providing content suggestions.
 - Enhancing website speed, performance, and image optimization for better user experience.

Offsite SEO Approach

- Built a strong offsite presence with activities such as:
 - Blog posts on high-authority platforms.
 - Quora Q&A participation.
 - Search engine submissions, social bookmarking, and image submissions.
- Focused on acquiring quality backlinks and improving domain authority.

Collaborative Approach:

- Worked closely with Bauli's team to ensure alignment with their goals and maintained transparency throughout the SEO process.
- Benchmarked all activities against industry standards to stay current with SEO trends.