

# Case Study



**Project Name:** The Kenko Life

**Website URL:** [www.thekenkolife.com](http://www.thekenkolife.com)

**Business category -** Food Delivery

**Major deliveable:** SEO, Content, Ad

**Target locations for promotion -** Bangalore

**Date Range-** 01.01.2024 to 31.05.2024 **Vs** 1.08.2023 to 31.12.2023

# Google Analytics Overview-

( 01.01.2024 to 31.05.2024 Vs 1.08.2023 to 31.12.2023)

All Users Add comparison +

Custom: Jan 1 - May 31, 2024

Compare: Aug 2 - Dec 31, 2023

## Reports snapshot



Users ?

36K

↑ 181.2%

New users ?

36K

↑ 179.0%

Average engagement time ?

30s

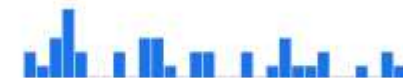
↑ 4.2%



USERS IN LAST 30 MINUTES

32

USERS PER MINUTE

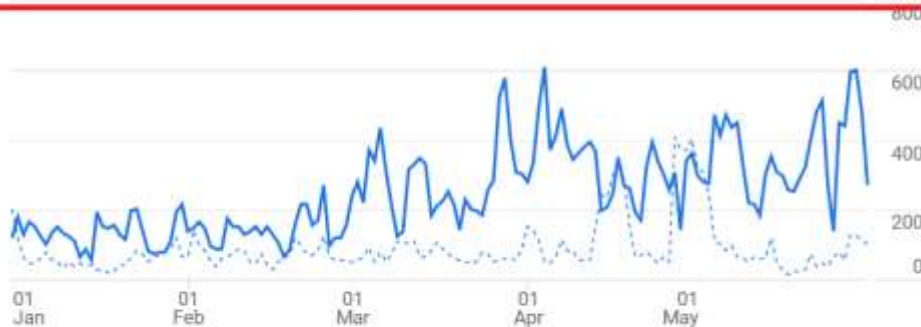


TOP COUNTRIES

USERS

India 31

Philippines 1



— Custom — Preceding period

# Channel Wise Traffic :

( 01.01.2024 to 31.05.2024 Vs 1.08.2023 to 31.12.2023 )

Session primary...Channel Group) ▾ +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session
⇅ SHOW ALL ROWS							
		36,309 vs. 12,913 ↑ 181.18%	42,859 vs. 16,362 ↑ 161.94%	42,278 vs. 16,070 ↑ 163.09%	26s vs. 23.34 ↑ 11.86%	1.16 vs. 1.24 ↓ -6.44%	5.36 vs. 4.95 ↑ 8.4%
1	Organic Social						
	Jan 1 - May 31, 2024	13,057	14,260	14,191	17s	1.09	5.36
	Aug 2 - Dec 31, 2023	2,886	3,183	3,177	25s	1.10	6.19
	% change	352.43%	348.01%	346.68%	-33.95%	-1.27%	-13.43%
2	Paid Search						
	Jan 1 - May 31, 2024	9,839	11,030	10,862	27s	1.10	5.05
	Aug 2 - Dec 31, 2023	4,140	4,675	4,599	27s	1.11	4.98
	% change	137.66%	135.94%	136.18%	-2.69%	-0.62%	1.41%

1 Duration

# Channel Wise Traffic :

( 01.01.2024 to 31.05.2024 Vs 1.08.2023 to 31.12.2023 )

3	Direct						
	Jan 1 - May 31, 2024	5,680	6,731	6,609	23s	1.16	5.17
	Aug 2 - Dec 31, 2023	1,383	1,800	1,750	27s	1.27	5.21
	% change	310.7%	273.94%	277.66%	-13.79%	-8.05%	-0.71%
4	Organic Search						
	Jan 1 - May 31, 2024	4,214	5,976	5,632	54s	1.34	7.54
	Aug 2 - Dec 31, 2023	1,137	1,624	1,502	52s	1.32	6.82
	% change	270.62%	267.98%	274.97%	5.57%	1.17%	10.45%
5	Display						
	Jan 1 - May 31, 2024	2,596	2,787	2,765	27s	1.07	4.26
	Aug 2 - Dec 31, 2023	0	0	0	0s	0.00	0.00
	% change	0%	0%	0%	0%	0%	0%

on Duration

# Page Wise Traffic-

(01.01.2024 to 31.05.2024 Vs 1.08.2023 to 31.12.2023)

Search...

Rows per page: 10

Go to: 1

1-10 of 124

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count All events	Key events All events
<a href="#">SHOW ALL ROWS</a>						
	71,039 vs. 25,284 ↑ 180.96%	36,309 vs. 12,913 ↑ 181.18%	1.96 vs. 1.96 ↓ -0.08%	30s vs. 29.57 ↑ 4.2%	229,806 vs. 80,935 ↑ 183.94%	72,712.00 vs. 25,980.00 ↑ 179.88%
1 /						
Jan 1 - May 31, 2024	14,773	9,806	1.51	19s	49,034	15,104.00
Aug 2 - Dec 31, 2023	10,290	6,580	1.56	14s	31,848	10,599.00
% change	43.57%	49.03%	-3.66%	31.62%	53.96%	42.5%
2 /weight-loss-diet-meal-subscription-based-delivery-in-bangalore/						
Jan 1 - May 31, 2024	13,180	11,012	1.20	27s	52,618	13,670.00
Aug 2 - Dec 31, 2023	4,193	3,571	1.17	27s	17,500	4,236.00
% change	214.33%	208.37%	1.93%	-1.48%	200.67%	222.71%

# Page Wise Traffic-

(01.01.2024 to 31.05.2024 Vs 1.08.2023 to 31.12.2023)

3	/how-it-works/						
	Jan 1 - May 31, 2024	12,023	9,649	1.25	10s	37,320	12,121.00
	Aug 2 - Dec 31, 2023	1,251	1,056	1.18	23s	2,942	1,282.00
	% change	861.07%	813.73%	5.18%	-55.42%	1,168.52%	845.48%
4	/our-healthy-meal-plans-bangalore/						
	Jan 1 - May 31, 2024	11,580	8,726	1.33	32s	30,202	11,740.00
	Aug 2 - Dec 31, 2023	3,174	2,412	1.32	33s	7,966	3,291.00
	% change	264.84%	261.77%	0.85%	-3.32%	279.14%	256.73%
5	/healthy-meal-subscription-based-delivery-in-bangalore/						
	Jan 1 - May 31, 2024	4,924	4,290	1.15	6s	18,791	5,153.00
	Aug 2 - Dec 31, 2023	2,557	2,126	1.20	10s	10,258	2,589.00
	% change	92.57%	101.79%	-4.57%	-38.51%	83.18%	99.03%

# Page Wise Traffic-

(01.01.2024 to 31.05.2024 Vs 1.08.2023 to 31.12.2023)

6	/subscription-form/						
	Jan 1 - May 31, 2024	3,155	2,565	1.23	14s	7,628	3,210.00
	Aug 2 - Dec 31, 2023	897	745	1.20	16s	2,219	933.00
	% change	251.73%	244.3%	2.16%	-12.4%	243.76%	244.05%
7	/thankyou/						
	Jan 1 - May 31, 2024	2,604	2,239	1.16	7s	6,559	2,733.00
	Aug 2 - Dec 31, 2023	1,103	970	1.14	5s	2,438	1,180.00
	% change	136.08%	130.82%	2.28%	33.01%	169.03%	131.61%
8	/optimal-calories/						
	Jan 1 - May 31, 2024	2,179	1,919	1.14	16s	8,763	2,228.00
	Aug 2 - Dec 31, 2023	872	769	1.13	18s	3,453	888.00
	% change	149.89%	149.54%	0.14%	-10.31%	153.78%	150.9%

# Search Console Overview :

(01.01.2024 to 31.05.2024 Vs 1.08.2023 to 31.12.2023)

Search type: Web

Date: Compare

+ New

Last updated: 3 hours ago

Total clicks

**2.56K**

4/1/24 - 5/31/24

**1.58K**

2/1/24 - 3/31/24

Total impressions

**23.9K**

4/1/24 - 5/31/24

**14K**

2/1/24 - 3/31/24

Average CTR

**10.7%**

4/1/24 - 5/31/24

**11.3%**

2/1/24 - 3/31/24

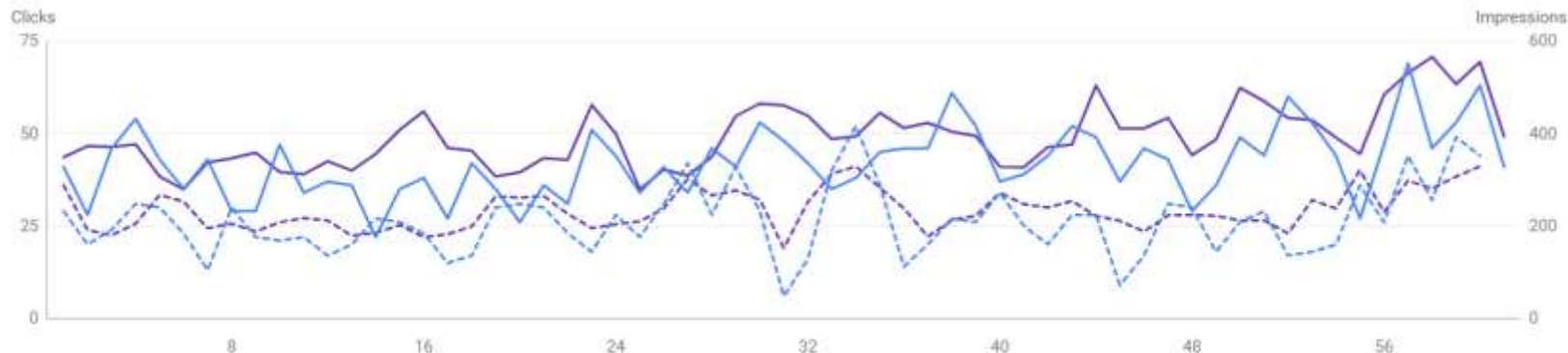
Average position

**18.6**

4/1/24 - 5/31/24

**14.8**

2/1/24 - 3/31/24





# Ranking Status -

SR.NO	Keyword	Position (30.05.2024)	Position (04.04.2024)
1	macro counted meals	1	1
2	macro counted meals delivered	1	1
3	diabetic friendly meals	1	3
4	diabetic friendly prepared meals	1	1
5	diabetic friendly meals delivered	1	1
6	healthy diabetic friendly meals	1	1
7	carb conscious meals	1	1
8	carb conscious meal delivery	1	1
9	best carb conscious meal delivery	1	1
10	carb conscious meal kits	1	1
11	carb conscious meal plan	1	1
12	healthy meal delivery services	2	5
13	healthy meal delivery	1	3
14	best healthy meal delivery service	2	4
15	healthy meal prep delivery	1	1
16	healthy meals delivered to your door	1	4
17	healthy premade meals	1	7
18	healthy prepared meals	2	7
19	healthy meal service	2	6
20	low calorie meal delivery	2	2
21	low fat meal delivery	2	2
22	best low calorie meal delivery	1	1
23	low calorie meal prep delivery	2	3
24	calorie conscious meal delivery	1	2
25	weight loss meal delivery services	1	1

# Ranking Status -

SR.NO	Keyword	Position (30.05.2024)	Position (04.04.2024)
26	healthy meal delivery services for weight loss	1	1
27	meal prep delivery services for weight loss	1	1
28	prepared meal delivery services for weight loss	1	1
29	gluten free meals delivery	1	2
30	best gluten free home delivery meals	1	2
31	best gluten free delivery meals	2	2
32	gluten free food delivery meals	1	2
33	gluten free meals for delivery	2	2
34	salad meal delivery	1	1
35	salad meal delivery service	1	1
36	meal delivery salads	1	1
37	salad delivery meals	1	1
38	best salad meal delivery	1	1
39	meal delivery service salads	1	1
40	paleo meals delivery	1	1
41	paleo meal delivery service	1	1
42	paleo meal service	1	1
43	paleo food delivery services	1	1
44	paleo food delivery meals	1	1
45	healthy food subscription	5	3
46	best healthy food subscription	10	10
47	healthy food subscription service	6	8
48	healthy food monthly subscription	7	7
49	healthy food meal subscription	5	3
50	food subscription healthy	3	5

# What We Achieved in Last 5 Months(SEO)

- We have worked total of **50+ *Keywords***. We are ranking on the ***first page*** of Google SERP for all these **50** keywords.
- We have received approx ***3000 units Organic leads***

# What We have done in Last 5 months (SEO)

- Page wise on page optimise
- Create new webpage
- Added webpage content on targeted page
- Added blogs targeted to the keywords
- We have released digital PR
- We have done the CRO of the targeted pages

# Thank You.

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