

The PM Newsletter

Why Your SEO Strategy Needs an Update before 2025.

Hello and welcome back!

Do you remember the first time you said 'yes' to getting your business online?

Being an action-taker, a lot of us either jumped into the bandwagon of getting our businesses into google years back. Yet, most business owners lack the excitement they had when they said 'yes'.

Why? Having a great product plus website plus social media didn't quite equal to the surge in sales!

You see, nearly **76%** of people **don't scroll past** the **first page of search results**. That means even if your business is online, your customers may never see you. Without a proper SEO strategy, it's like you're setting up shop in a crowded street, but without a sign that directs anyone to your store.

A notable example of a brand faltering in India due to poor SEO is **Bisleri Pop**, a beverage sub-brand that failed despite Bisleri's strong presence in bottled water. The brand launched new products like Pina Colada and Limonata, but they couldn't gain traction and were eventually pulled. While several factors contributed to this, a lack of targeted SEO, content, confusion and digital visibility played a major role. Without the right keyword strategy and online engagement, consumer awareness remained low, ultimately affecting sales and market success.



Dissecting the basics of SEO:

Before we talk about the mistakes, why is SEO such a big deal? Are you aware of everything you need to know about SEO & ranking your website?

Here's a video to help you strengthen your SEO foundations, once and for all!



5 SEO Blunders That Are Holding Back Your Website's ranking in 2024:

Keyword Stuffing

Overloading your content with keywords to rank higher may have worked in the past, but now it can lead to penalties. Google's algorithm is smarter, prioritizing relevance and natural language. Focus on quality content that answers users' queries.

Thin or Duplicate Content

Google values unique, high-quality content. Pages with thin or duplicated content are less likely to rank well. Ensure your content provides in-depth value to users and avoids repeating the same material across multiple pages.

Over-Relying on AI Content Without Human Touch

While AI can streamline content creation, over-relying on it can result in generic text that Google's algorithms may flag. Balance AI-generated content with authentic, valuable writing and ensure it's optimized for AI-driven features like featured snippets, voice search, and understanding search intent for better rankings.

Ignoring Mobile Optimization

With over half of all web traffic coming from mobile devices, failing to optimize your site for mobile is a huge mistake. Google prioritizes mobile-friendly websites, and a poor mobile experience can severely impact your rankings.

Overlooking Internal Linking

Internal links help search engines crawl your site and pass link equity between pages. Without a solid internal linking structure, you're making it harder for Google to understand your site's hierarchy and for users to navigate your content efficiently.

USED CASE:

This year our team worked with a home decor brand who were struggling to get noticed online despite having a beautiful product range. Their website was buried on the 5th page of Google search results, & sales were slowly stagnating. They knew they had a great product but lacked the online visibility needed to grow their customer base.



Here are the two key strategies we used to turn things around:

1. Local SEO Optimization

We optimized their Google My Business profile with accurate details, customer reviews, and regular content updates. This boosted their visibility in local searches, driving more foot traffic and website visitors.

2. Targeted Content & Long-Tail Keywords

We created blog posts around long-tail keywords like "affordable home decor for small apartments" to attract a more relevant audience. This increased organic traffic and improved conversion rates.

Within 6 months, their website moved to the **top 3 rankings** for 4 of their key search terms, and sales rose by **30%**. By focusing on local SEO and targeted content, they reached the right audience and saw real results.

With SEO as one of the fundamentals of your online business strategy, you can transform how customers find and interact with your brand, no matter where you're starting from. Get it right, and your business can cut through the noise and stand out in a competitive online space.

When you're ready to make that leap, we're here to help. [Let's talk](#)
"Success is the sum of small efforts, repeated day in and day out." – Robert Collier

Until next time,
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