

# iQSEO

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## Local SEO Case Study:

### SKS PAZHAMUDHIR

Achieving First-Page Visibility

# 1. Client Overview :

**Client:**

SKS PAZHAMUDHIR

**Industry:**

Supermarket

**Location:**

Periyanaickenpalayam, Coimbatore, Tamilnadu, India

**Service Offering:** **Fresh Produce Section** – Wide range of fresh fruits,

vegetables, and greens sourced daily.

**Dairy & Bakery Products** – Fresh milk, cheese, butter, curd, cakes, and pastries available daily.

**Groceries & Essentials** – Daily household items, rice, pulses, oils, and packaged goods.



**Snacks & Beverages** – Chips, biscuits, juices, and soft drinks from popular brands.

**Frozen & Ready-to-Eat Foods** – Instant meals, frozen snacks, and ice creams.

**Personal Care Products** – Toiletries, beauty products, and hygiene essentials.

**Home & Cleaning Supplies** – Detergents, disinfectants, and cleaning tools.

**Stationery & Household Items** – School supplies, kitchen tools, and home décor items.

**Organic & Health Foods** – Organic staples, millets, and sugar-free products.

**Baby Care Essentials**– Diapers, baby food, lotions, and accessories.

**In-store Offers & Discounts** – Regular festive deals, combo offers, and loyalty points.

**Phone Order & Home Delivery Service** – Order groceries easily over the phone for doorstep delivery

**Online Ordering & Payment Options** – Pay online or via UPI for a seamless shopping experience.

**Customer Support Desk** – Friendly staff to assist with billing, returns, and product queries.

These services are designed to offer a seamless shopping experience for families, students, and working professionals seeking freshness, quality, and convenience at **SKS Pazhamudhir Supermarket in Periyanaickenpalayam, Coimbatore**.

# 1. Background: SKS Pazhamudhir Supermarket

**SKS Pazhamudhir Supermarket** is conveniently located in **Periyanaickenpalayam, Coimbatore**, offering customers easy access to all essential grocery and household products under one roof.

- **Prime Location:** Situated in one of Coimbatore's busiest and most accessible areas, making it a convenient shopping spot for residents and nearby communities.
- **Wide Product Range:** From **fresh fruits, vegetables, dairy, and bakery items** to **groceries, snacks, and household essentials**, the supermarket caters to every daily need with quality and freshness.

- **Customer Convenience:** Offers phone order and grocery home delivery service in Coimbatore, ensuring a hassle-free shopping experience.
- **Community-Friendly Store:** Known for its friendly staff, clean environment, and regular discounts, making it a trusted choice for families, students, and working professionals.

This prime location, combined with **SKS Pazhamudhir Supermarket's** commitment to freshness, quality, and affordability, makes it a preferred destination for those seeking a convenient and enjoyable shopping experience in **Periyanaickenpalayam, Coimbatore**.

## 2. Challenge

SKS Pazhamudhir Supermarket faced challenges in achieving strong local search visibility on Google. Despite offering a wide range of quality groceries and home essentials, the store's online presence was not reaching its full potential in Coimbatore.

- **Problem:** The supermarket was not appearing on the first page of Google search results for key local queries such as "Supermarket Periyanaickenpalayam," "Order groceries by phone Coimbatore," "Grocery home delivery service in Coimbatore," and "Grocery store Periyanaickenpalayam."
- **Impact:** This limited online visibility led to reduced local reach, lower organic traffic, and missed opportunities to attract nearby shoppers looking for convenient grocery options and home delivery services.

### 3. Strategy

A comprehensive and targeted Local SEO strategy was developed and implemented to improve online visibility for SKS Pazhamudhir Supermarket and strengthen its position in local search results across Coimbatore.

Strategy Component	Action Taken
Local Keyword Targeting	Focused on high-search-volume, location-based keywords such as "Supermarket in Periyanaickenpalayam," "Grocery home delivery service in Coimbatore," "Departmental store in Coimbatore," and "Order groceries by phone Coimbatore" to attract nearby customers.

## Google Business Profile (GBP) Optimization



## Customer Management

### Reviews

Fully claimed, verified, and optimized the Google Business Profile with accurate store details, business hours, product categories, high-quality images, and delivery information to enhance visibility and customer trust.

Encouraged satisfied shoppers to share authentic reviews and feedback on the GBP to build credibility, strengthen brand reputation, and improve local ranking performance.

## Regular Engagement

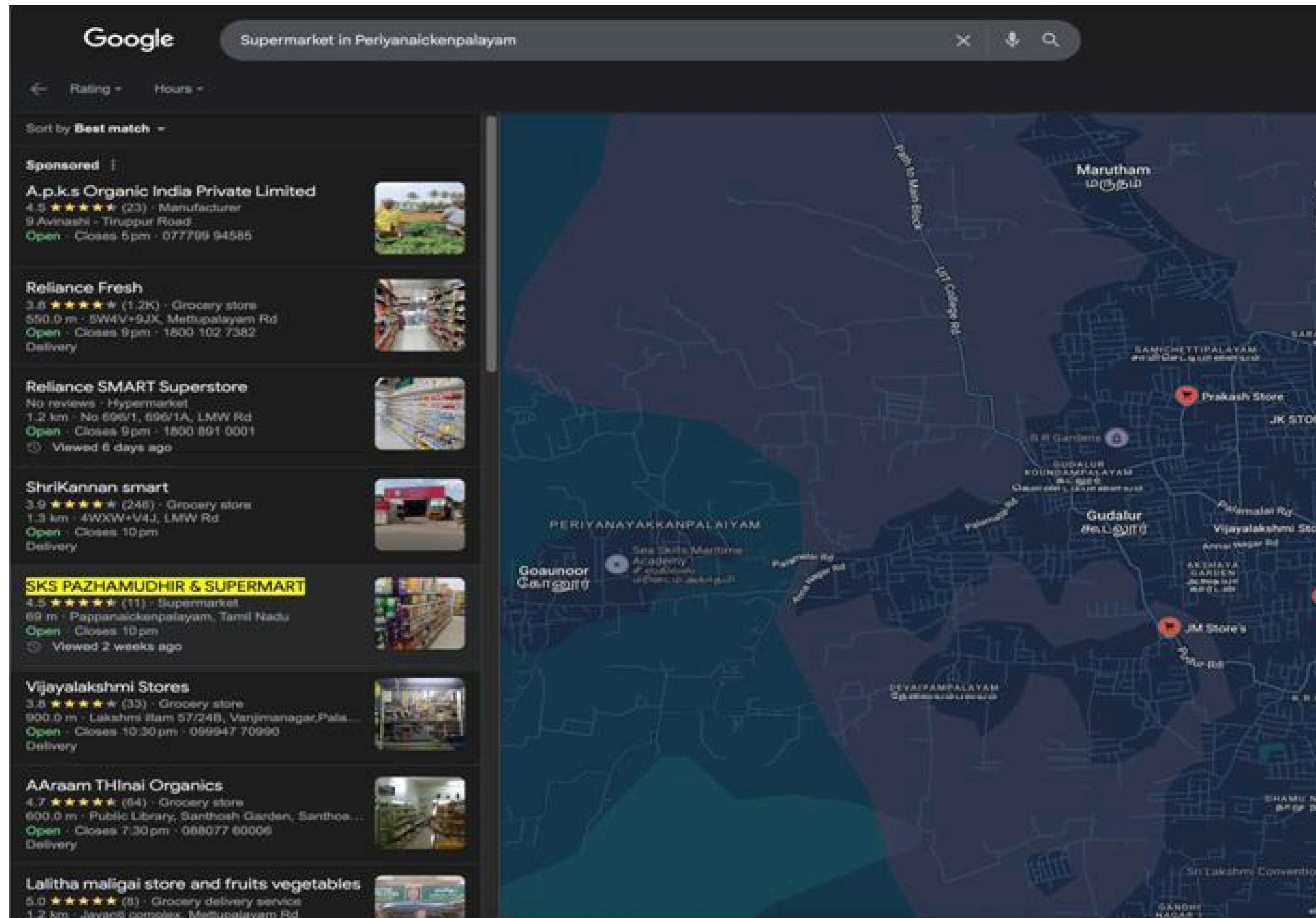
Maintained an active and engaging presence through frequent posts, product highlights, festival offers, and promotional updates on Google Business Profile to attract consistent local engagement.

## 4. Result & Impact

The Local SEO strategy delivered immediate and significant improvements in local search rankings, moving the client from virtually invisible to a first-page presence for high-value keywords.

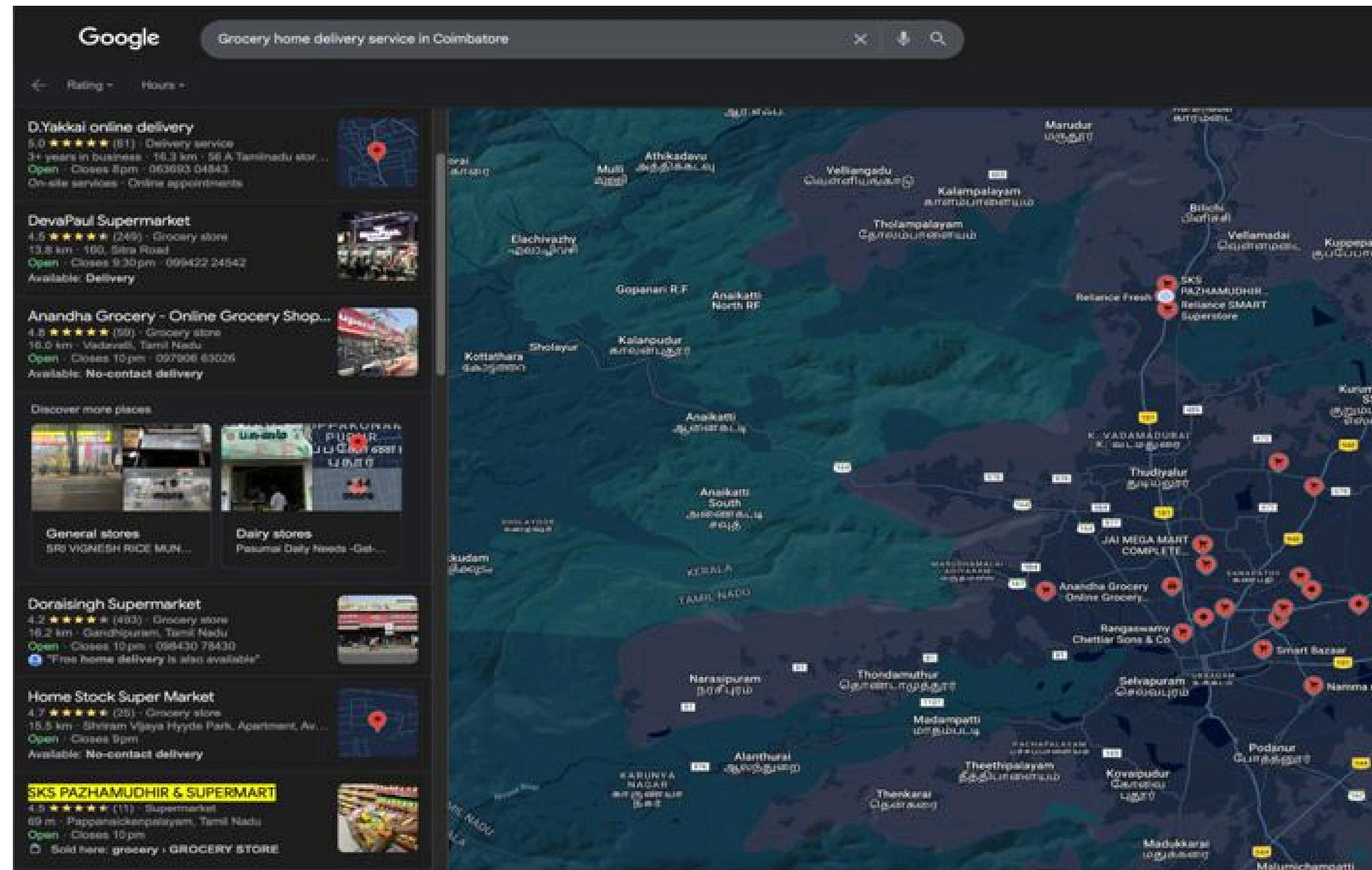


Keyword	Before Ranking	After Ranking (Top 10)
<b>Supermarket in Periyanaickenpalayam</b>	Not in top 50	4th position
<b>Order groceries by phone Coimbatore</b>	Not in top 50	4th position
<b>Grocery store Periyanaickenpalayam</b>	Not in top 50	6th position
<b>Grocery home delivery service in Coimbator</b>	Not in top 50	6th position



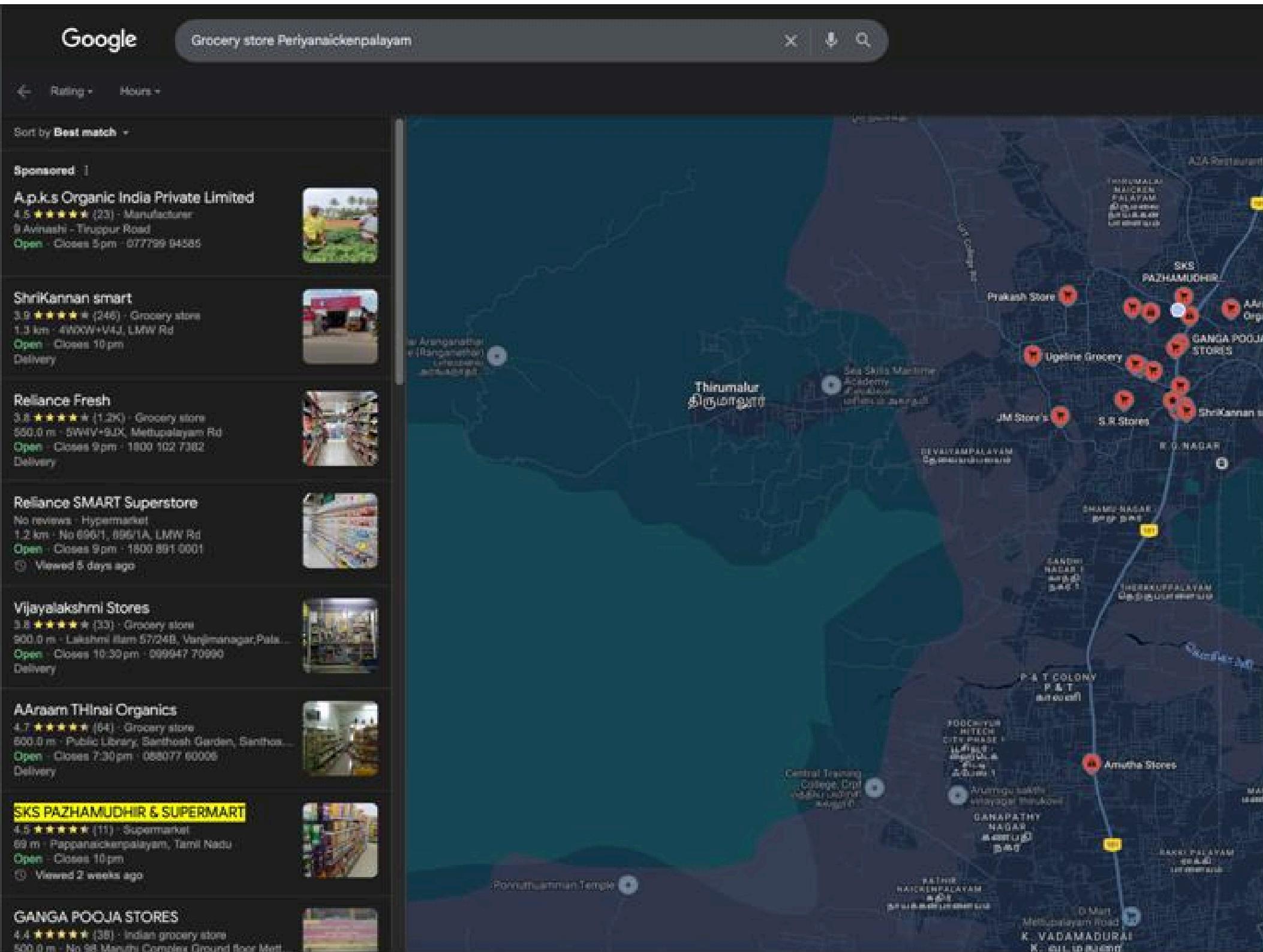
**Keyword: Supermarket in Periyanaickenpalayam**

**Position: 1st page 4th position**



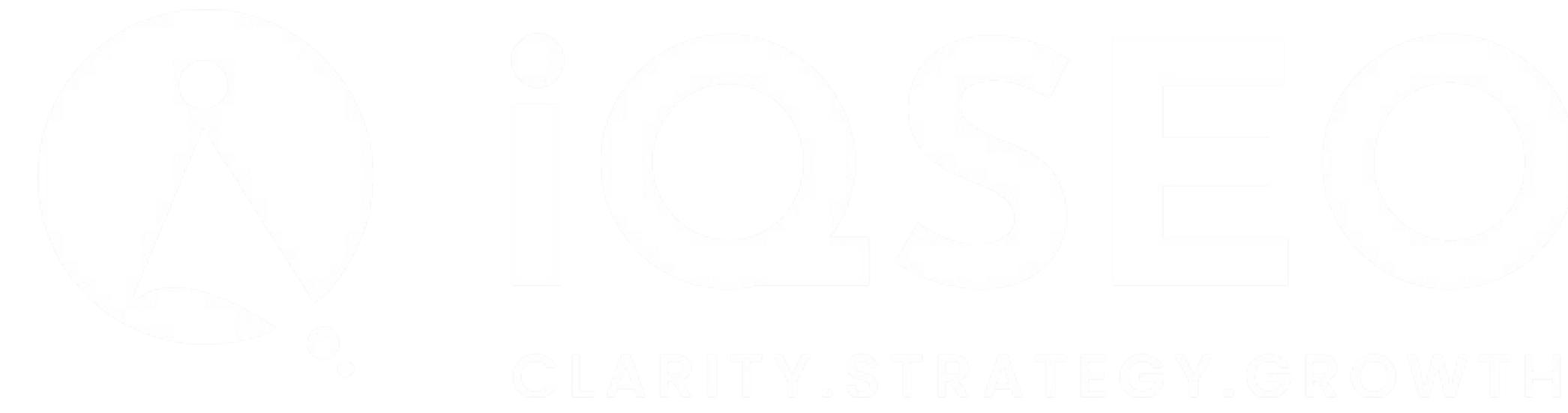
**Keyword: Grocery home delivery service in Coimbatore**

**Position: 1st page 6th position**



**Keyword: Grocery store Periyanaickenpalayam**

**Position: 1st page 6th position**



**Keyword: Grocery home delivery service in Coimbatore**

**Position: 1st page 6th position**

## 5. Conclusion

By implementing our IQSEO's dedicated and strategic Local SEO approach, SKS Pazhamudhir Supermarket successfully overcame its local visibility challenges and strengthened its online presence in Coimbatore.

### Key Impact:

- **First-Page Dominance:** Achieved **first-page rankings (Top 10)** for multiple high-intent, location-specific keywords such as "Supermarket in Periyanaickenpalayam," "Grocery home delivery service in Coimbatore," "Grocery store Periyanaickenpalayam," and "Grocery home delivery service in Coimbatore."

- **Increased Traffic & Orders:** The improved search visibility resulted in a significant boost in **organic website visits, customer inquiries, and grocery home delivery orders.**
- **Enhanced Brand Presence:** Established a strong, trustworthy, and recognizable **local brand identity** in Coimbatore, positioning **SKS Pazhamudhir Supermarket** as one of the leading and most reliable supermarkets in the region.



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