

0\$ Advertising 45M+ TRAFFIC

A deep dive on Where, When, How to grow organically!

By Rana Jayant

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GIANTS VS SMBs



WHO AM I?



Growth Consultant

- Helps SMBs and SMEs
- Digital Growth Consultant
- Contributed to Community



Founder - MixCommerce

- Worked with 50+ SMBs and SMEs
- Drove 45M+ traffic
- Building MixCommecre



PROMINENT WORK



MY **JOURNEY**

1. Tech Blog
2. R&D & ShootOrder
3. Side Hustle
4. STABLX
5. SMBs and SMEs
6. Assets
7. HICODER
8. MixCommerce

2016

2018

2021

2023

MY AUDIENCE?



Flipkart



1M 6M 1Y 2Y All time

185M

Export

Organic Traffic 185,446,931/month

Organic Traffic Paid Traffic | Notes





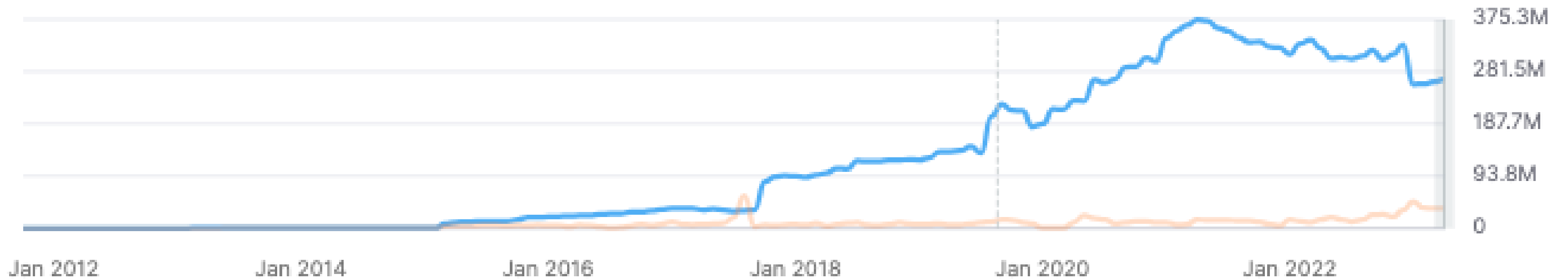
1M 6M 1Y 2Y All time

267M

[↑ Export](#)

Organic Traffic 267,974,767/month

Organic Traffic Paid Traffic | Notes ⌵





1M 6M 1Y 2Y All time

18M

Export

Organic Traffic 18,215,639/month

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Organic Traffic Paid Traffic | Notes



PATTERN



Organic Search Traffic 🌐

268M +1.8%

Keywords 10.4M ↑



Paid Search Traffic 🌐

36.3M +2.5%

Keywords 119K ↑

Organic Search Traffic 🌐

185.4M +0.9%

Keywords 13.8M ↓



Paid Search Traffic 🌐

4.1M -0.2%

Keywords 2K ↑

Organic Search Traffic 🌐

18.2M +0.4%

Keywords 5.3M



Paid Search Traffic 🌐

157.5K -2.9%

Keywords 4.9K ↓

**Targetted
Traffic**



**Right
Websites**



**More
Sales**

Typical Process

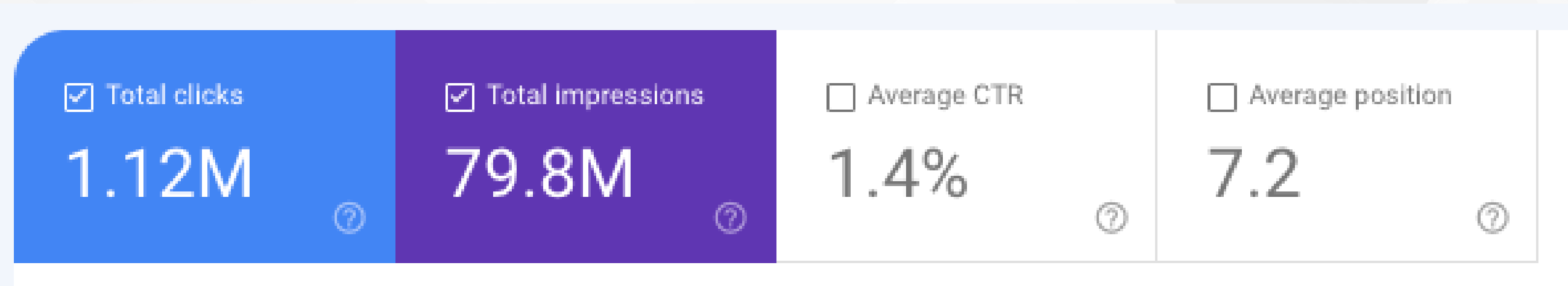
1. Audience Research
2. Keyword Research
3. Resource Analysis
4. Tech Planning
5. Content Planning
6. Scaling Content
7. On-page SEO
8. Off-Page SEO
9. Monitoring

Our Process

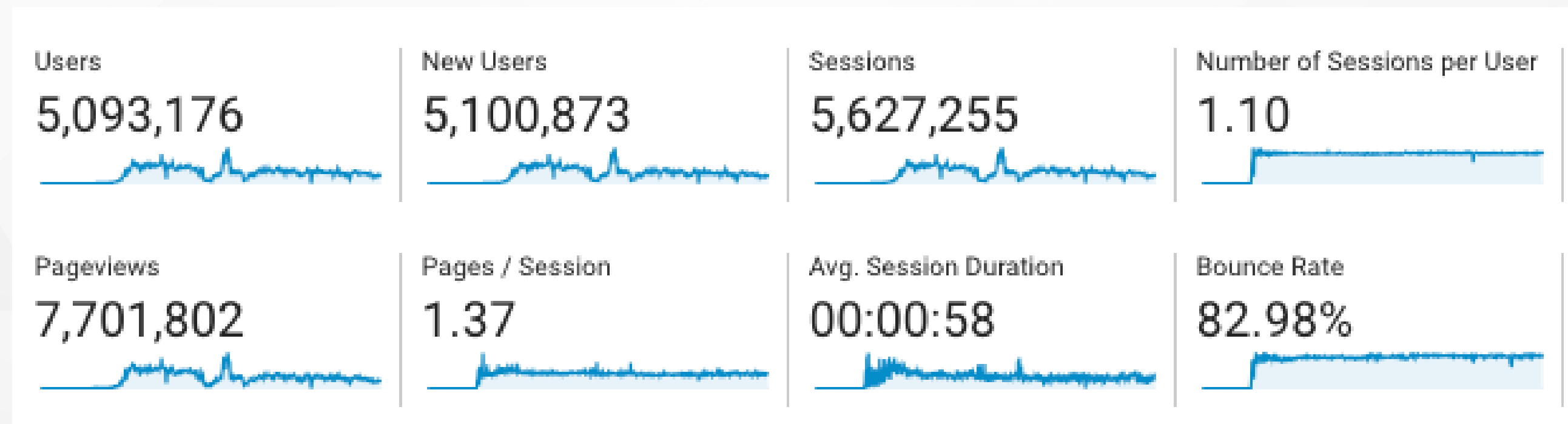
1. Audience Research
2. Listing Everything
3. Ranking
4. Content Gap Analysis
5. Resource Analysis
6. Content Planning
7. Keyword Research
8. Scaling Content
9. On-page SEO
10. Off-Page SEO
11. Monitoring

Result 1 (consumer site)

Last 16 months

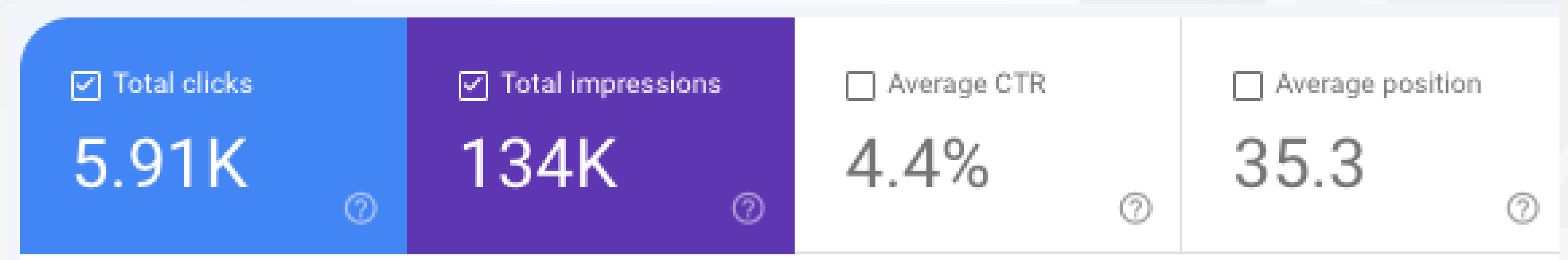


2017-2023



Result 2 (B2B Site)

Last 16 months



2018-2023



How to Proceed?

- 1. Company's goals**
- 2. Mindset**
- 3. Budget**
- 4. People**
- 5. Technology**
- 6. Performance and Improvement**

Who will do?

1. **DIY**
2. **Freelancer**
3. **Agency**
4. **Internal team**

Who will do?

1. **DIY**
2. **Freelancer**
3. **Agency**
4. **Internal team**

Tools

1. **SEMrush**
2. **KeywordEverywhere**
3. **GTMetrix**
4. **UpTime Robot**
5. **MicroSoft Clarity**

Without Organic



With Organic





THANK YOU

Feel free to ask any questions.



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