
SEO CASE STUDY

STORIA



About Storia

Storia® Foods & Beverages is dedicated to creating products that are natural, full of goodness, and inspire a healthier lifestyle. For Storia, food is more than just sustenance—it is a way to bring people together. Their mission aligns with health, convenience, and sustainability, reflecting their passion for offering 100% natural juices and beverages

OBJECTIVES

Storia Foods approached us with the following goals:

- Increase Online Presence: Boost website traffic and generate more online orders.
- 2. Develop a People-Centric Website: Create a website that reflects their brand personality and passion while addressing the lack of results from their existing digital presence



SEO CHALLENGES

1. Keyword Gaps: Keywords were not strategically incorporated into the website.

2. Low Search Visibility: The website was hardly visible on Google for relevant keywords.

3. Technical Issues

4. Presence of 404 errors.

5. Missing critical files like robots.txt and sitemap.xml.

6. Sitemap contained irrelevant URLs

ORGANIC TRAFFIC GROWTH

 The overall percentage
growth across all months is:
→ +13.00%

Month	Planned Organic Traffic	Achieved Organic Traffic
December	8,596	8,469
January	8,800	9,464
February	10,500	11,051
March	12,400	14,680
April	15,000	15,800
May	16,000	16,799
June	16,500	17,323
July	NA	7,190
August	9,000	13,899
September	16,000	16,783
October	15,000	15,759
November	17,000	18,061
December	17,000	17,599
January	16,000	16,148
February	16,800	19,221
March	20,000	24,255

RANKING POSITION

Keyword	Monthly Searches	Ranking Position
Mixed Fruit Juice	5,400	2
Tender Coconut Water	6,600	1
100% Natural Juice	880	1
Coconut Juice	2,400	3
Buy Juice Online	480	5
Fruit Juice	27,100	6
Sugarcane Juice	33,100	4
No Added Sugar Juice	210	3
Guava Chilli	720	4
Shakes	40,500	4
Fruit Juice (repeat)	22,200	5

SEO STRATEGIES IMPLEMENTED



On-Page Optimization: Keyword-rich content, structured data, improved internal linking.



Technical SEO: Site speed optimization, mobile responsiveness, improved crawlability.



Content Marketing: Product-focused blogs, buying guides, and seasonal campaigns.



Backlink Building: Acquired links from high domain authority Sites.



User Experience: Enhanced product pages for engagement & conversions.

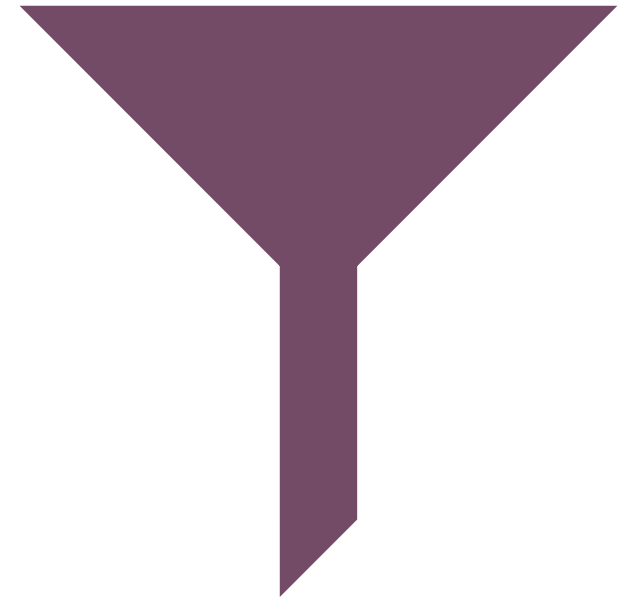
KEY ACHIEVEMENTS

- Achieved **+13% overall organic traffic growth** compared to planned targets.
- Recorded exceptional spikes in **August (+54.4%)** and **March (+21.3%)**, driving strong traffic gains.
- Secured **#1 ranking** for high-value keywords like *Tender Coconut Water* and *100% Natural Juice*.
- Consistently ranked in **Top 3** for *Mixed Fruit Juice*, *Coconut Juice*, and *No Added Sugar Juice*.
- High-volume keywords such as *Sugarcane Juice (33,100 searches)* and *Shakes (40,500 searches)* are in **Top 5 positions**.
- Built a strong keyword portfolio with **9+ keywords ranking in Top 5**, covering both generic and niche terms.



CONTINUOUS GROWTH & NEXT STEPS

- Strengthen rankings for **high-search keywords** (*Fruit Juice, Shakes*) to push into **Top 3 positions**.
- Focus on **content expansion & internal linking** for niche keywords to sustain visibility.
- Leverage **seasonal campaigns** to replicate growth patterns
- Optimize **technical SEO & page experience** to support consistent traffic scalability.





THANK
YOU