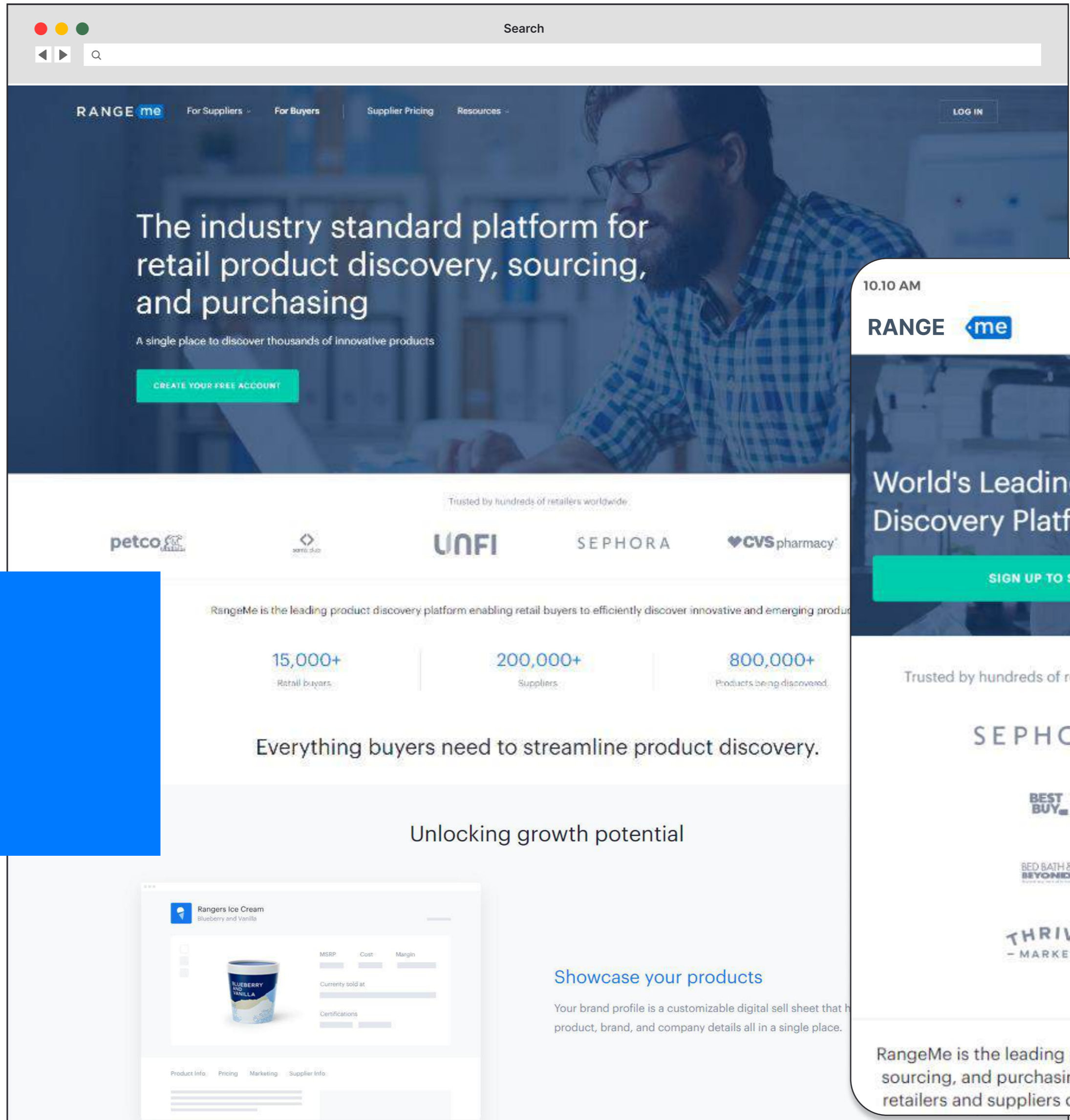


RANGE ME CASE STUDY



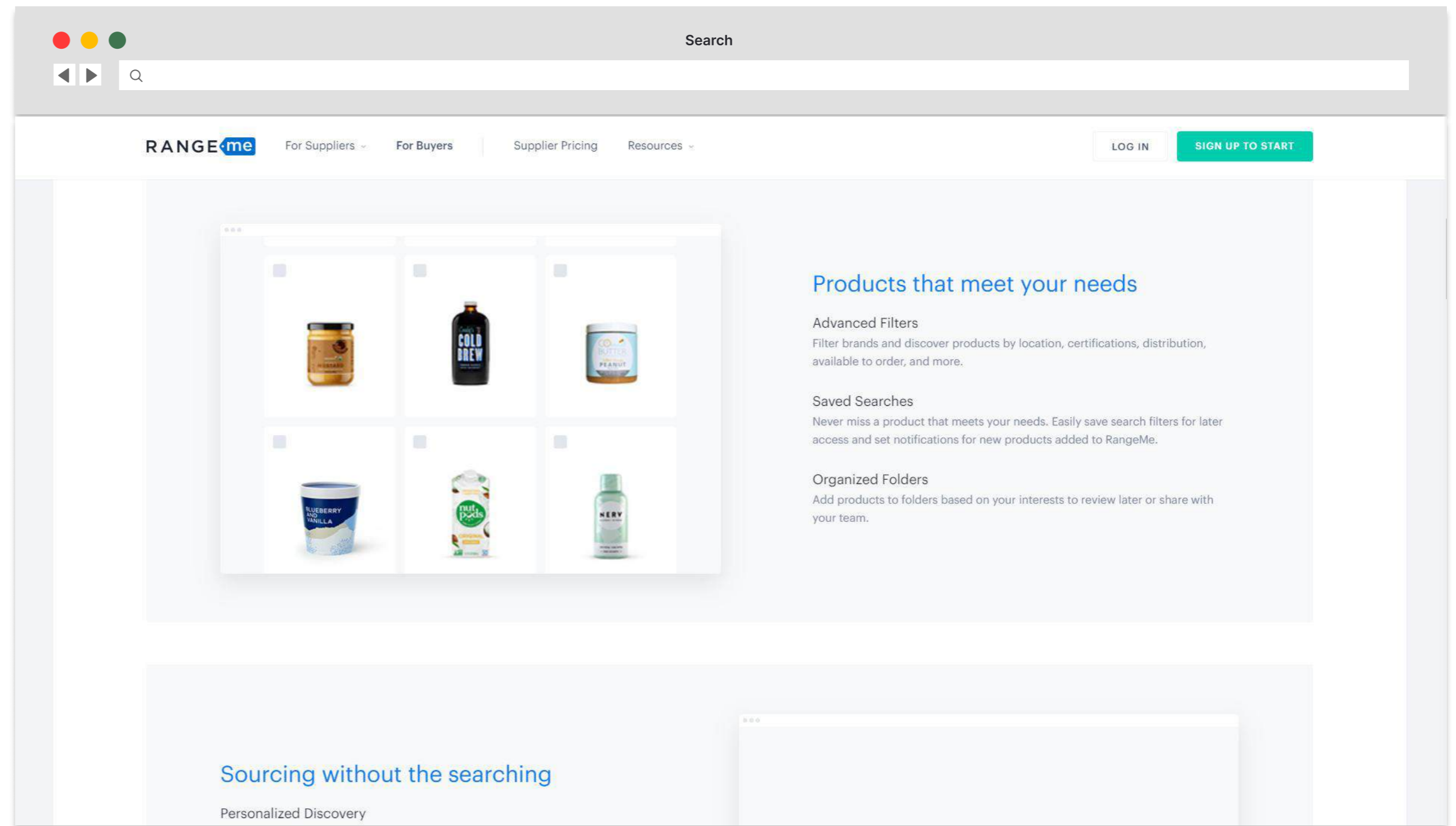
Showcase your products

Your brand profile is a customizable digital sell sheet that has all your product, brand, and company details all in a single place.

RangeMe is the leading product discovery, sourcing, and purchasing platform where retailers and suppliers discover, connect,

Business Overview

RangeMe is a leading product discovery, sourcing, and purchasing platform that connects retailers with suppliers. It allows suppliers to showcase their products through a digital sell sheet, making it easier for retail buyers to discover, evaluate, and purchase products.



Challenge

When we spoke with Christine, the owner of Range Me, she shared two goals for growing her business. First, she wanted to list products on the website with the target keyword. Second, she wanted to generate organic traffic and organic leads. With the goals set, we went to work.

Solution

1

Keyword Research & Mapping

We started keyword research after knowing the requirements. We shared 25 keywords, of which she selected 09 on the products she shared.

2

Website Work

The website was new and we were asked to add all the products with proper headings, descriptions, images, target keywords, and meta tags. We publish the product after we get the approval. Also, we set up a proper blog page.

3

Website Analysis

After publishing the products, we then analyzed the website to find any loophole that needed to be optimized. We optimized the main issues we found based on on-page and technical SEO.

4

Content Creation/Link Building

To attract links in the natural, organic way that Google recommends, we engaged in content placement and provided monthly blog posts along with a link building campaign.

RESULT

Increased organic traffic visits by **288%**

5520

visits in April 2019 vs.

21450

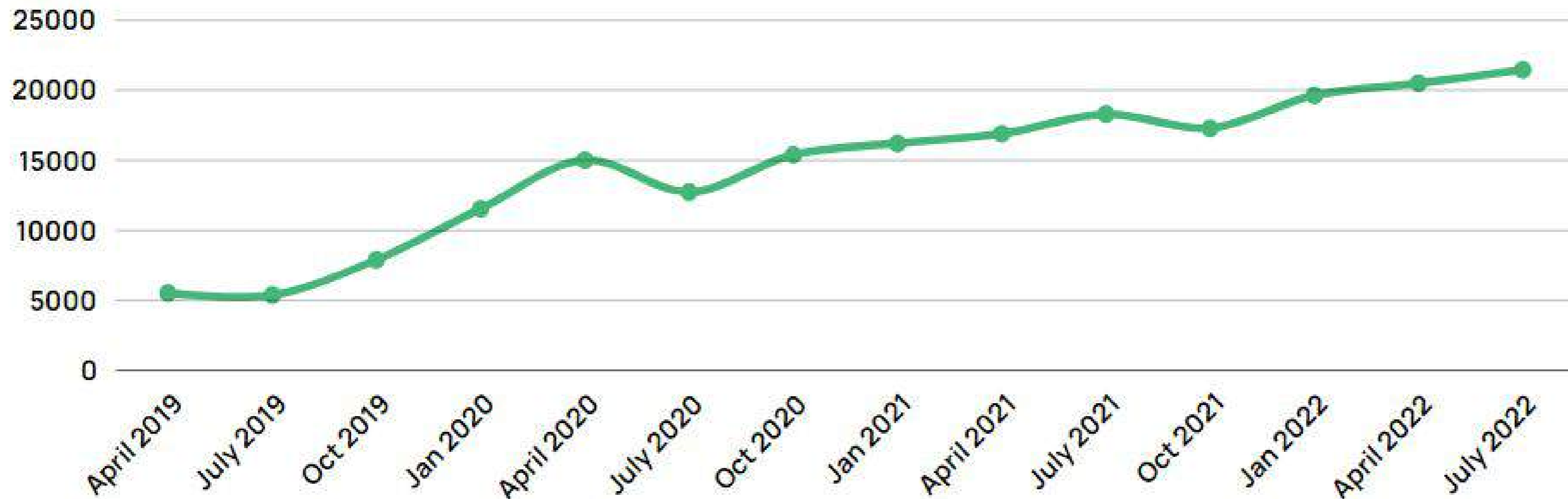
in July 2022

23.2K

Backlinks

18.8K

Do-Follow Linking
Domains



KEYWORDS

RANKINGS

- whole foods products
- private label goods
- supply chain fulfillment
- zoha fragrances
- whole food suppliers
- fulfillment in supply chain
- private label goods
- supply chain retail

09

06

15

20

22

08

18

12



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