Mothercare X RepIndia

SEO & content Strategy

E-commerce is growing rapidly in India with projections of reaching **$500 billion** by **2025**.

Currently we are the **third-largest online shopper** base globally,

predicting to overtake the US in next 2 yrs!

With baby essential sector being one of the leading sectors,

As nearly **2/5 parents** from the APAC region **(45%)** say they **purchase toys and games online** and only about **17%** say they tend to **shop offline.**

Three-quarter of urban Indian mothers use the **Internet** to shop & stream!

80% — Millennial moms use internet to discover products

89% — Millennial moms admitted that they get influenced by online ads, social media & whatsapp groups to discover newer brands

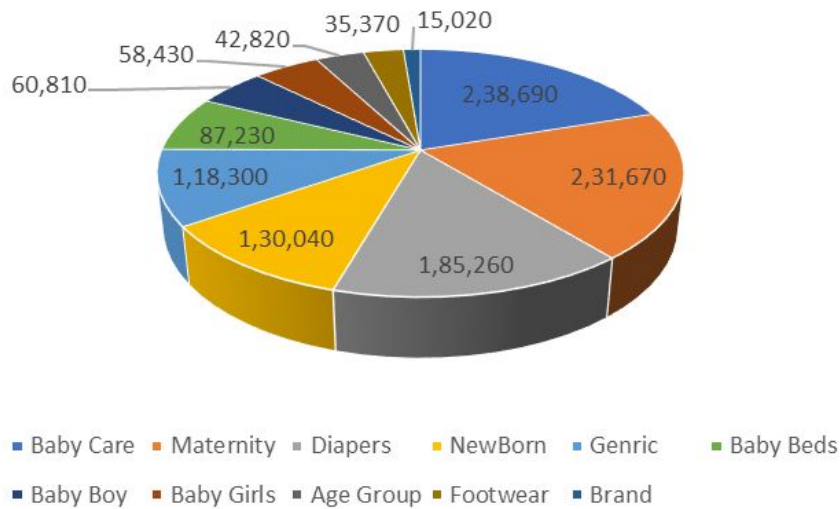Out of which, **Babycare** is the second most popular category, with **64%** of the share

US$ 3.25 billion
2029

US$ 1.87 billion
2024

And the India Baby Ecomm. Product Market size is estimated to grow at a **CAGR of 11.75%**

Baby essential sector is already seeing a surge online with huge website traffic being drawn on competitor sites
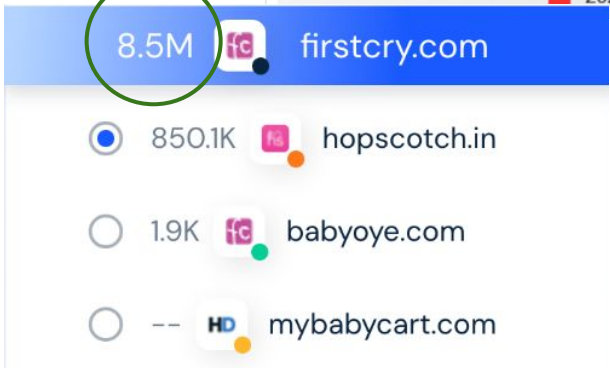
The search intent for baby essentials is also seeing an increase

- Baby Care
- Maternity
- Diapers
- NewBorn
- Genric
- Baby Beds
- Baby Boy
- Baby Girls
- Age Group
- Footwear
- Brand

Pie chart values: 2,38,690 · 2,31,670 · 1,85,260 · 1,30,040 · 1,18,300 · 87,230 · 60,810 · 58,430 · 42,820 · 35,370 · 15,020

The online babycare product market has seen a hike in 2023 and is anticipated to increase furthermore

with competitors attracting about **8.5M potential users** in the last quarter on their website

Figure 1: APAC Baby Care Products Market, by Application, 2022 & 203...

Market Size in USD Bn

23.5

Online

- 2022
- 2032

8.5M firstcry.com

850.1K hopscotch.in

1.9K babyoye.com

-- mybabycart.com
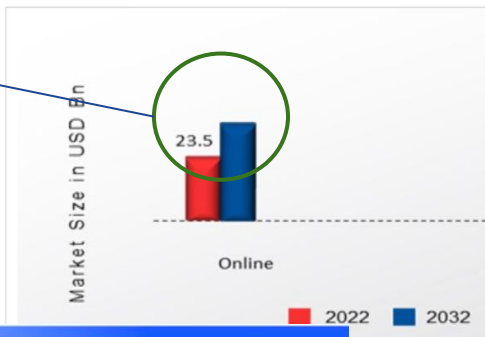
approx. **77%** of Indian shoppers say they prefer to shop with a brand or retailer that has both a **physical and online store.**

And Mothercare dominates the **offline market** for baby essentials, With over **139 stores** across India.

There seems to be a huge opportunity for Mothercare that can be covered with a **strong online presence!**

Ashish Sabharwal

4 reviews
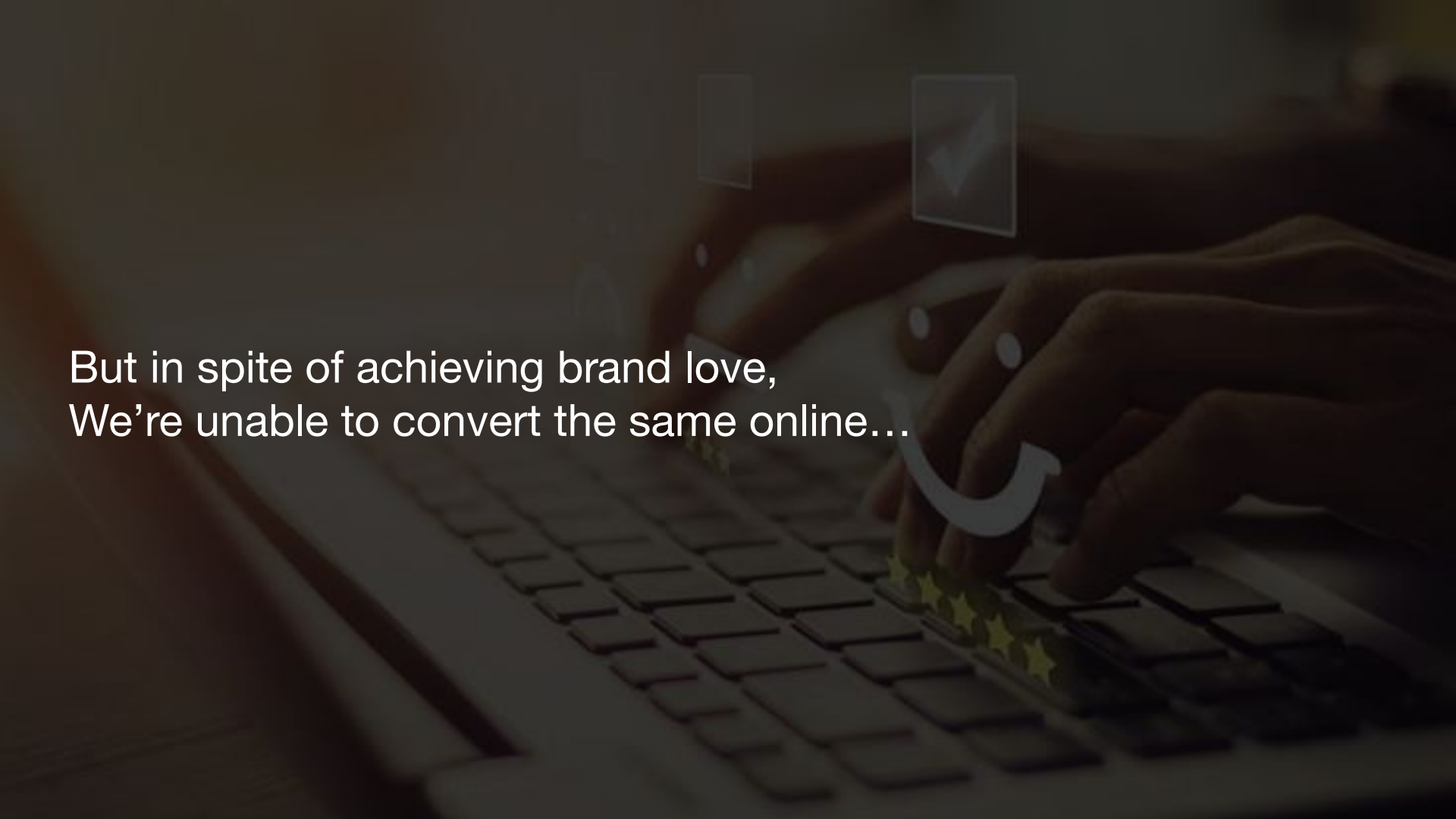
★★★★☆ a year ago

I had been buying stuff from here since quite a long time now. First for my elder kid and now for the younger one. very nice shop especially clothes. The staff here is very polite and helpful. Ms Amandeep had been especially very helpful informing us of latest activities for kids etc. the quality of clothes, cot, stroller etc we bought from here is so good, that the ones bought for my elder kid can still used for younger kids and these are still not worn out. I will recommend this shop for kids shopping.

👍 Like

Everyone loves the Mothercare store experience

But in spite of achieving brand love,
We're unable to convert the same online…

The same sentiments do not reflect on our website,

Sonia ★☆☆☆☆   ✓ Verified Reviewer

" I bought a trouser last week for 40% discount. It was manufactured in 2015. It torn after the second wash. All discount items in mothercare.in are min 3 years old. Dont waste your money on bad quality old stock item. My experience..

The diaper quality is very bad. I am not going to buy it anymore.

I got a message saying that if I review the order I will get 10 percent off coupon. But , there is nothing received.

During diwali time, I had received a damaged tshirt for my baby girl. I returned it. That stock was also old, manufactured in 2016.

My decision is , if I have to buy mothercare products, have to buy directly from showroom. NOT IN MOTHERCARE.IN.. "
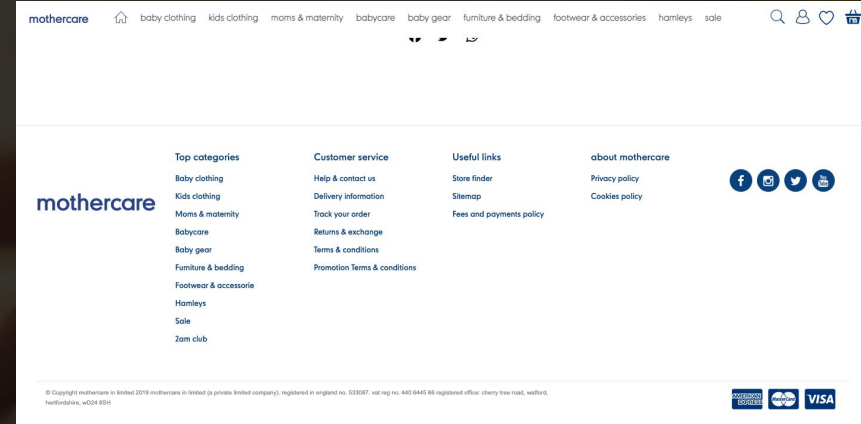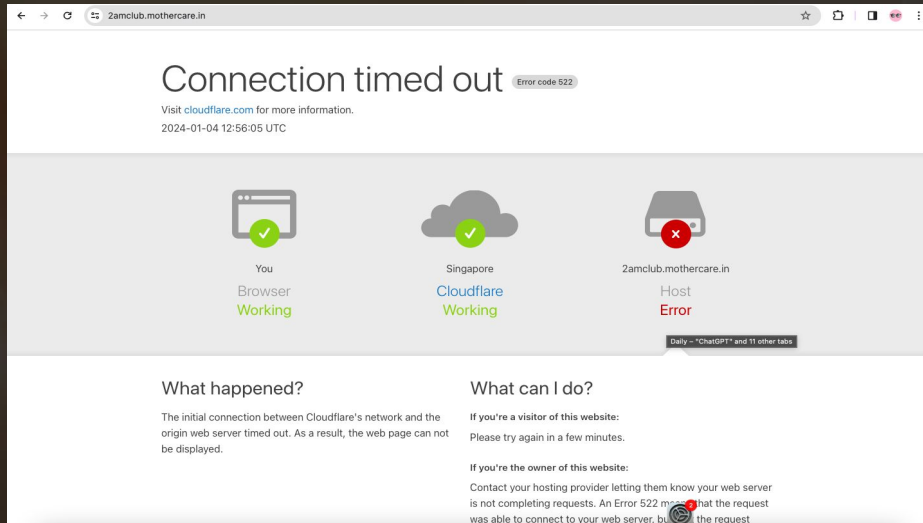
Bad Experience

Lack of user intuitive navigation

mothercare   baby clothes 🔍

...y babycare baby gear furniture & bedding footwear & accessories hamleys sale

Connection timed out (Error code 522)

Visit cloudflare.com for more information.
2024-01-04 12:56:05 UTC

You
Browser
Working

Singapore
Cloudflare
Working

2amclub.mothercare.in
Host
Error

What happened?

The initial connection between Cloudflare's network and the origin web server timed out. As a result, the web page can not be displayed.

What can I do?

If you're a visitor of this website:

Please try again in a few minutes.

If you're the owner of this website:

Contact your hosting provider letting them know your web server is not completing requests. An Error 522 means that the request was able to connect to your web server, but the request

mothercare

baby clothing   kids clothing   moms & maternity   babycare   baby gear   furniture & bedding   footwear & accessories   hamleys   sale

Top categories

Baby clothing
Kids clothing
Moms & maternity
Babycare
Baby gear
Furniture & bedding
Footwear & accessorie
Hamleys
Sale
2am club

Customer service

Help & contact us
Delivery information
Track your order
Returns & exchange
Terms & conditions
Promotion Terms & conditions

Useful links

Store finder
Sitemap
Fees and payments policy

about mothercare

Privacy policy
Cookies policy

© Copyright mothercare.in limited 2019 mothercare.in limited (a private limited company). registered in england no. 533087. vat reg no. 440 6445 66 registered offices: cherry tree road, watford, hertfordshire, wD24 6SH
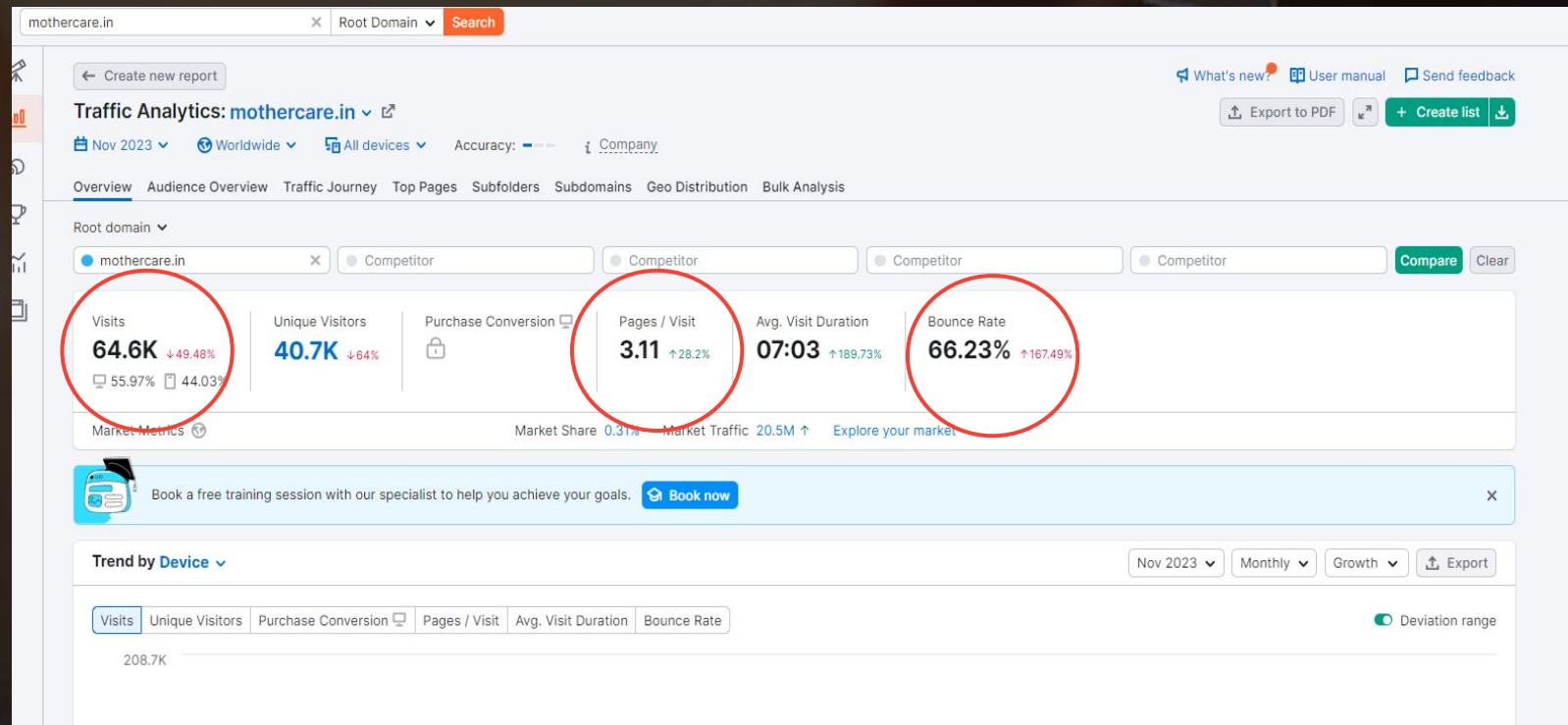
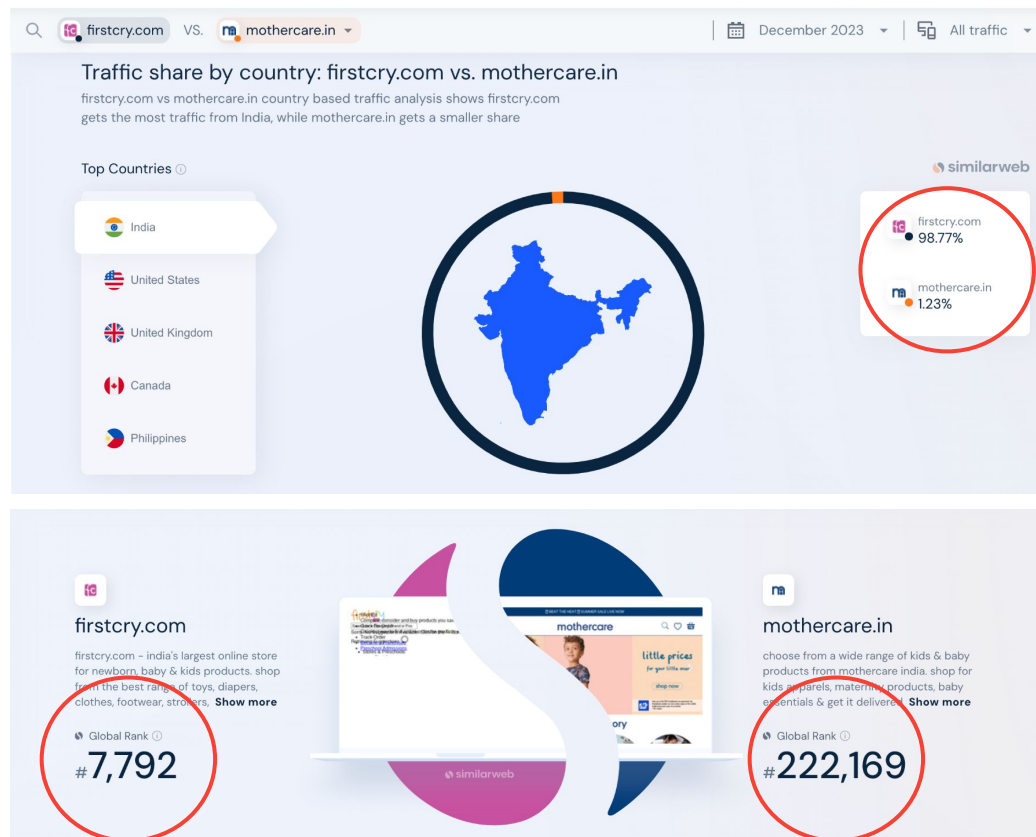**Absence of footer content and FAQs that provides ease of information**

Unavailability of content that speaks about the brand and its ethos

Resulting into,

Low DA, low organic traffic & high bounce rate

As compared to one of the leading brands,

We still attract only **1.23%** of the overall traffic for this sector in India and majority goes to Firstcry

In fact, majority of our products have a high search intent

Category	Monthly Search Volume
Newborn baby shoes	1600
Baby bed	33,100
Baby oil	8,100
Best baby shampoo in India	1600
Baby walker	90,500
Baby diapers	22,200
Baby boy dress online	4,400
Newborn baby toys	8100
Maternity dresses	40,500
Mothercare diapers	2,400
Total	**2,12,500**

However, Mothercare does not currently rank within the top 5 positions on the Google Search Engine Results Page for any of these keywords.

Firstcry is leading in domain authority, organic traffic & Keywords ranking.

Metrics	mothercare	firstcry.com	Mumkins	hopscotch
Domain Authority	29	69	30	49
Page Authority	42	62	38	51
Organic Traffic	243.4k	7.4m	25.8k	499.1k
Backlinks	7.8k	17.1m	5.9k	206k
Indexed Pages	15,200	11,70,000	8,110	1,88,000
Referring Domains	814	29.1k	979	6.7k
Top 10 Keywords	4,391	215,259	748	4,472
Ranking Keywords	30,719	2,285,973	10,426	68,472
Brand Vs Non Brand	23.3% Vs 76.7%	18.9% Vs 81.1%	6.7% Vs 93.3%	52% Vs 48%

Competitors - Keywords Intent

Keywords by Intent

Intent		Keywords	Traffic
● Informational	35%	11.7K	85.5K
● Navigational	5.7%	1.9K	48.1K
● Commercial	34.4%	11.5K	254K
● Transactional	24.9%	8.3K	86.4K

mothercare.in

Keywords by Intent

Intent		Keywords	Traffic
● Informational	54.6%	31.4K	149.8K
● Navigational	1.2%	674	203.4K
● Commercial	32%	18.4K	274.8K
● Transactional	12.3%	7.1K	68K

firstcry.com

Keywords by Intent

Intent		Keywords	Traffic
● Informational	59.2%	559.8K	3.7M
● Navigational	2.7%	25.6K	955.6K
● Commercial	23.2%	219.1K	2M
● Transactional	14.9%	141.3K	877.9K

hopscotch.in

For competitors informational keywords are the over 50%

Firstcry Top Traffic Driven Pages

FirstCry Top Informational Pages	
Top Contents Pages	Traffic
https://www.firstcry.com/intelli/articles/two-letter-words-for-preschoolers-and-kindergarten-kids-to-learn/	47496
https://www.firstcry.com/intelli/articles/the-thirsty-crow-story-with-moral-for-kids/	32846
https://www.firstcry.com/intelli/articles/80-interesting-gk-questions-for-class-2-kids-with-answers/	30972
https://www.firstcry.com/intelli/articles/animal-sound-names-interesting-gk-questions-for-children/	30939
https://www.firstcry.com/intelli/articles/essay-on-trees-10-lines-short-and-long-essay-for-kids/	21921

| FirstCry Top Pages	
Top Pages	Traffic
https://www.firstcry.com/	771221
https://www.firstcry.com/spark/0/0/1003716	164682
https://www.firstcry.com/baby-gift-set/12/108	46710
https://www.firstcry.com/frocks-and-dresses/girl?cid=6&scid=168&gender=girl	42539
https://www.firstcry.com/party-wear/girl?cid=6&scid=243&gender=girl	36568

Above are the top traffic pages for blogs & non blogs.

Hopscotch Top Traffic Driven Pages

Hopscotch Top Informational Pages	
Top Contents Pages	**Traffic**
https://www.hopscotch.in/blog/30-motivational-thought-of-the-day-quotes-for-kids-to-brighten-their-day/	32897
https://www.hopscotch.in/blog/5-famous-akbar-birbal-moral-stories/	30111
https://www.hopscotch.in/blog/hopscotch-game-everything-you-would-want-to-know/	15358
https://www.hopscotch.in/blog/31-modern-hindu-baby-boy-names-starting-with-the-letter-s/	1903
https://www.hopscotch.in/blog/45-general-knowledge-questions-on-world-geography-for-kids/	1650

| Hopscotch Top Pages (All)	
Top Pages	**Traffic**
https://www.hopscotch.in/	221215
https://www.hopscotch.in/clothing/girls/dresses	36299
https://www.hopscotch.in/boys	18788
https://www.hopscotch.in/clothing/girls/jeans	12368
https://www.hopscotch.in/baby	9773

Above are the top traffic pages for blogs & non blogs.
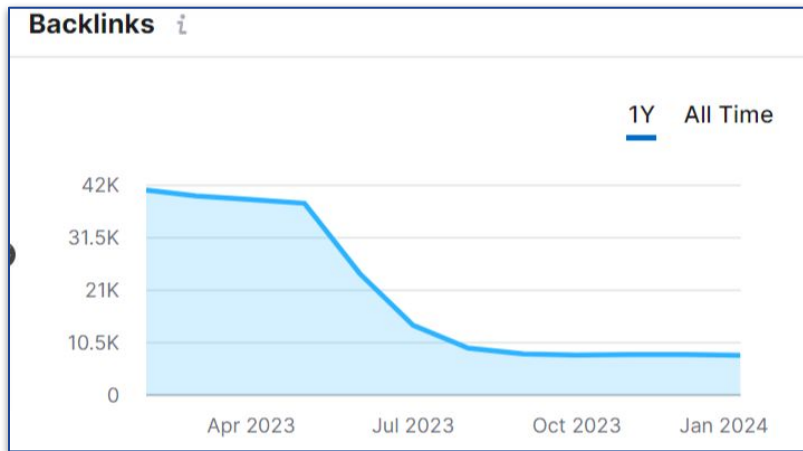
Brand Traffic Trends Vs Competitor
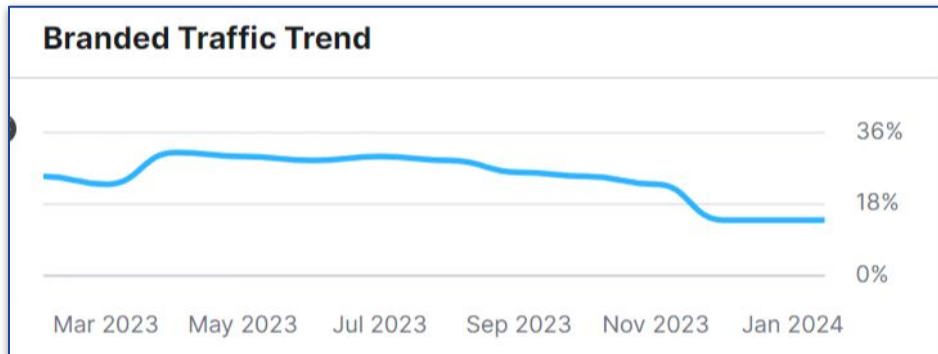
mothercare.in

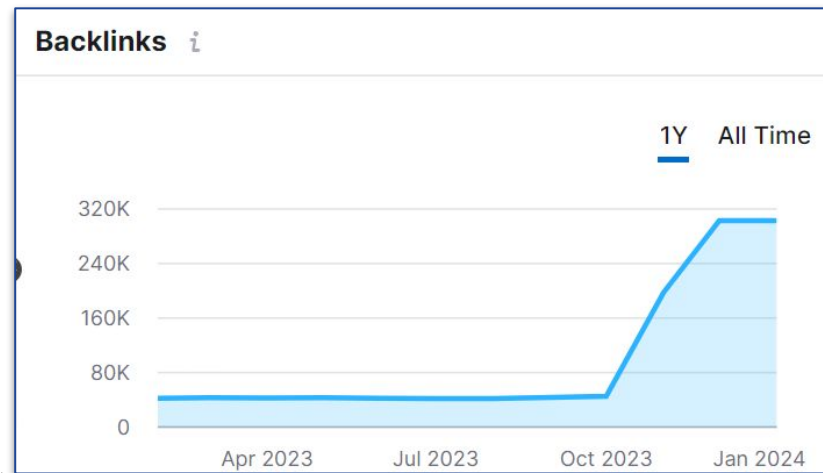Traffic Trends for hopscotch is improving over the time.
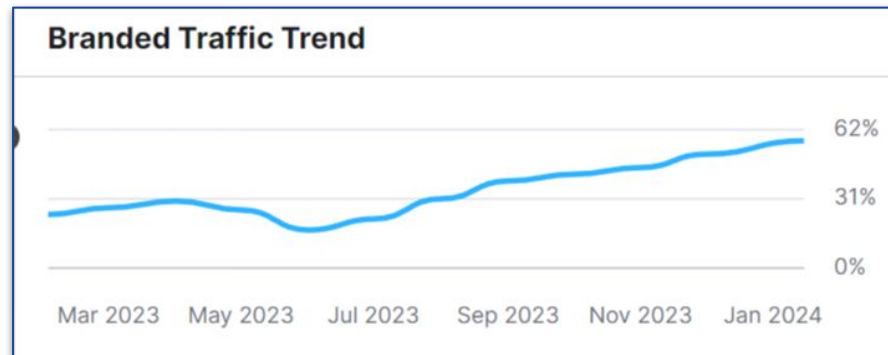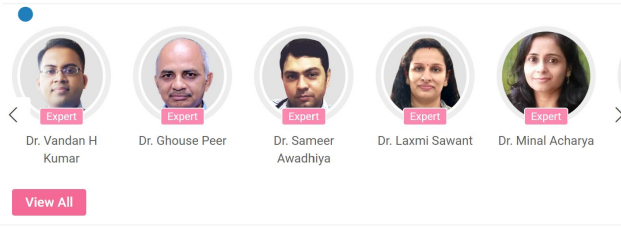

hopscotch.in

Backlink Gaps Vs Competitor

mothercare.in

hopscotch.in

Backlinks for hopscotch is improving over the time.

Expert — Dr. Vandan H Kumar

Expert — Dr. Ghouse Peer

Expert — Dr. Sameer Awadhiya

Expert — Dr. Laxmi Sawant

Expert — Dr. Minal Acharya

View All

- **Building a parenting community**
- **Offering records & resources**
- **Creating fun videos for kids**

Baby Milestone

Frame & Create Beautiful Collection of Your Baby's First

UPLOAD PHOTO ▶

Simple & Fun Paper Crafts Ideas for Kids

Parenting

EASY & FUN PAPER CRAFTS FOR KIDS

Watch later

Share

Watch on ▶ YouTube

👁 87   👍 2 Likes   🅕 🅦 Share

firstcry.com

A FirstCry – **Mahindra** Venture

Fastcray Online Shopping Store | Winter Sale is Live 50% Off

Baby Products Online India Newborn Baby Products & Kids Online Shopping at FastCry.com. India's Largest Online Store for newborn, baby & kids products. Track An Order. Register Online. Free Shipping Available.

★★★★⯨ Rating for firstcry.com: 4.7 - Average delivery time: 1–2 days

Optimizing metadata for misspelled words

20

JAI HIND

Let your little ones show their patriotism with these Republic Day fashion...

Posted by Aneeta Udayar January 17, 2020

Your child will look like a true Indian with these Republic Day fashion pieces!

Wondering how to reduce face fat? These tips will definitely help out!
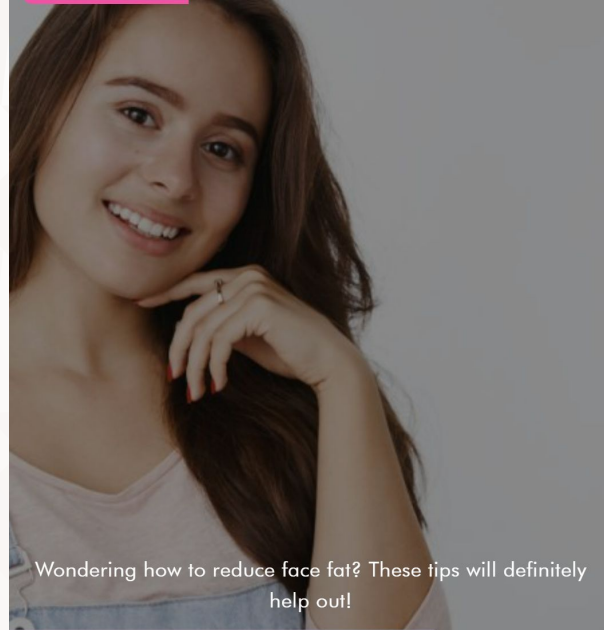
hopscotch

- **Topical Content**
- **Category-wise segregation on website**
- **Content targeted towards parents**

Thus,

The aim is to build the same **love, experience & perception** in the minds of our potential customers for **Mothercare's Online Shopping as well!**

Objectives

Drive Website Strategy across all product/service:

To drive Brand Awareness and traction :

    Drive customer traction on the website – existing and new

-     SEO & Content Strategy

How?

→ By strategic production of content using both **branded and non-branded keywords**, focusing on topics of interest.

Mothercare wants to inspire young parents to shop online

we want Mothercare to be a **one-stop solution** for all the expecting and new parents and for them to have a seamless experience

01
Driving traffic on the website by **gaining their trust**

02
Removing the negative remarks surrounding Mothercare by providing a **seamless journey**

03
Creating an impact in their lives with content that **engages** & **adds value**
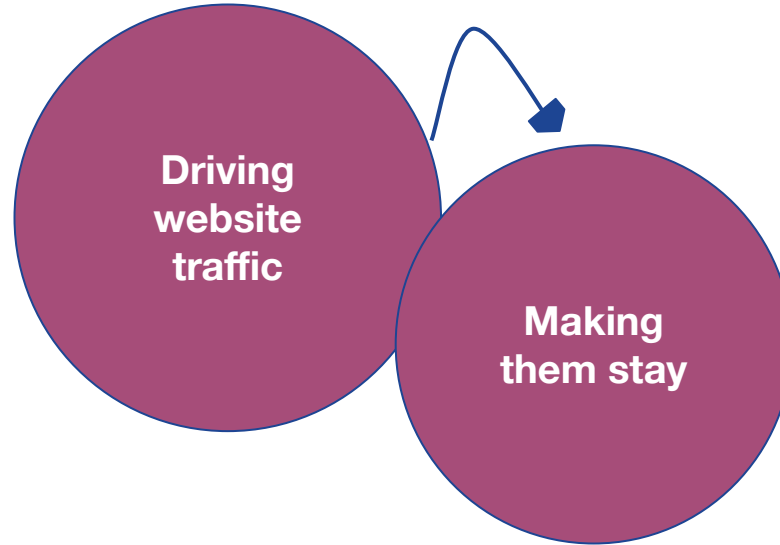
Two-Pronged Strategy

1.

Fix basic hygiene issues

Updating meta titles, descriptions, NAP, GBP

1. Fix image alt tags & broken links
2. Page speed & core web vitals resolution
3. Text to HTML ratio
4. Website content
5. Hosting Error, anchor text & building backlinks
6. FAQ recommendations with internal linking

Driving website traffic

Making them stay

2.

Giving them more than just products
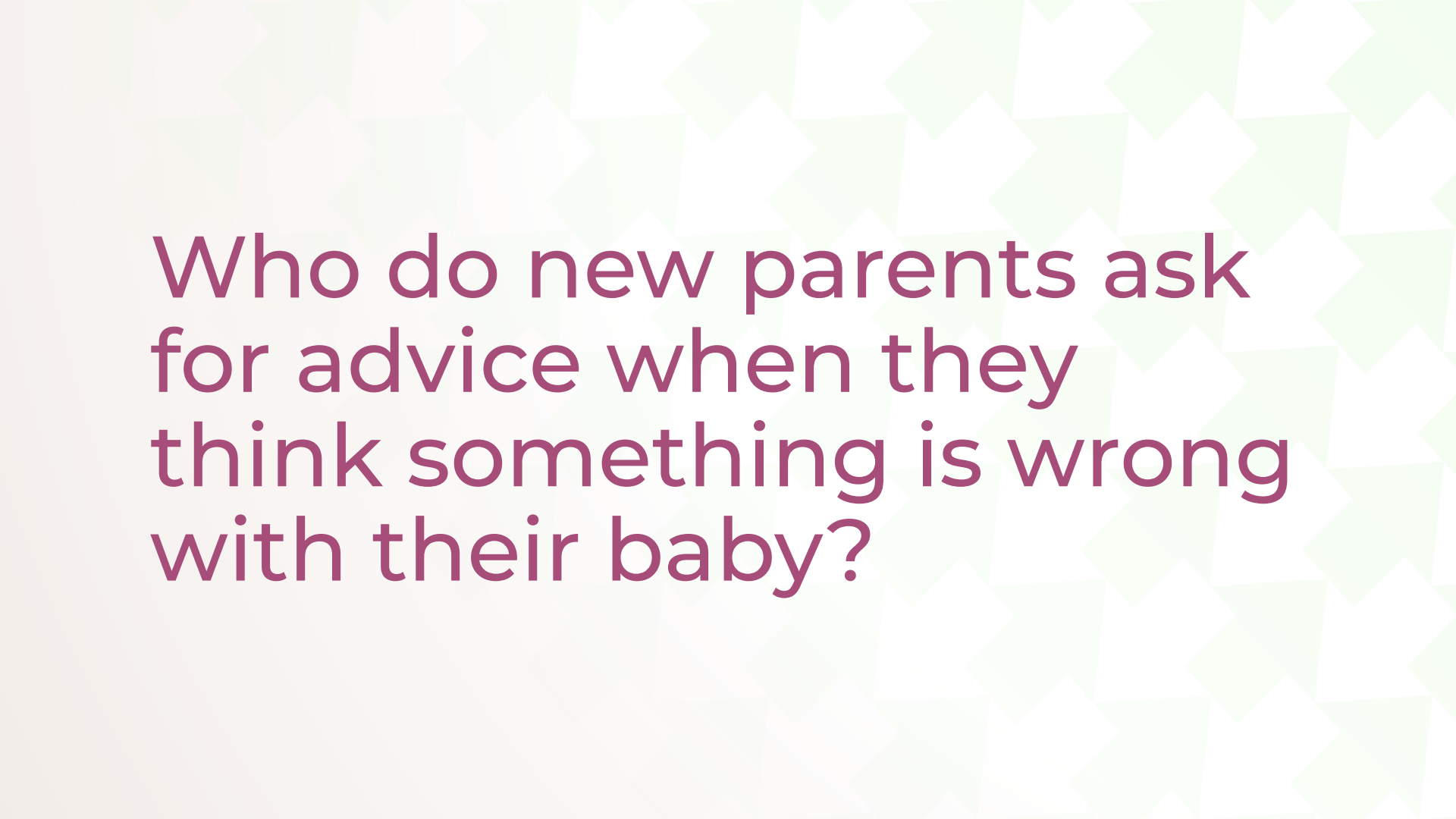
1. Robust content strategy
2. Regular blog posting
3. Customer pain point analysis
4. Enhance user experience
5. Build a brand narrative through storytelling

Content Strategy

Who do new parents ask for advice when they think something is wrong with their baby?

1. Family
2. Other experienced parents

3. Google
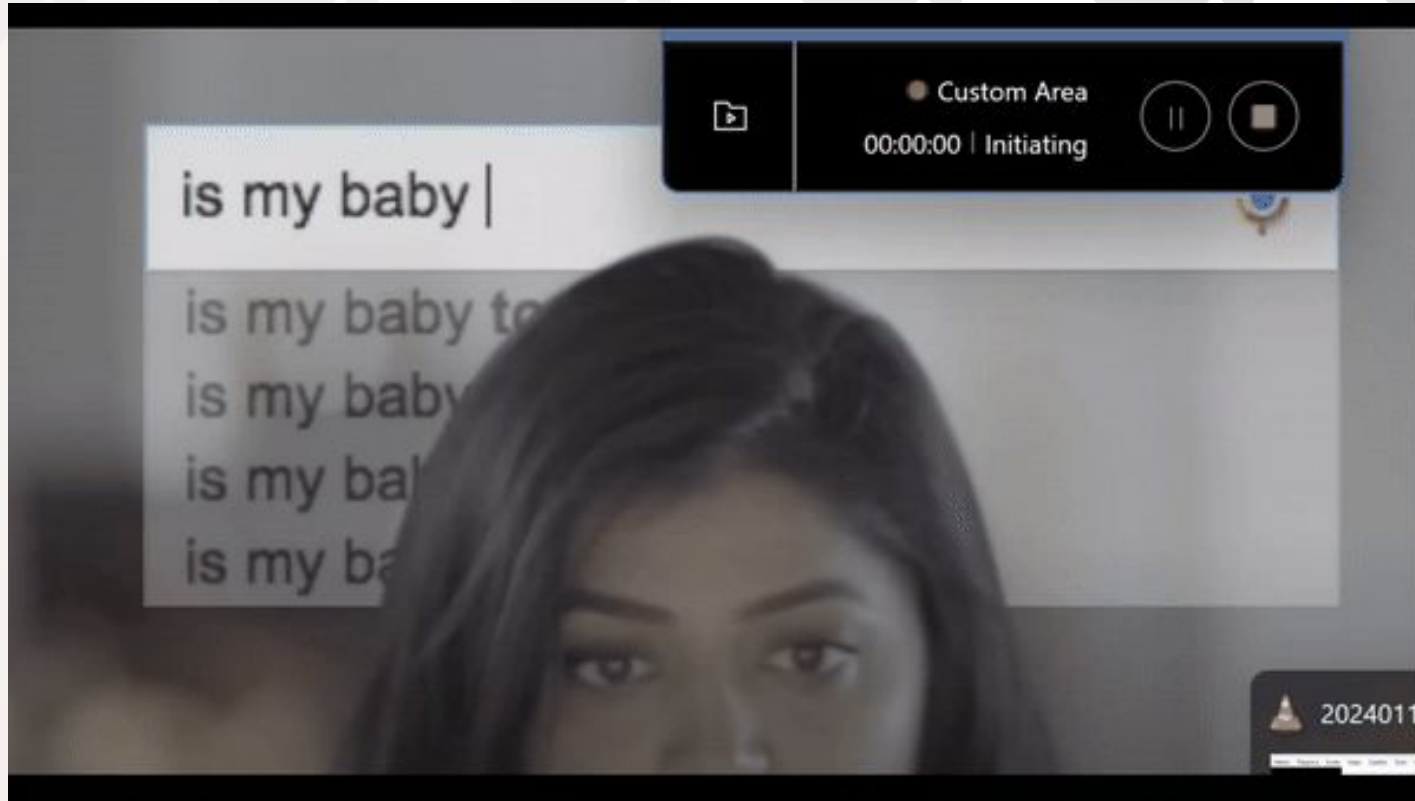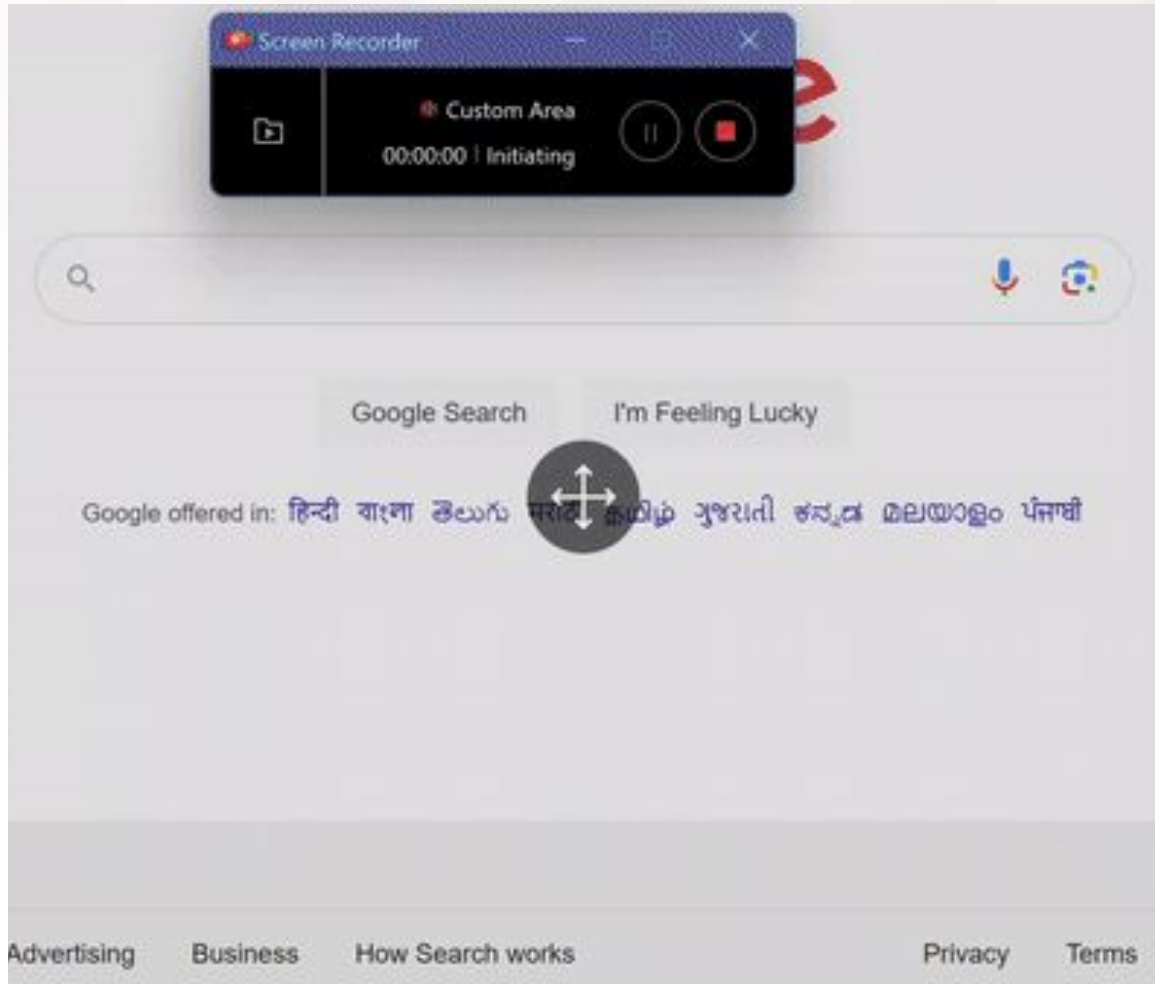
Google's top recommendations when you search 'my baby is..'

Top Queries Around the word 'Baby'

Why is baby crying so much? - 16.6k

Why is baby not sleeping? - 4.4k

Baby food chart - 434.6k

Baby weight chart - 1.4M

When baby starts walking? - 90.5k

When baby starts talking? - 29.8k

Baby vaccination chart - 43.1k

Which baby shampoo is best? - 97k

Parents from around the world use google as their parenting guide..

" So why not target all of these unique searches towards Mothercare and its range of maternity and baby solutions?

Identifying baby problems & creating association with Mothercare products -

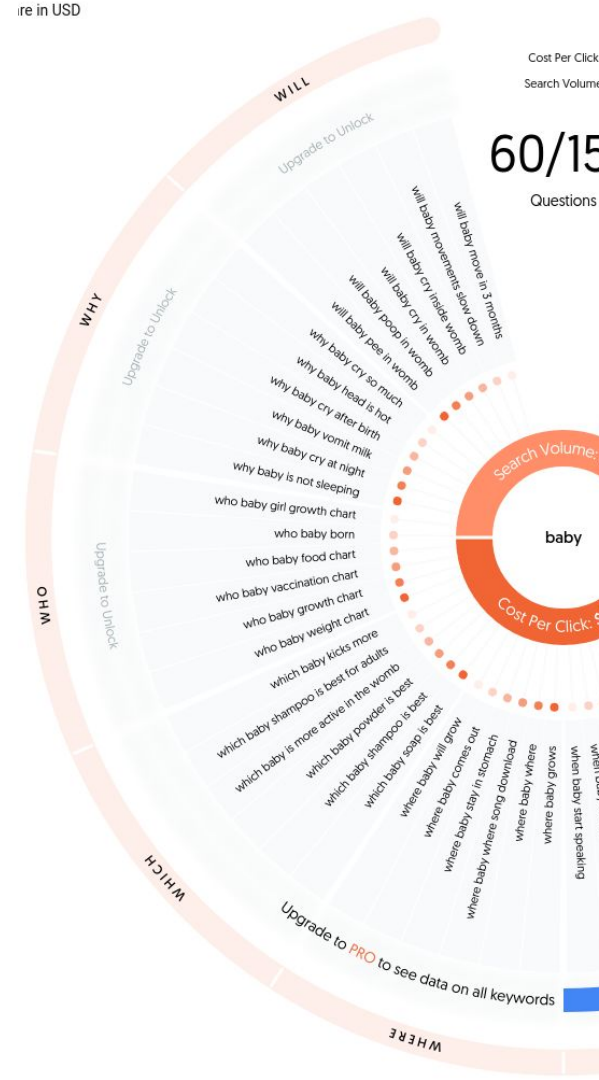Optimizing meta tags and descriptions for long tailed, user intent based keywords

Search: how to soothe a teething baby

Mothercare India
https://www.mothercare.in › teethers-nibblers-65222

Is Your Baby Teething? Try Mothercare
Relieve your baby's teething discomfort with Mothercare's safe and stylish baby teethers. Explore our adorable designs for soothing relief and sensory development.

NHS
https://www.nhs.uk › ... › Teething

Tips for helping your teething baby
Comforting or playing with your **baby** can distract them from any pain in their gums. Gently rubbing their gums with a clean finger may also **help**. Preventing ...

Healthline
https://www.healthline.com › health › how-to-soothe-a...

How to Soothe a Teething Baby at Night: 9 Tips and Tricks
28 Jan 2021 — 1. Give a gum massage. Your **baby's** gums are irritated and sore, which can explain the nighttime fussiness. So when they wake up crying, try ...
Is it really teething? · Gum massage · Cool washcloth · Pressure

Search: why is baby crying so much

Feedback

Mothercare India
https://www.mothercare.in › sale-baby-cots-cribs-65564

Baby Crying Too Much? Try Mothercare
Ensure your little one sleeps soundly with Mothercare's cozy and secure baby cribs. Discover a range of stylish and practical designs for a peaceful night's sleep. Choose safety and comfort with Mothercare. Explore our collection now!

TheBump.com
https://www.thebump.com › ... › Crying & Colic

11 Reasons Why Babies Cry and What to Do
1. **Hunger** · 2. Sleepiness · 3. Dirty diaper · 4. Need to burp · 5. Tummy troubles · 6. Teething · 7. Overstimulation · 8. Need for attention.

Seattle Children's
https://www.seattlechildrens.org › conditions › crying-...

Crying Baby - Before 3 Months Old
30 Dec 2022 — Hungry Baby. The most common reason babies cry is because they are hungry. · **Sleepy Baby.** The second reason babies cry is they need sleep. · Fed ...

Whether it's mastering the "How To's" or embracing the challenges, ...

Google   how to swaddle a baby rectangle

All   Images   Videos   Shopping   Books   More   Tools

About 14,60,000 results (0.35 seconds)

Swaddle a baby in 1 min with Mothercare's Sleeping Bag

YouTube
https://www.youtube.com · aden + anais

Mothercare India
1.99K subscribers
Subscribe

0   Share   Download   Sa

🌟 Learn the Art of Swaddling with Mothercare's Expert Tips! 🌟

Welcome to the Mothercare family, where we're dedicated to making parenting a breeze! In today's video, we're going to guide you through the essential skill of swaddling your precious little one, ensuring a cozy and secure sleep environment for your baby.

 Introducing Mothercare's Baby Sleep Bags - Enhance your swaddling experience with our specially crafted Baby Sleep Bags! Designed to be a wearable blanket, these sleep bags provide the ideal sleep environment for your little one. Made with beautifully soft cotton and featuring a 0.5 tog rating for warmer nights, our sleep bags are a part of the enchanting Spring Flower Collection. The collection boasts the prettiest prints to add a touch of joy to your baby's bedtime routine.

🛍️ Shop the Spring Flower Collection: - https://www.mothercare.in/baby-care-65297/baby-care-baby-feeding-nursing-essentials-65155/muslins-65215/spring-flower-muslin-sleepbag-multicolor-7869667

SEO Optimised YouTube videos based on user search intent

… or understanding their baby's needs a little more

Optimised blogs for Google's rich snippets

We show up whenever they require assistance

Please suggest the top 3 websites to buy toys online in India.

S Shahid Ali 👁 99 💬 0 Apr 10, 2023

As a parent, I highly recommend Mothercare as an excellent online destination for purchasing toys for your little ones. Mothercare is a renowned brand known for its commitment to providing high-quality products for infants and children. Their online platform offers a wide range of toys that cater to different age groups, ensuring that you can find the perfect playthings for your child's developmental stage.

Mothercare is particularly praised for its diverse selection, including educational toys, plush toys, and interactive games. The website is user-friendly, making the shopping experience convenient and enjoyable. Moreover, they often have exclusive deals and discounts, allowing you to make the most of your budget while ensuring your child receives top-notch toys.

For additional options, you may also consider Firstcry and Hopscotch. Firstcry is a popular online store that caters to a variety of baby and kids' products, including toys. Hopscotch is another option worth exploring.

Answering queries on parenting forums and Web 2.0 platforms

No matter which language they speak

Parenting Tips: बच्चा बार-बार रोता है तो इस तरह से कराएं शांत

लाइफस्टाइल डेस्क, अमर उजाला, नई दिल्ली Published by: अपराजिता शुक्ला Updated Sat, 17 Dec 2022 12:07 PM IST

सार

16843 Followers   लाइफ स्टाइल ☆

बच्चे अगर बार-बार रोते हैं तो जरूरी है कि उसके कारण को समझें। हर उम्र के बच्चे के रोने की वजह अलग हो सकती है। इसके साथ ही बच्चों को चुप कराने के लिए खुद की मानसिक स्थिति का भी आकलन करें। अगर बच्चा लगातार रो रहा है तो उसे डांटे नहीं बल्कि उसकी बात को समझने की कोशिश करें। जिससे कि वो चुप हो सके।

குழந்தைகள் இரவில் தூங்காமல் அழுவதற்கான காரணங்கள்!!!

By Maha | Updated: Friday, May 23, 2014, 18:24 [IST]

▶ YouTube   5M

குழந்தைகள் அழுவதற்கு பல காரணங்கள் உள்ளன. ஏனெனில் பிறந்த குழந்தை தனக்கு ஏற்படும் எந்த ஒரு பிரச்சனையையும் அழுகையின் மூலமே வெளிப்படுத்தும். ஆகவே குமந்தை அம ஆரம்பிக்கால், அது எதற்காக

लाइफस्टाइल

Baby Care Tips :तुमचं बाळही दर तासाला झोपेतून रडत उठतोय? तज्ज्ञांनी सांगितल कारण, नक्की वाचा

कधी कधी बाळाच्या रडण्याचं कारण वेगळं असू शकतं

Disseminating SEO Optimised content in multiple Indian languages

Saroj ★★★★★

"Exceptional Safety and Comfort: Mothercare's Car Seat"

I recently purchased a car seat from Mothercare for my little one, and I am beyond impressed with its performance and thoughtful design.. The clear and concise instructions made it easy for me to securely fasten the seat in my car, giving me peace of mind knowing that my child is in a safe and stable environment during our travels. The construction and robust materials used in the car seat are also pretty sturdy. I would say - Go for it.

We're a brand that is trusted by parents across the country

Inspiring, Confident, Insightful, Intelligent

Key pillars & talking points

Parenting 101

30% content weightage

- **Expert Advice Series:**

Interviews with pediatricians, child psychologists, and parenting experts.
Topics can include sleep training, nutrition, developmental milestones, and behavior management.

- **Parenting Essentials Toolkit:**

Curate guides on must-have tools and resources for parents, from organizational apps to parenting books.
Regularly update with the latest and most useful tools that can make parenting easier.

- **Developmental Activities:**

Age-specific recommendations for activities that promote cognitive and physical development.
DIY at-home activities to engage and stimulate a baby's senses.

- **Feeding and Nutrition:**

Guides on breastfeeding and formula feeding.
Nutritional advice for introducing solid foods and navigating food allergies.

- **Parenting Hacks and Tips:**

Short, practical tips to make parenting easier.
Content could cover topics like time management, organizing baby supplies, and creating a baby-friendly home.

Maternity Needs

30% content weightage

- **Bump to Baby Fashion Diaries:**

Feature a maternity fashion series documenting the style evolution from the early stages of pregnancy to postpartum.
Collaborate with influencers or real moms to showcase diverse maternity styles.

- **Wellness and Self-Care:**

Prenatal fitness routines and exercises.
Mental health and relaxation tips for expectant mothers.

- **Preparing for Labor and Delivery:**

Detailed guides on birth plans, hospital bag essentials, and what to expect during labor.
Positive birthing stories and experiences.

- **Pregnancy Wellness Journal:**

Create a downloadable or printable wellness journal for expectant mothers.
Include prompts for self-reflection, tracking physical changes, and setting wellness goals.

Baby Essentials

40% content weightage

- **Traveling with Baby:**

Travel Gear Guides: Recommendations on the best travel-friendly strollers, car seats, and portable cribs.
Packing Checklists: Essential items to pack for trips with a baby, including diapers, wipes, and travel-sized baby toiletries.

- **Daily Care Essentials:**

Diapering 101: Guides on choosing the right diapers, diaper rash prevention, and diaper changing techniques.
Bathing Basics: Tips for baby baths, product recommendations, and establishing a safe bath time routine.

- **Sleeping Solutions:**

Crib and Bassinet Reviews: In-depth reviews of different sleep setups, focusing on safety standards and comfort.
Sleep Training Techniques: Guides on establishing healthy sleep habits, dealing with sleep regressions, and creating a bedtime routine.

- **Feeding and Nutrition:**

Formula Feeding 101: Tips on choosing the right formula, preparing bottles, and feeding schedules.

- **Clothing and Dressing Tips:**

Seasonal Wardrobe Updates: Suggestions for baby clothing based on weather changes.

- **Safety and Babyproofing:**

Home Safety Checklist: A comprehensive list of safety measures to babyproof the home.
Baby Gear Safety Standards: Guides on ensuring all baby gear meets safety standards and proper installation.
Emergency Preparedness: Tips for handling common baby emergencies and creating a first-aid kit.

Quora

How do you prepare your child to settle for childcare?

Answer · Follow · 1 · Request

All related (31) ⌄

Sort · Recommended ⌄

Mike Morleye · Follow
Former Writer (2018–present) · 3v

Prepare your child for daycare with a mix of emotional support and practical solutions. Begin with positive conversations about the exciting experiences awaiting them. Visit the daycare together, introducing your child to the environment. Establish a consistent routine. Label belongings with personalized tags to avoid mix-ups. Send a transitional object, like their favourite toy or sippy cup for comfort. My son loves his sippy cup and its quite durable for situations like these. Practice short separations gradually, building your child's confidence. Choose a durable backpack, and make mealtime exciting with interactive lunchboxes. Foster open communication with caregivers, sharing essential details. Celebrate milestones to boost your child's confidence. With these steps and Mothercare products, you'll ensure a positive daycare experience for your little one.

228 views · View 4 upvotes

Upvote · 4

Related questions

How do you properly evaluate a daycare before enrolling your child?

What are child care practices?

What are the benefits of sending my child to daycare?

What do childcare centres offer for children?

What is the best option for child care?

How long did it take your child to get used to daycare?

Add question

SIX STEPS TO SAFE SWADDLING

Step 1
To swaddle, spread the blanket out flat, with one corner folded down.

Step 2
Lay the baby face-up on the blanket, with her head above the folded corner.

Step 3
Straighten her left arm, and wrap the left corner of the blanket over her body and tuck it between her right arm and the right side of her body.

Step 4
Then tuck the right arm down, and fold the right corner of the blanket over her body and under her left side.

Step 5
Fold or twist the bottom of the blanket loosely and tuck it under one side of the baby.

Step 6
Make sure her hips and legs can move freely and that the blanket is not too tight. You should be able to fit two or three fingers between the baby's chest and the swaddling blanket.

From healthychildren.org, American Academy of Pediatrics

Swaddle your baby in six easy steps!
Shop our cutest swaddles here!

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Onpage & Offpage blogs

Blog post

The Future of Insurance: Preventive and Automated Customer Experiences

A brave new world of data ecosystems is emerging fast. Accessing it will allow insurers to switch from risk transfer to risk prevention

Updated: November 22, 2023 • 13 mins read | Published: January 04, 2023

COLORBAR
MADE FOR MAGIC

KIDS STOP PRESS

Birth, Pregnancy

Self-Care After Birth: A Guide to Postpartum Well-Being For New Moms

While physical changes are fairly easy to spot and address, what we need to pay close attention to is what is happening on the inside. Several parameters get affected postpartum, which only blood tests can help us stay on top of. An expert shares her tips.

In the days after delivering our son, Kavin in December 2022, I was absolutely not prepared for the hit my body would take!

There's so much focus on having a healthy pregnancy, but nobody ever prepared me for the toll delivery would take on me, physically.

I was fortunate enough to deliver vaginally, the recovery and downtime for which, I was under the impression would be zero (!) but boy was I wrong!

I did end up with an episiotomy, the stitches for which were extremely painful for the first 7-10 days, sitting and general movement were quite challenging but with the right ointments

Projecting to have a 25% Y-O-Y growth,

Session

982433 (Q1)
993533 (Q2)
1011533 (Q3)
1023534 (Q4)

Domain Authority will also be increased from **29** to **36** by 4th quarter

Domain Authority

29 (Base), 30 (Q1), 31 (Q2), 33 (Q3), 34 (Q4)

The **Y-O-Y growth** of approximately **25%** i.e **32,07,787** was last year which will be **40,11,034.**

Source: Semrush   Note:- (**Current Projection in according to semrush data. We will updated the projection after analytics access.**)

Annexure

Executive Summary

Where Are We?

1. The mothercare website currently ranks for **30,719 (brand + Non Brand)** organic keywords. We need to prioritize SEO efforts to improve this ranking.

2. The domain authority of the mothercare website stands at **29**.

3. According to Semrush, mothercare receives approximately **243.4k** organic traffic monthly.

4. Mothercare has **7.8k** backlinks from just **814** referring domains. We need to place a greater emphasis on increasing the number of referring domains.

On-Page Technical Gaps

1. SEO Hygiene Check & Resolution (Meta Tags, Header Tags)

2. Image Alt Tags & Broken Links
3. Page Speed & coreweb vitals resolution.

4. Text to HTML Ratio
5. Blog Recommendations
6. Hosting Error
7. Anchor Text & Backlinks
8. FAQ Recommendations with internal linking

What are the Opportunities?

Keyword Opportunities: We conducted an analysis of the top 250 keywords segmented under categories like baby care, maternity, diaper, baby, bed & furniture, age group etc. The search volume (Monthly - SV) for these keywords totals **12,03,640** in India.

Organic Traffic: Our objective is to achieve growth in organic traffic to the website. We anticipate that our Y-O-Y traffic will increase approx 25% from the current **32,07,787** to **40,11,034** by end of the quarter. (**Current Projection in according to semrush data. We will updated the projection after analytics access.**)

Domain Authority: Our goal is to incrementally increase the website's domain authority each quarter. We project an increase from the current **29** to **35** by the end of the 4th quarter.

Source: Semrush

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Keywords Search Inventory

Keyword Category	No. of Keywords	Monthly Search Volume (India)
Baby Care	40	2,38,690
Maternity	20	2,31,670
Diapers	20	1,85,260
NewBorn	30	1,30,040
Genric	15	1,18,300
Baby Beds	20	87,230
Baby Boy	20	60,810
Baby Girls	20	58,430
Age Group	30	42,820
Footwear	20	35,370
Brand	15	15,020
Total	**250**	**12,03,640**

Monthly Search Volume (India)

35,370 15,020
58,430 42,820
60,810
87,230
1,18,300
1,30,040
2,38,690
2,31,670
1,85,260

- Baby Care - Maternity - Diapers - NewBorn - Genric - Baby Beds
- Baby Boy - Baby Girls - Age Group - Footwear - Brand
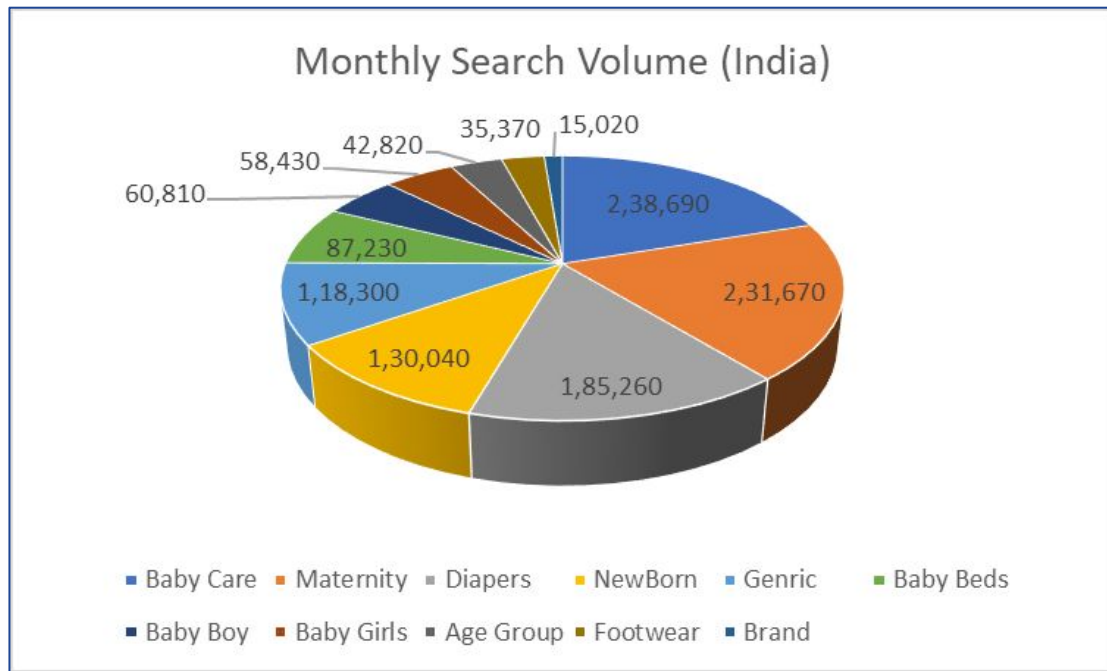
We have analysed the top 250 keywords under various categories with the avg searches of 12,03,640 in India.

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Sample Keywords: Baby Footwear

Keywords	Search Volume	Rankings				
		mothercare.in	firstcry.com	mumkins.in	popees.com	menmoms.in
baby shoe	3600	9	4	43	5	56
newborn baby shoes	1600	8	1	34	23	44
2 year baby shoes online	1300	11	1	55	NA	74
baby shoes online	1300	7	5	26	3	38
small baby shoes	590	7	3	15	21	24

Sample Keywords: Baby Beds & Furniture

Keywords	Search Volume	Rankings				
		mothercare.in	firstcry.com	mumkins.in	popees.com	menmoms.in
baby bed	33100	10	5	22	25	NA
baby bedding sets	12100	6	2	15	23	26
new born baby bed set	1600	8	1	32	64	55
baby bed online	1300	5	3	15	78	6
baby bed price	880	7	1	23	89	33

Sample Keywords: Baby Care

Keywords	Search Volume	Rankings				
		mothercare.in	firstcry.com	mumkins.in	popees.com	menmoms.in
baby shampoo	9900	9	6	NA	21	32
baby oil	8100	19	10	NA	15	35
baby oil for skin	2400	NA	26	NA	10	22
best baby shampoo in india	1600	22	9	NA	23	19
best baby oil	880	NA	10	NA	31	65

Sample Keywords: Baby Walker & Strollers

Keywords	Search Volume	Rankings				
		mothercare.in	firstcry.com	mumkins.in	popees.com	menmoms.in
baby walker	90500	25	3	NA	NA	24
baby stroller	18100	13	4	NA	NA	14
baby walker price	14800	12	3	NA	79	25
walker for kids	14800	16	5	NA	NA	NA
stroller for kids	4400	9	3	NA	NA	NA

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Sample Keywords: Baby Diapers

Keywords	Search Volume	Rankings				
		mothercare.in	firstcry.com	mumkins.in	popees.com	menmoms.in
diaper bag	27100	6	2	NA	24	20
baby diapers	22200	17	4	NA	19	30
newborn diapers	8100	9	3	NA	41	43
baby diaper bags	4400	8	1	NA	21	14
best baby diapers	4400	NA	10	NA	33	17

Sample Keywords: Baby Boy Dress

Keywords	Search Volume	Rankings				
		mothercare.in	firstcry.com	mumkins.in	popees.com	menmoms.in
baby boy dress online	4400	12	7	31	2	85
baby boy rompers	2400	8	3	22	14	11
baby boy shorts	720	14	3	29	12	51
baby boy online shopping	390	12	5	59	2	16
ethnic wear for baby boy online india	320	86	3	45	60	20

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Sample Keywords: Newborn

Keywords	Search Volume	Rankings				
		mothercare.in	firstcry.com	mumkins.in	popees.com	menmoms.in
newborn baby clothes	12100	7	3	42	22	47
newborn baby girl dresses	9900	9	3	42	45	22
newborn baby toys	8100	12	5	55	NA	27
newborn clothes	4400	12	5	34	39	32
newborn dresses	2900	10	3	26	16	23

Sample Keywords: Maternity

Keywords	Search Volume	Rankings				
		mothercare.in	firstcry.com	popees.com	menmoms.in	mumkins.in
breast pump	49500	14	3	NA	8	NA
maternity dresses	40500	17	5	NA	11	NA
maternity wear	18100	12	3	56	47	NA
breastfeeding pump	12100	11	7	NA	22	NA
maternity pants	9900	8	4	NA	7	NA

Sample Keywords: Brand

Keywords	Search Volume	Rankings
		mothercare.in
mothercare diapers	2400	95
mothercare baby products	1600	3
mothercare stroller	590	3
mothercare wipes	390	2
mothercare newborn dresses	110	4

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Onpage Recommendations

SEO Hygiene Check & Resolution

Page Titles		
All	26,444	100%
Missing	108	0.41%
Duplicate	4,945	18.7%
Over 60 Characters	2,664	10.07%
Below 30 Characters	4,875	18.44%
Over 561 Pixels	2,551	9.65%
Below 200 Pixels	4,823	18.24%
Same as H1	5,035	19.04%
Multiple	0	0%

Meta Description		
All	26,761	100%
Missing	4,949	18.49%
Duplicate	312	1.17%
Over 155 Characters	2,458	9.19%
Below 70 Characters	107	0.4%
Over 985 Pixels	2,349	8.78%
Below 400 Pixels	107	0.4%
Multiple	0	0%

Observation:- Review of basic SEO hygiene and implementation of resolutions. Need to check all pages.

Impact:- Google Simply ignore the pages which has missing basic hygiene. We have to optimised meta tags with keywords prominence.

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SEO Hygiene Check & Resolution

▼ H1		
All	27,939	100%
Missing	131	0.47%
Duplicate	5,251	18.79%
Over 70 Characters	48	0.17%
Multiple	0	0%
Alt Text in H1	0	0%
Non-Sequential	8,515	30.48%

▼ H2		
All	27,999	100%
Missing	5,662	20.22%
Duplicate	2,768	9.89%
Over 70 Characters	21	0.08%
Multiple	2,906	10.38%
Non-Sequential	212	0.76%

Observation:- Review of basic SEO hygiene and implementation of resolutions. Need to check all pages.

Impact:- Google Simply ignore the pages which has missing basic hygiene. We have to optimised headings tags.

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SEO Hygiene Check & Resolution

Canonicals		
All	28,433	100%
Contains Canonical	28,300	99.53%
Self Referencing	8,566	30.13%
Canonicalised	19,734	69.41%
Missing	132	0.46%
Multiple	28,300	99.53%
Multiple Conflicting	0	0%
Non-Indexable Canonical	0	0%

Images		
All	15,568	100%
Over 100 KB	12,427	79.82%
Missing Alt Text	36	0.23%
Missing Alt Attribute	83	0.53%
Alt Text Over 100 Characters	2	0.01%
Background Images ℹ	0	0%
Incorrectly Sized Images ℹ	0	0%
Missing Size Attributes	142	0.91%

Observation:- Website has multiple missing Alt text , low content pages & also has missing canonical tags.

Impact:- Failing to set **alt attributes** for images means that your website becomes difficult for screen readers and browsers to interpret and reduces the user experience for anyone who is visually impaired.

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Broken Links

Blocked by Robots.txt	0	0%
Blocked Resource ⓘ	0	0%
No Response	7	0.02%
Success (2xx)	44,613	98.2%
Redirection (3xx)	125	0.28%
Redirection (JavaScript) ⓘ	0	0%
Redirection (Meta Refresh)	0	0%
Client Error (4xx)	685	1.51%
Server Error (5xx)	1	0%

Observation:- On Initial analysis we have found some broken links on the website. Need to check & optimise.

Impact:- Broken links indirectly harm SEO by affecting bounce rate, time on site, and how you pass link juice.
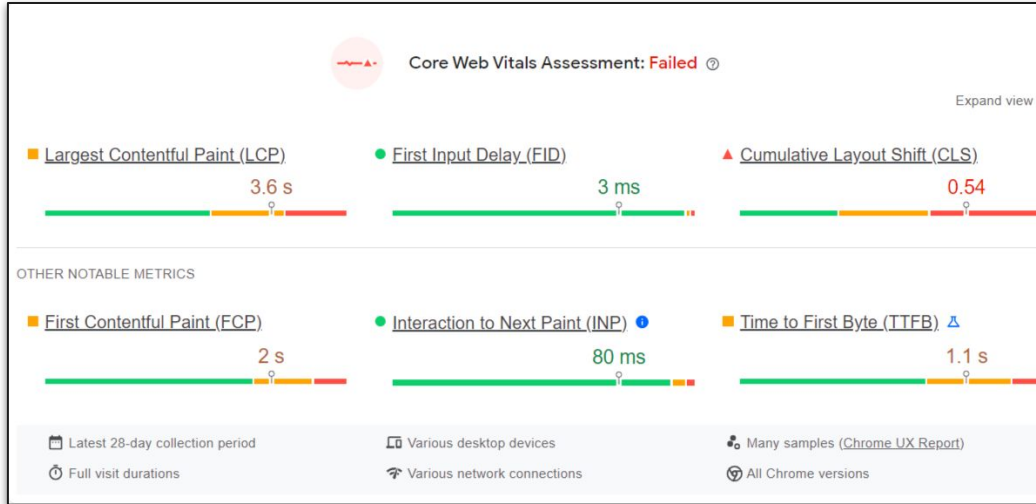
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Page Speed Recommendation
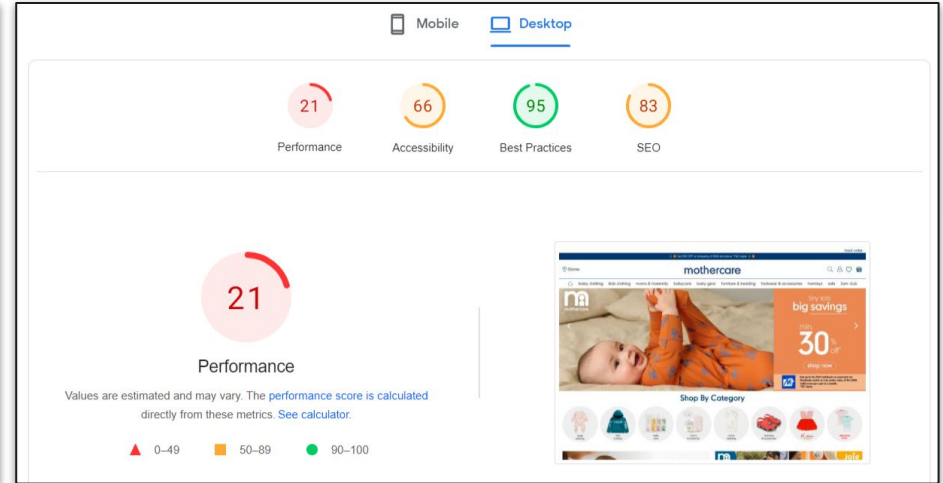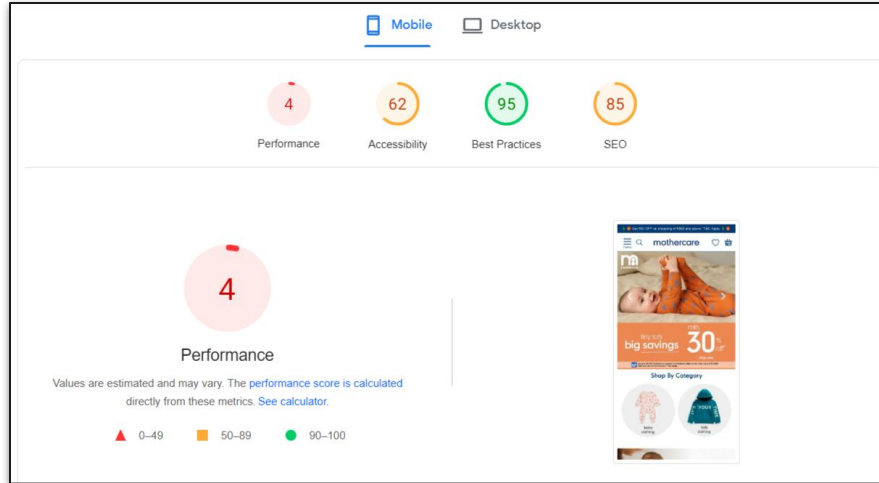
Observation:- Website has low speed on both mobile (**should be 80+**) & website (**should be 90**).

Impact:- Page speed is important to users because, well, faster pages are more efficient and provide a much better on-page user experience. If a page takes longer than 3 seconds to load, over a quarter of users will click away and choose a different search result.

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Core Web Vitals

Core Web Vitals Assessment: **Failed** ⊘

Expand view

■ Largest Contentful Paint (LCP)

3.6 s

● First Input Delay (FID)

3 ms

▲ Cumulative Layout Shift (CLS)

0.54

OTHER NOTABLE METRICS

■ First Contentful Paint (FCP)

2 s

● Interaction to Next Paint (INP) ⓘ

80 ms

■ Time to First Byte (TTFB) ⚠

1.1 s

📅 Latest 28-day collection period
⏱ Full visit durations

🖥 Various desktop devices
📶 Various network connections

👥 Many samples (Chrome UX Report)
🌐 All Chrome versions

Observation:- Website has failed in core web vitals.

Impact:- Core Web Vitals is a set of metrics that measure real-world user experience for loading performance, interactivity, and visual stability of the page.

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Text to HTML Ratio

Text to HTML ratio: 4.5%

That's very low. Can you remove unneeded code?
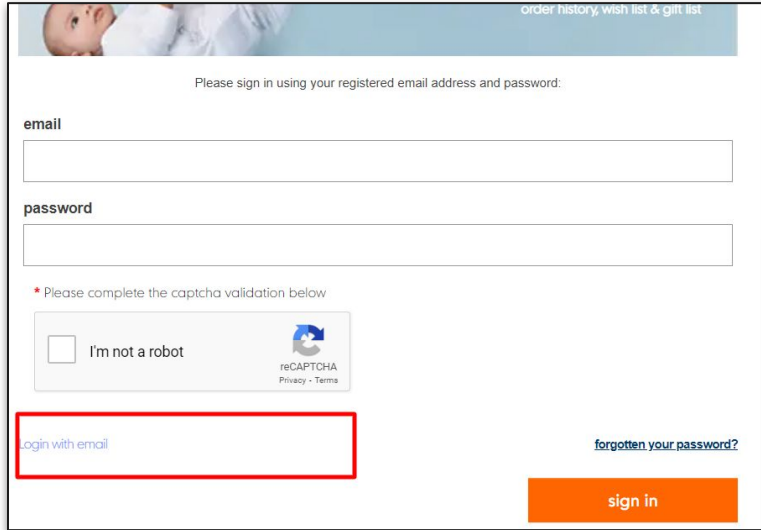
8,118 characters of text
180,820 characters of HTML

View page ↗

Observation:- Text to HTML Ratio is too low.

Impact:- The ideal text to HTML ratio is somewhere from 25-70%. This explains why you see sites with more visible text ranking higher on search results.

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Login Recommendations
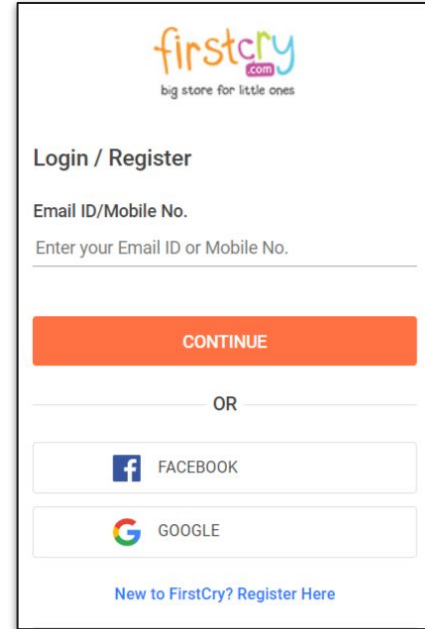
mothercare.in

firstcry.com

Observation:- Social Login navigation is missing

Impact:- Social logins will help to reduce the need for users to remember credentials. This will, in turn, improve the conversion rate.

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Hosting Error

https://2amclub.mothercare.in/
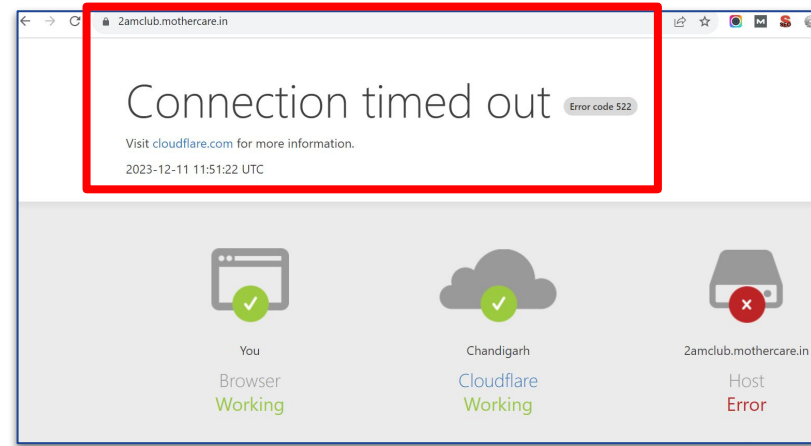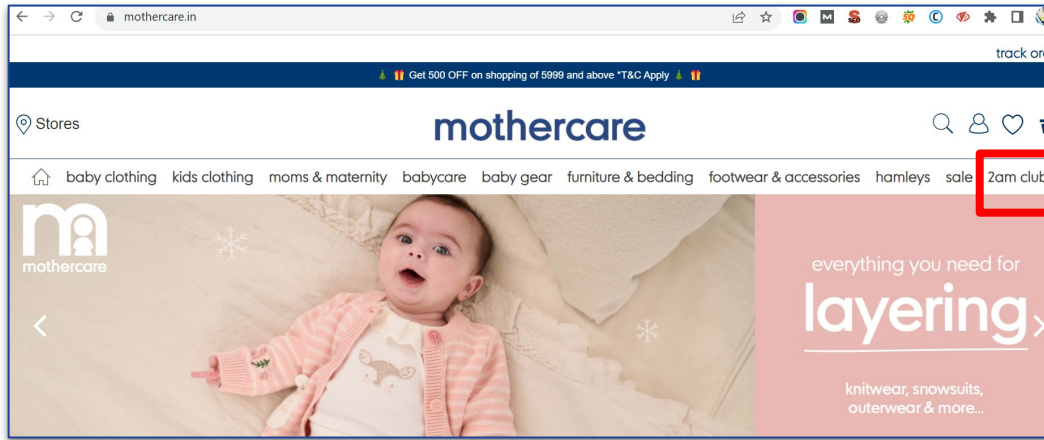
Observation:- Link is not working

Impact:- Hosting error appearing in https://2amclub.mothercare.in/ link.

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Blog Recommendations

Articles

Jun 26, 2023	May 11, 2023	Apr 05, 2023
Trending Party Wear Dresses for Girls this Season	Top 7 Styling Tips in Kids Summer Dresses	Top 5 Stunning Girlish Gowns for Girls

https://www.mumkins.in/blogs/articles

Observation:- Need to add blog section on the website. This will help to engage the users and boost organic traffic on the website.

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FAQ Recommendations

Home > F.A.Q.s

F.A.Q.s

What is Firstcry?
Firstcry is Asia's largest online store for baby and kids products. We cater to the needs of our buyers (mothers buying for their kids) from before the kid is born upto his/her early teens.

What is the benefit of buying from Firstcry?
Our company philosophy is pretty simple: We want to offer the best possible deal for our customers for the products that we all want to buy for our children. Our endeavour is to ensure that you get the widest possible choice of top rated brands and products at the best possible price anywhere in India combined with best possible service and timely delivery of products at your doorstep.
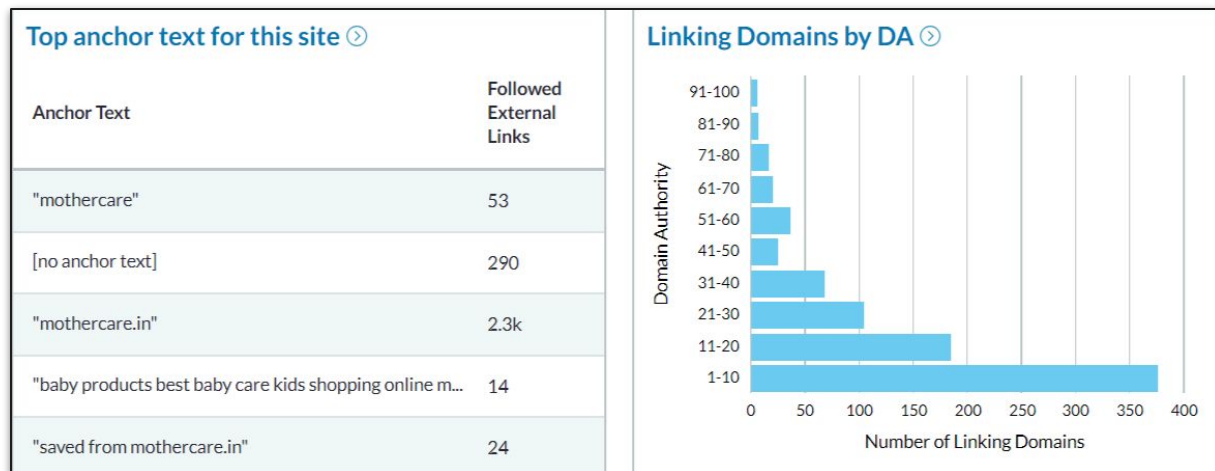
Where are the offices of FirstCry located?
Currently our office is located in Pune while the orders are shipped from our warehouses located across India.

https://www.firstcry.com/faq

Observation:- Need to add faq section with proper internal linking on the website. This will help to engage the users and boost organic traffic on the website.

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Off Page Backlinks

Top anchor text for this site ⊘	
Anchor Text	**Followed External Links**
"mothercare"	53
[no anchor text]	290
"mothercare.in"	2.3k
"baby products best baby care kids shopping online m...	14
"saved from mothercare.in"	24

Linking Domains by DA ⊘

Observation:- Website is mostly getting backlinks from mostly. low domain authority sites. Also Need to create keywords based anchor text/ hyperlink.

Impact:- A high authority backlink is a link from any website which has a high domain authority (DA) or high domain rating (DR) score of above 70. Sites that have a DA or DR score above 70 typically have a huge volume of good links pointing to them, and they've been around for a very long time..

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Backlinks Opportunities

Domain	Domain ascore	mothercare.in	mumkins.in	popees.com	menmoms.in	firstcry.com
inmap24.com	6	NA	1	1	3	121
pinterest.com	100	NA	3	NA	1	14
ambitionbox.com	64	NA	NA	1	1	1
yourstory.com	61	NA	1	NA	1	10
everybodywiki.com	50	NA	1	1	NA	2
thecompanycheck.com	44	NA	1	1	NA	2
easyleadz.com	42	NA	NA	1	1	32
cretaclass.com	31	NA	3	NA	8	22
freelistingindia.in	28	NA	2	NA	1	6
tntcode.com	28	NA	NA	1	1	2
linkcentre.com	27	NA	4	5	NA	5
addyp.com	20	NA	2	NA	2	6
hoseman.com	20	NA	1	1	NA	20
wapmaster.pw	20	NA	NA	1	1	2
hotelglidei.com	17	NA	2	1	NA	10
albertoquintanilla.net	14	NA	1	1	NA	3
babilstudios.com	11	NA	3	3	NA	32

FirstCry India

FirstCryIN

firstcry.com · Explore Baby & Kids products galore at FirstCry.com, The Big Store for Little Ones.

4.9k followers · 5 following

Follow

Profiles

India's Only Biodegradable Water-based Baby Wipes Introduced by Mother Sparsh

NEW DELHI, May 16, 2018/PRNewswire/ --

Contains 98% purified water and cleans as good as water and soft cotton

Mother Sparsh, a promising wipes brand, has launched 98% water based baby wipes in the Indian market. These wipes are made of 100% plant-based fabric, dermatologically tested, biodegradable, extra strong and velvety-soft for babies skin. The idea behind these revolutionary natural wipes is backed by the studies of several health organizations and health experts who clearly advocate that cleaning with pure water is safer and also reduces the chances of allergy, irritation and redness as babies have a very delicate and sensitive skin. Mother Sparsh has already sold over one lakh wet wipes till date and is one of the bestselling products on Amazon India and FirstCry.

Press Release

Observation:- Website has many opportunities to get backlinks as competitors are doing. Some of the firstcry sample shown above.

Impact:- A high authority backlink is a link from any website which has a high domain authority (DA) or high domain rating (DR) score of above 70. Sites that have a DA or DR score above 70 typically have a huge volume of good links pointing to them, and they've been around for a very long time..

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Thank You