

Winning New Markets with SEO

How Bajaj Drove 260% More Top 5 Rankings in 180 Days

The Challenge

Trusted on the road. Ignored by search engines.

Bajaj is a globally trusted brand, but in two new markets (Bangladesh & Kenya), their digital presence told a different story.

Despite strong brand equity, aggregator and dealer sites were outranking Bajaj. Buyers were searching but landing elsewhere.

The site wasn't structured for visibility. Pages weren't optimized for discovery, and content didn't reflect how real buyers research, compare, or decide.

Before



Local marketplaces ranked higher for Bajaj's own products. Brand took a back seat.



Product pages weren't crawlable. Website confused Google and lost users.



Generic content with little to no buyer stage or cultural nuance.

Now

76%

Increase in Organic Traffic Growth
In 60 days

20,000+

Organic Clicks Per Month
Sustained volume in a new market

260%

Increase in Top 5 Keyword Rankings
Buyer-first content rose to page one

Our Approach

Structured for search. Tuned for traction.

Phase 1 SEO Foundation

Rebuilt product and category pages, deployed schema and sitemap, and removed crawl blockers, making the site easy for Google to index and users to explore.

Phase 2 Localized Buyer-Stage Content

Worked with country brand teams to craft culturally tuned, buyer-stage content pieces, built for how people actually search, compare, and convert.

Phase 01

SEO Foundation

Making the site crawlable, indexable, and search-ready.

Before content could convert, the site had to be structurally sound.

We focused on fixing the technical and structural friction that was killing organic discoverability.

This phase flipped the switch for discoverability.

What We Did



Rebuilt Product & Category Pages



Deployed sitemap and schema to accelerate indexing



Removes crawl blockers and broken internal links



Cleaned up title tags, meta structure and page load speed

Phase 01

Bangladesh

What We Did

- **98%+ indexability** across all site versions
- Remapped key URLs and fixed broken internal links
- Ran pre-launch checks with testing tools to **validate crawlability**

What We Saw

- **16.1K avg monthly clicks** without any content or campaign push
- Top 5 keyword rankings grew from 0 → 5
- Growth delivered with **zero content & ad spend**

Kenya

What We Did

- **Indexed 100%** of priority product pages
- Cleaned crawl issues across bikes + brand URLs
- Updated meta tags and schema markup on core URLs

What We Saw

- **16.1K avg monthly clicks** without any content or campaign push
- Top 5 keyword rankings grew from 0 → 5
- Growth delivered with **zero content & ad spend**

Localized Buyer Stage Content

Embedding cultural relevance into every search result.

To win search, we had to speak search.

We built culturally attuned content assets rooted in real keyword data and not generic blogs.

Local tonality, buyer-stage depth, and monthly optimization made this the engine for sustainable traction.

What We Did



Rebuilt Product & Category Pages



Deployed sitemap and schema to accelerate indexing

What We Did



Removes crawl blockers and broken internal links



Cleaned up title tags, meta structure and page load speed

Phase 02

Bangladesh

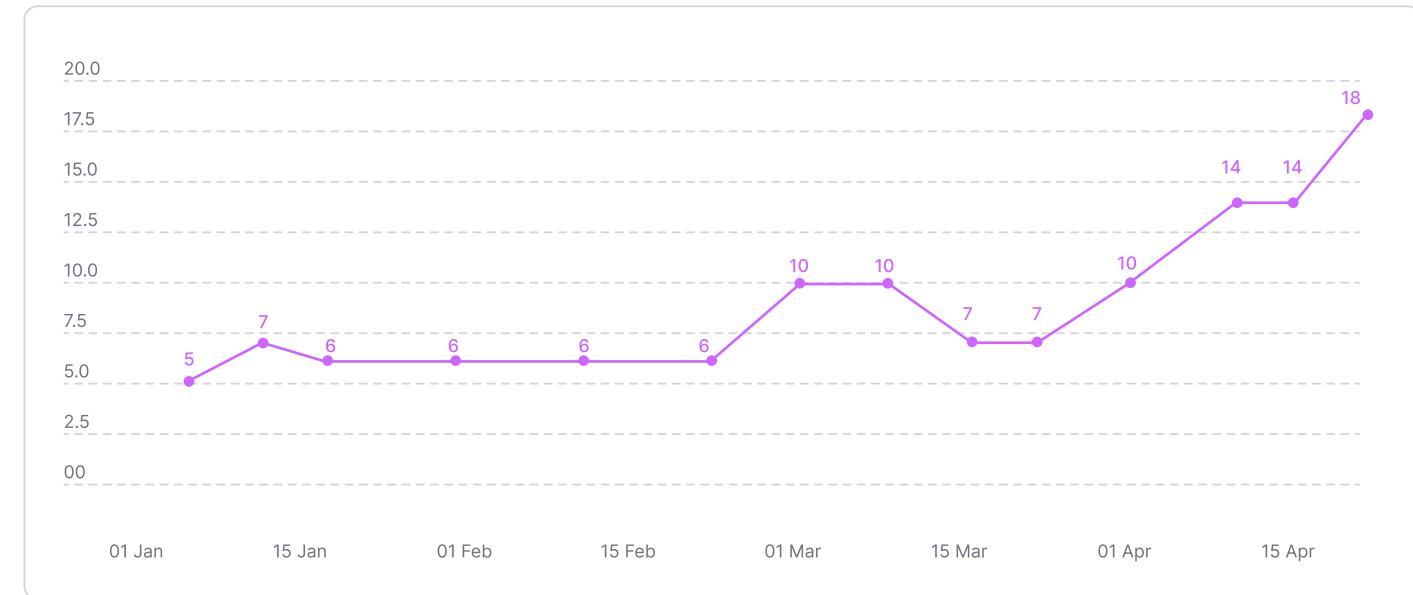
What We Did

- Published SEO optimised blogs tied to high-intent local queries
- Built content playbooks tuned to tone, language, and buyer stage
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- Published multilingual content in Bangla & English

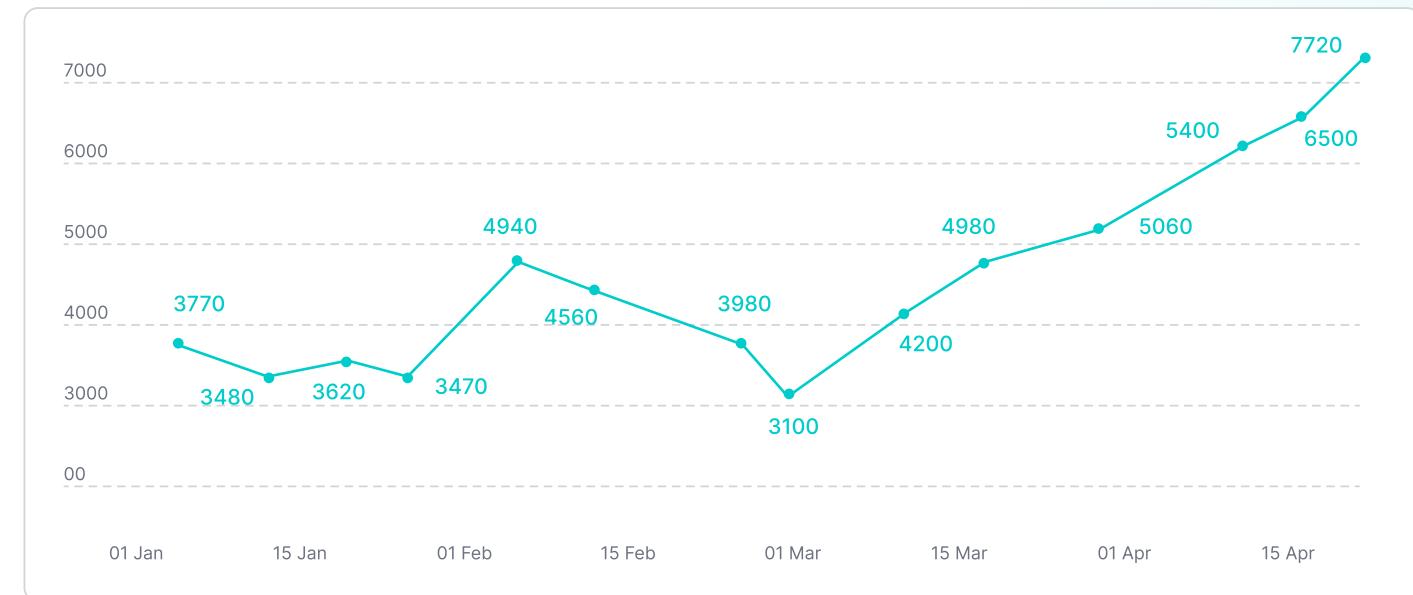
What We Saw

- 105% spike** in weekly clicks
- 33% uptick** in monthly traffic rose from 19.6K → 26.1K users
- 44% increase** in organic users from 17.7K → 25.4K
- Increased top 5 keyword rankings **(from 5 to 18 keywords)** with 260% growth

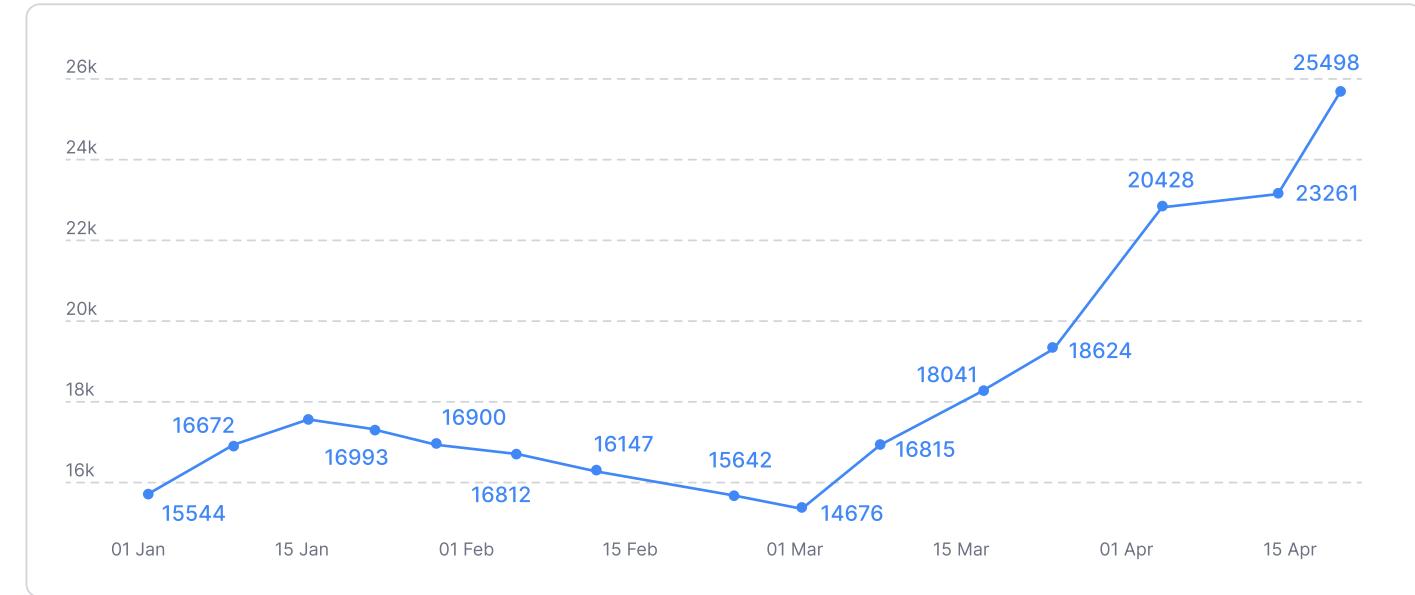
Top 5 Keywords - 260% Growth



7 Day Organic Clicks - 105% Spike



30 Day Organic Clicks - 64% Increase



With the right tech fixes and culturally fluent content, Bajaj reclaimed its digital shelf, across geographies.

Want numbers like these? Let's talk.

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