



team™

x

STIM[®]
ORAL CARE

CLIMBING TO THE TOP OF GOOGLE
SEARCH RESULTS IN ORAL CARE

ABOUT THE BRAND

Stim Brushes, a new brand under Global Dent Aids Pvt Ltd-the world's largest interdental brush manufacturing house providing oral care products to a wide range of industry verticals, aimed to penetrate the oral care market but faced visibility challenges.

CHALLENGES

VISIBILITY

Ranked beyond the 100th position in Google's Search Engine Results Pages, making their online presence negligible

MARKET PENETRATION

Without online visibility, reaching potential customers to sell their products was difficult

COMPETITIVE LANDSCAPE

The oral care market is saturated with established competitors making it hard for new entrants to break in

APPROACH & SOLUTIONS



Analyzed the oral care market to understand customer behavior and search terminology

1

Studied competitors' websites to identify their strengths and weaknesses

2

Conducted a technical audit to improve page speed, structure, and indexing

3

Focused on commercial keywords (e.g., "Interdental brush", "Saleva mouthwash", "Ortho toothbrush") and optimized pages based on their specific keywords

4

Identified reliable websites for link building, calculated a budget, and audited backlinks regularly to boost organic traffic.

5

RESULTS

Google Rankings: After six months of optimization, Stim Brushes' target keywords appeared on the first page of Google search results.

Keywords	July 2023	August 2023	Sept 2023	Oct 2023	Nov 2023	Dec 2023
dental wax	100	77	30	11	4	4
dental wax for braces	87	34	15	6	3	3
interdental brush	22	10	6	5	3	3
interdental toothbrush	21	13	12	6	2	4
mouthwash for dry mouth	100	90	19	17	5	5
ortho brush for braces	6	5	3	2	2	2
Ortho toothbrush	15	9	6	3	3	2
orthodontic wax	21	35	7	6	3	3
saleva mouthwash	5	3	3	3	2	2

Organic Traffic: Significant increase in organic traffic to the optimized product and category pages.



A decorative graphic in the top-left corner consisting of overlapping orange and black geometric shapes.

June 2023- Dec 2023 Sales Data

51,644

Online sessions

5.5 L

Total revenue

1461

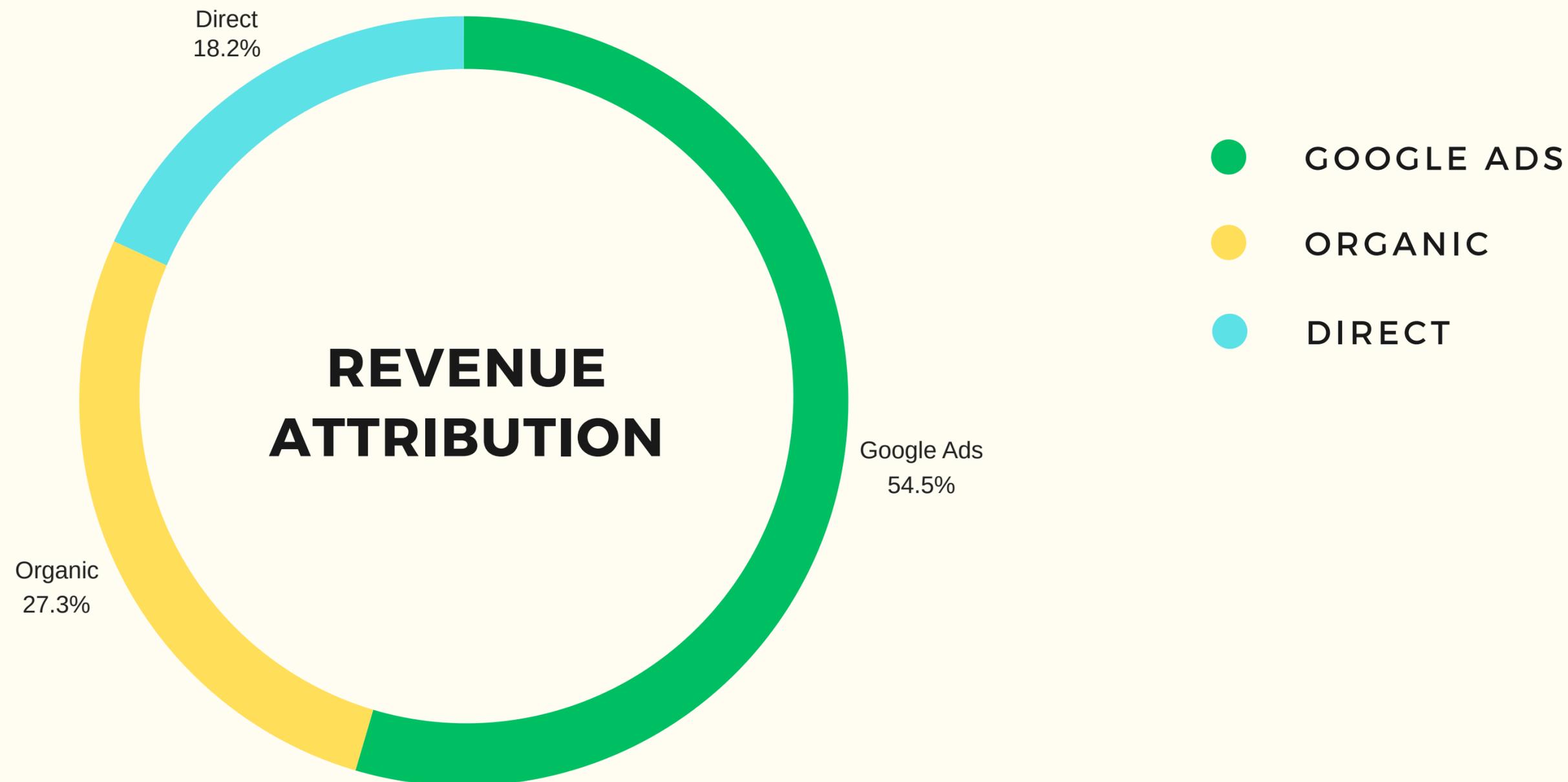
Total orders

1.2 L

Total spent

A decorative graphic in the bottom-right corner consisting of overlapping orange and black geometric shapes.

REVENUE BREAK DOWN





THANK YOU

**HAVE ANY QUESTION OR QUERY?
FEEL FREE TO REACH OUT!**

Website : www.teamvariance.com

Email : hello@teamvariance.com

Contact : +919968669955 /44

Office : 1st Floor, Eco tower, Sector 125, Noida, UP 201313