



zomato

better food for more people



ZOMATO SEO CASE STUDY



India's Leading
Food Discovery
& Delivery
Platform



www.zomato.com

PRESENTED BY:

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Introduction

Zomato was **founded in 2008** and has grown from a restaurant discovery platform into India's leading online food delivery and dining ecosystem.



Millions of users
across hundreds of cities



Food
delivery



Dining



Reviews



Reservations



Vision:
Better food
for more people.



Local SEO strategy.
Millions of
location-based
searches



**Strategic
acquisitions**



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2008
Founded



Hundreds of
Cities



Millions of
Users



India's Leading
Food Delivery & Dining
Ecosystem



Business Growth Table

Year	Major Milestone
2008	Zomato founded as Foodiebay in New Delhi
2010	Rebranded as Zomato
2013	Expanded internationally
2018	Crossed 1 million restaurant listings
2021	Listed on the NSE and BSE through IPO
2022	Acquired Blinkit
2023	Reported first profitable quarter
2024	Strengthened leadership in India's food delivery market
2026	Continued market leadership with strong organic search visibility



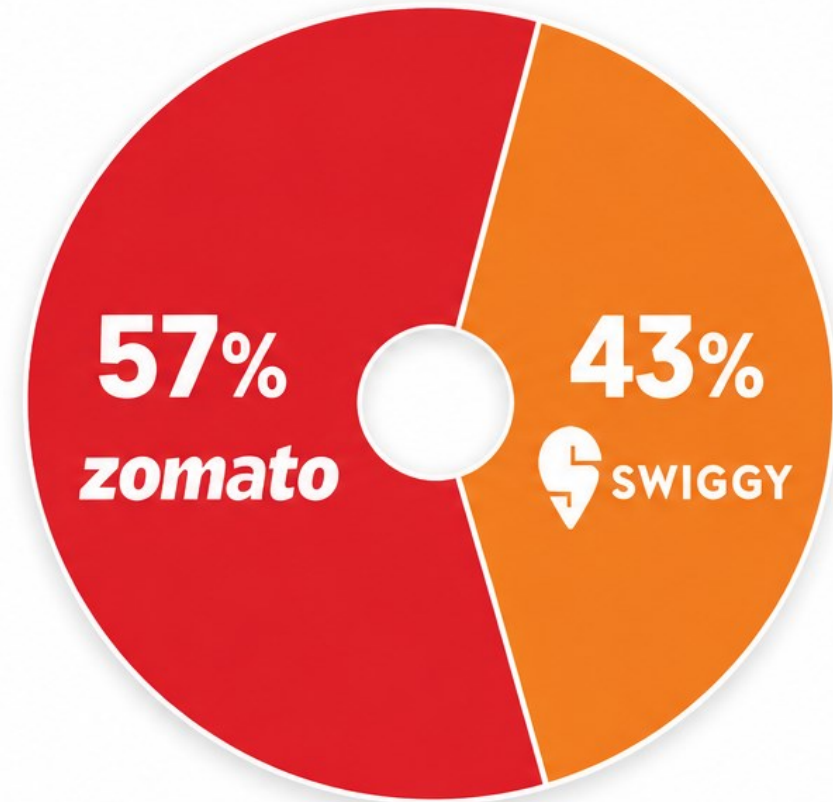
Market Leadership



Zomato is one of India's leading food discovery and delivery platforms, serving millions of users across 1,000+ cities and competing closely with Swiggy in the online food delivery market.



Zomato is India's market leader in online food delivery, holding approximately 57% of the market, ahead of Swiggy's 43%





SEO Data insights

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Metric	2023	2024	2025	2026 (Projected)
 Website Visits	58.4M	65.9M	72.8M	79.8M
 Avg. Visit Duration	06:42	07:01	07:18	07:38
 Pages per Visit	4.52	4.81	5.03	5.26
 Bounce Rate	47.90%	45.86%	44.21%	42.88%
 Desktop Users	20.1%	21.5%	22.6%	23.2%
 Mobile Users	79.9%	78.5%	77.4%	76.8%
 Organic Search Traffic	16.8M	18.9M	20.8M	22.6M
 Paid Search Traffic	0.8%	0.7%	0.6%	<1%

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Thank You!

