



# SEARCH LIFT

Website Audit & Digital Growth Plan — ghafood.com (Maya Gold)

|                  |                                                         |
|------------------|---------------------------------------------------------|
| Prepared for     | Gaurav Jain — GHA Food Products (Maya Gold)             |
| Website Reviewed | <a href="https://ghafood.com/">https://ghafood.com/</a> |
| Date             | _____                                                   |

## Business Snapshot

Maya Gold, a registered brand of GHA Food Products, has been manufacturing premium bakery items since 1996 — including butter cookies, ajwain cookies, coconut cookies, rusk, and eggless cupcakes — from a fully automated stainless-steel facility. The current site (WordPress/Elementor) covers Home, About Us, Products, Blog, and Contact pages, with an active Facebook and Instagram presence.

## Website Audit — Current Status & Gaps

| Area                    | Current Status                                                                                                                                                                            | Recommendation                                                                                                                                     |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| Product Pages           | Products shown as images/banners on the homepage; no individual product pages with details, weight, pricing, or MOQ.                                                                      | Create a dedicated page per product (Butter Cookies, Ajwain Cookies, Coconut Cookies, Rusk, Cupcakes) with description, specs, and enquiry button. |
| Call-to-Action          | No visible "Enquire Now" / "Get Quote" / "Order Now" buttons on homepage or product sections.                                                                                             | Add clear CTAs on every page — especially useful since this looks like a B2B/bulk bakery supplier.                                                 |
| Contact & Trust Signals | Phone and email shown in header (9911620310, <a href="mailto:contact@ghafood.com">contact@ghafood.com</a> ); no FSSAI number, certifications, or client logos with names visible on-page. | Display FSSAI license, quality certifications, and a client/retailer logo strip with names for credibility.                                        |
| Page Speed & Images     | Multiple large, uncompressed banner and product images loaded directly on homepage.                                                                                                       | Compress and lazy-load images; convert to WebP to improve load speed and Core Web Vitals.                                                          |
| SEO Basics              | Good meta title/description present; but content is thin, and header tags are inconsistently used across sections.                                                                        | Expand content with keyword-rich, unique copy per page; fix heading hierarchy (H1/H2/H3).                                                          |
| Blog                    | Blog section exists in navigation but appears inactive/empty.                                                                                                                             | Publish regular posts (recipes, bakery process, hygiene standards, festive offerings) to build topical SEO authority.                              |
| Social Proof            | "Our Clients" and "Events" sections exist but show only logos/images without names or context.                                                                                            | Add client names, testimonials, and captions to build trust and improve engagement.                                                                |
| Mobile Experience       | Site is responsive but banner/image-heavy sections may load slowly on mobile.                                                                                                             | Optimize mobile layout and compress hero banners for faster mobile load times.                                                                     |



## Recommended Web Design Plan

Complete website build on React & Next.js — modern tech stack, faster performance, SEO-friendly SSR. Design reference: roservice.in (layout & style inspiration). Revisions included until the client is fully satisfied.

| Service                                     | What's Included                                                                                                                                                                            | Reference Price (₹) |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Complete Business Website (React & Next.js) | Full website — homepage, individual product pages (Butter/Ajwain/Coconut Cookies, Rusk, Cupcakes), enquiry forms, speed & image optimization, blog setup. Revisions until fully satisfied. | 40,000 (one-time)   |

Design Reference: <https://www.rose-service.in/> | Note: Revisions included until you are fully satisfied.

## SEO Plan

Focus keywords: bakery cookies manufacturer, rusk manufacturer India, butter cookies wholesale, ajwain cookies supplier, eggless bakery products — plus local intent ("bakery products supplier near me", city-specific terms).

| Service               | What's Included                                                                                                                                                    | Reference Price (₹) |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Complete SEO Retainer | Google My Business setup & optimization, on-page + technical SEO, keyword-optimized blog & product content, schema markup, off-page backlinks & directory listings | 20,000 / month      |

**Commitment: ₹20,000 per month for the first 3 months (₹60,000 total) to build initial rankings and authority.**

Case Study: <https://searchlift.in/case-studies/>

## Social Media Plan

Existing pages: Facebook (mayasuzitoast) and Instagram (mayaruskcookies) — both to be rebranded and activated consistently under the "Maya Gold" name.

| Service                        | What's Included                                                                                                                                                 | Reference Price (₹) |
|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Complete Social Media Retainer | Profile revamp & branding (FB, Instagram, WhatsApp Business), 16 posts/month, 4–6 reels/short videos/month, ad campaign management (ad spend billed separately) | 20,000 / month      |

**Commitment: ₹20,000 per month for the first 3 months.**

Portfolio: <https://www.behance.net/vanindersingh>

## Combo Offer — SEO + Social Media

For clients taking both SEO and Social Media together, a bundled monthly rate applies:

| Service                  | What's Included                                                                                         | Reference Price (₹) |
|--------------------------|---------------------------------------------------------------------------------------------------------|---------------------|
| SEO + Social Media Combo | Complete SEO Retainer + Complete Social Media Retainer, managed together with unified monthly reporting | 35,000 / month      |

Combo saves ₹5,000/month compared to booking SEO and Social Media separately (₹20,000 + ₹20,000 = ₹40,000).



Authorized Signature: \_\_\_\_\_

Client Signature: \_\_\_\_\_

Search Lift<sup>x</sup>