



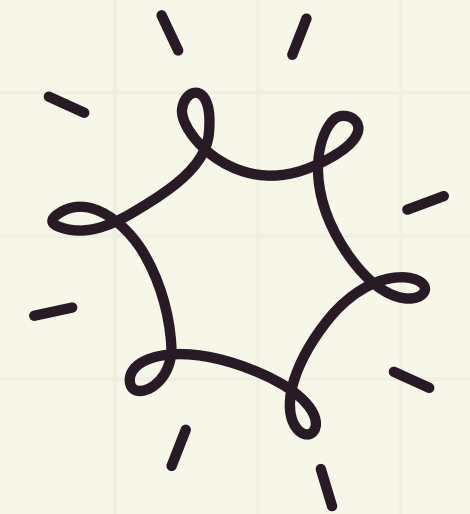
[HOME](#)

[SERVICE](#)

[ABOUT US](#)

[CONTACT US](#)

# DIGITAL MARKETING PORTFOLIO GENERATIVE AI



Tejas Chhabra  
HRC/DM/3624



# TABLE OF CONTENTS

[HOME](#)

[SERVICE](#)

[ABOUT US](#)

[CONTACT US](#)

ABOUT ME

RESUME

SKILLS

TOOLS

LINKEDIN PROFILE

LINKEDIN POSTS AND INSIGHTS

CERTIFICATION

WEBSITE PROJECT

ANALYTICS

SEARCH ENGINE OPTIMIZATION

SOCIAL MEDIA PRESENCE

META BUSINESS SUITE

FUNNEL MARKETING

BUYER PERSONA

COMPETITOR ANALYSIS

EMAIL MARKETING

CREATIVES AND DESIGN WORK

AI AUTOMATION

DIGITAL MARKETING PRESENTATION

THANK YOU

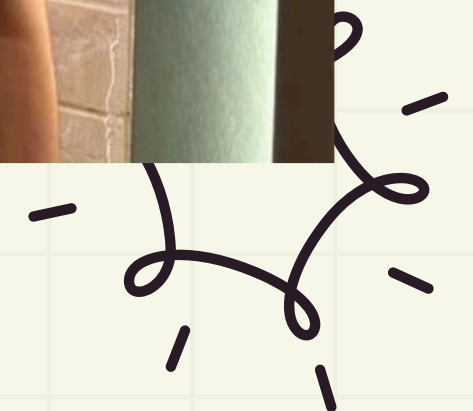
# HELLO, I'M TEJAS CHHABRA!

I am a Digital marketing and Generative AI enthusiast currently pursuing B.Com (Hons) from Guru Gobind Singh Indraprastha University. I have developed practical skills in SEO, social media marketing, content creation, and paid advertising through hands-on projects and certifications.

I am currently building my digital marketing brand "Nutsmatter," where I apply my knowledge to create engaging content and improve online presence.

I enjoy combining creativity with data-driven strategies to deliver meaningful results and continuously learning new tools and trends in the digital space.

text





# RESUME

[HOME](#)[SERVICE](#)[ABOUT US](#)[CONTACT US](#)

## Tejas chhabra

✉ tejas650@gmail.com 📞 9971197696 📍 New Delhi 🌐 [linkedin.com/in/tejas-chhabra-27473234a](https://www.linkedin.com/in/tejas-chhabra-27473234a)

### SUMMARY

Digital Marketing and Generative AI enthusiast pursuing B.Com (Hons) from Guru Gobind Singh Indraprastha University. Skilled in SEO, social media marketing, content creation, and performance marketing tools like Google Ads and Analytics. Hands-on experience through projects involving YouTube SEO, branding, and audience research. Passionate about leveraging AI tools and data-driven strategies to optimize marketing performance. Seeking an entry-level opportunity to contribute to growth-driven digital campaigns.

### EDUCATION

**Digital Marketing and Generative AI**  
Hansraj College

**Bachelor of Commerce (Honours)**  
Institute of Innovation in Technology & Management

**Senior Secondary: Commerce**  
Green Fields School

**Secondary Education**  
Green Fields School

### SKILLS

#### Digital Marketing Skills

- SEO (On-page, Keyword Research, Audits)
- Social Media Marketing (Instagram, LinkedIn, YouTube)
- Performance Marketing (Meta Ads, Google Ads)

#### Tools & Platforms

- Google Analytics
- SEMrush
- Canva
- WordPress
- MS Excel

#### Generative AI Tools

- ChatGPT
- Canva AI
- AI Content Tools (for captions, blogs, creatives)

#### Soft Skills

- Communication
- Creativity
- Teamwork
- Problem Solving
- Time Management

### LANGUAGES

English  
Hindi

### CERTIFICATES

#### Google (Skillshop)

- Google Ads Video Certification
- Google Ads Display Certification
- Google Ads Search Certification
- Google Analytics Certification
- Get Started with Google Analytics

#### SEMrush

- SEO Essentials with Semrush
- Technical SEO and AI Search Essentials
- Local SEO Essentials
- Keyword Research Essentials

#### HubSpot Academy

- Digital Advertising Certified
- Social Media Marketing Certified
- Content Marketing Certified

#### Others

- Fundamentals of Digital Marketing – Google
- Certificate in IT and Career Readiness – Anudip Foundation

### PROJECTS

#### Nutsmatter Brand Project

- Developed social media content strategy and designed creatives using Canva
- Created and optimized YouTube channel branding
- Implemented YouTube SEO (keywords, tags, descriptions)
- Increased engagement and improved content visibility through SEO techniques *(add numbers if possible, even estimated)*

Built with an emphasis on clarity, consistency, and growth. The work embodies a refined approach to crafting meaningful and results-driven brand experiences.





# SKILLS

[HOME](#)

[SERVICE](#)

[ABOUT US](#)

[CONTACT US](#)

## DIGITAL MARKETING PROCESS

- Social Media Marketing & Management
- Content Marketing, Creative Development
- Search Engine Optimisation (SEO)
- SEM & Paid Advertising (Google Ads, Meta Ads)
- Influencer Marketing, Affiliate Campaigns
- Email Marketing, Lead Nurturing

## TECHNICAL SKILLS

- Canva
- Microsoft Excel
- WordPress
- Google Analytics (GA4)
- Google Tag Manager
- Google Search Console
- Yoast SEO
- SEMrush / Keyword Research Tools
- Basic Video Editing Tools

## STRATEGY & ANALYTICS

- Marketing Strategy, Campaign Planning
- Brand Positioning, Market Analysis
- Consumer Insights, Audience Research
- Performance Tracking, Data Interpretation
- Campaign Optimization, ROI Analysis
- Competitor Research, Digital Audits



# TOOLS & PLATFORMS

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[ABOUT US](#)

[CONTACT US](#)



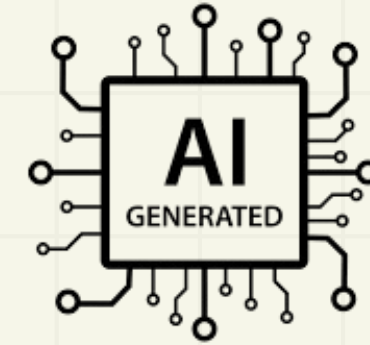
**WORDPRESS**



**CANVA**



**GOOGLE ADS**



**GENERATIVE  
AI**



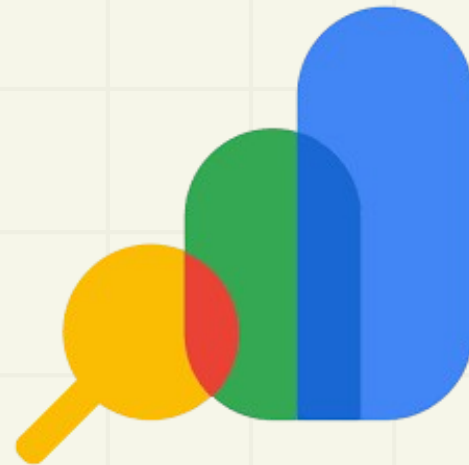
**SOCIAL MEDIA  
MARKETING**



**META ADS**



**GOOGLE  
ANALYTICS**



**GOOGLE SEARCH  
CONSOLE**



**EMAIL  
MARKETING**



**SEARCH ENGINE  
OPTIMIZATION**

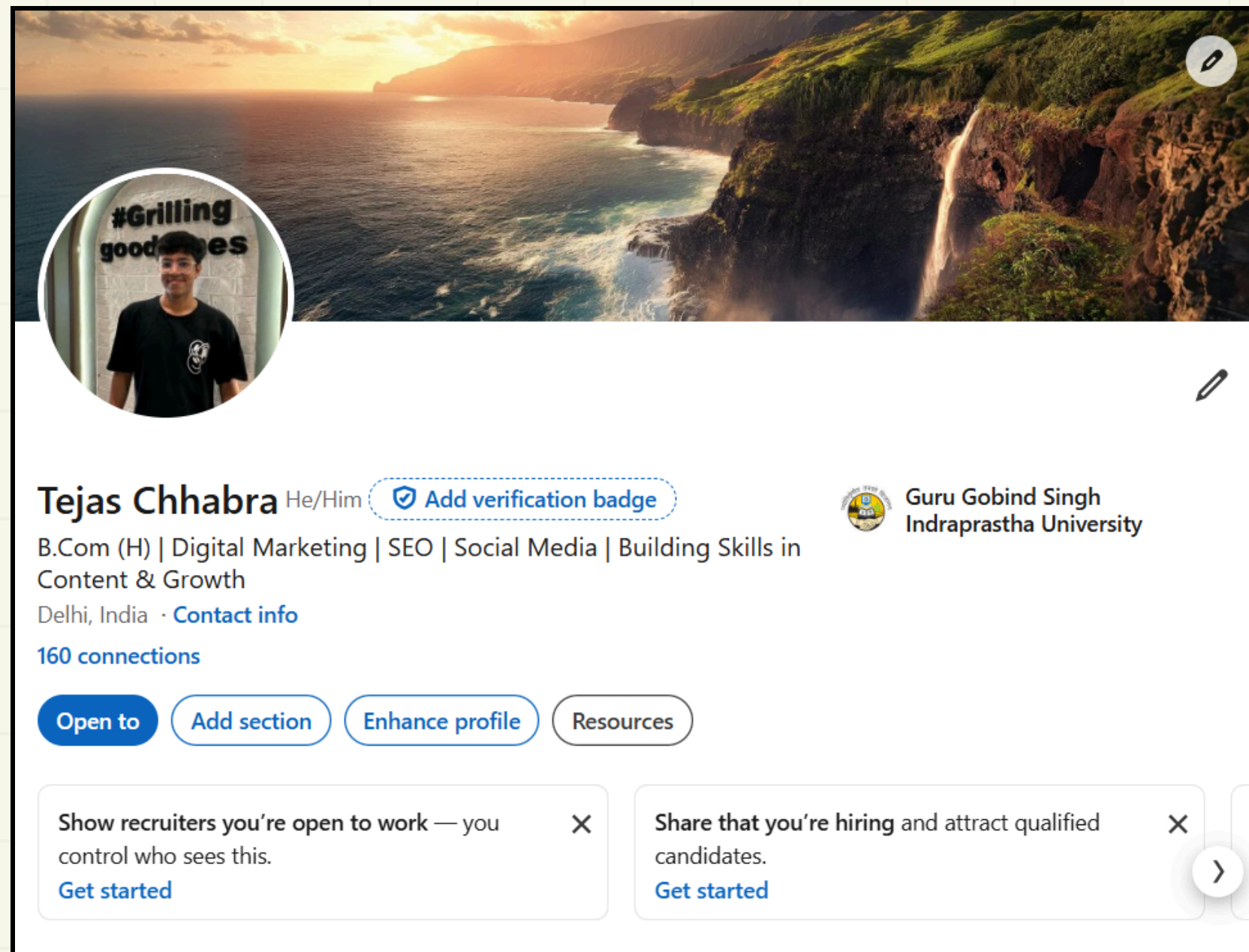
# LINKEDIN PROFILE

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SERVICE

ABOUT US

CONTACT US



**Tejas Chhabra** He/Him [Add verification badge](#)

B.Com (H) | Digital Marketing | SEO | Social Media | Building Skills in Content & Growth

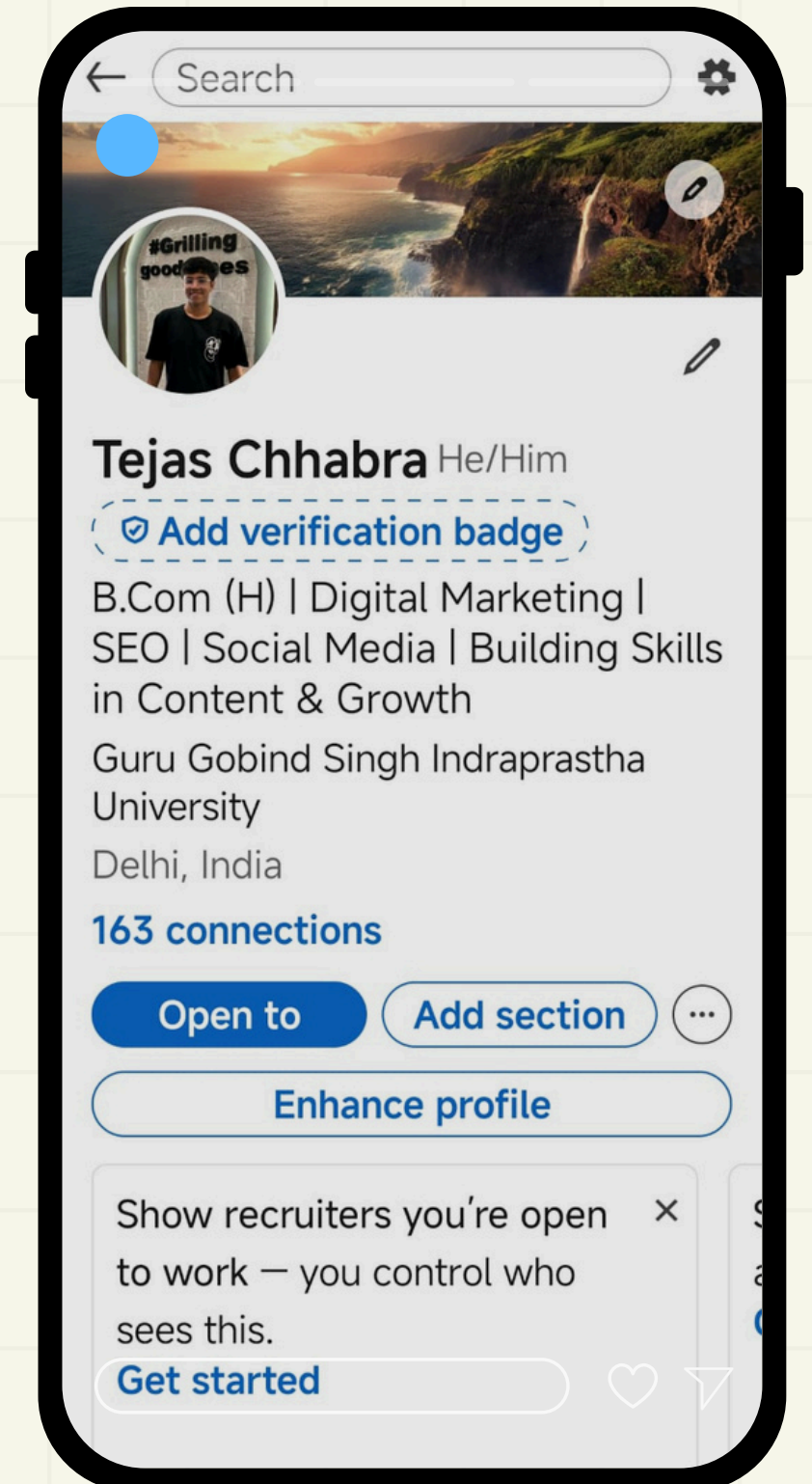
Delhi, India · [Contact info](#)

160 connections

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Share that you're hiring and attract qualified candidates. [Get started](#)



Search

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B.Com (H) | Digital Marketing | SEO | Social Media | Building Skills in Content & Growth

Guru Gobind Singh Indraprastha University

Delhi, India

163 connections

[Open to](#) [Add section](#) [Enhance profile](#)

Show recruiters you're open to work — you control who sees this. [Get started](#)

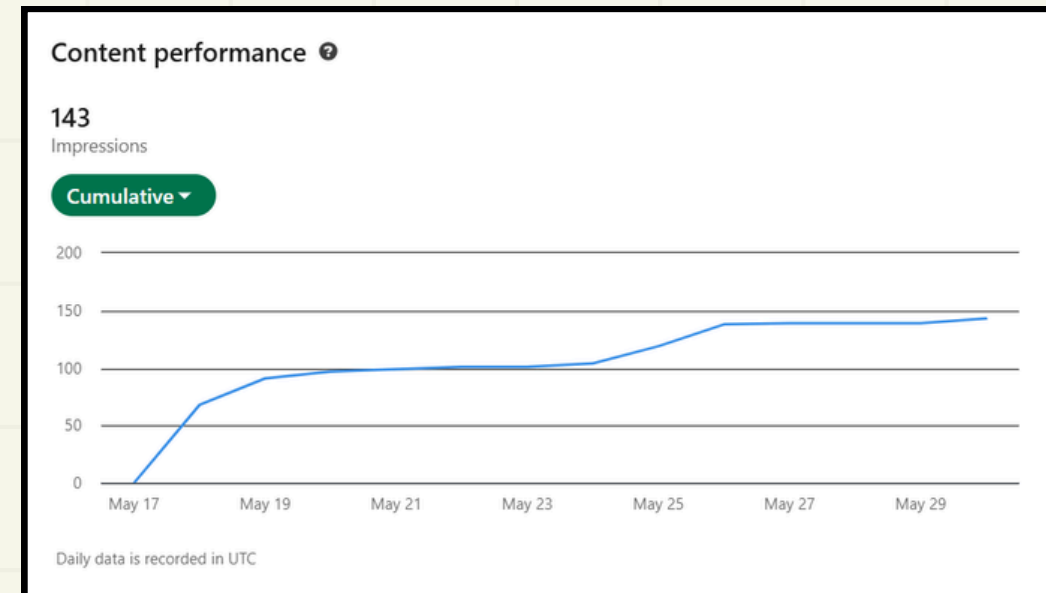
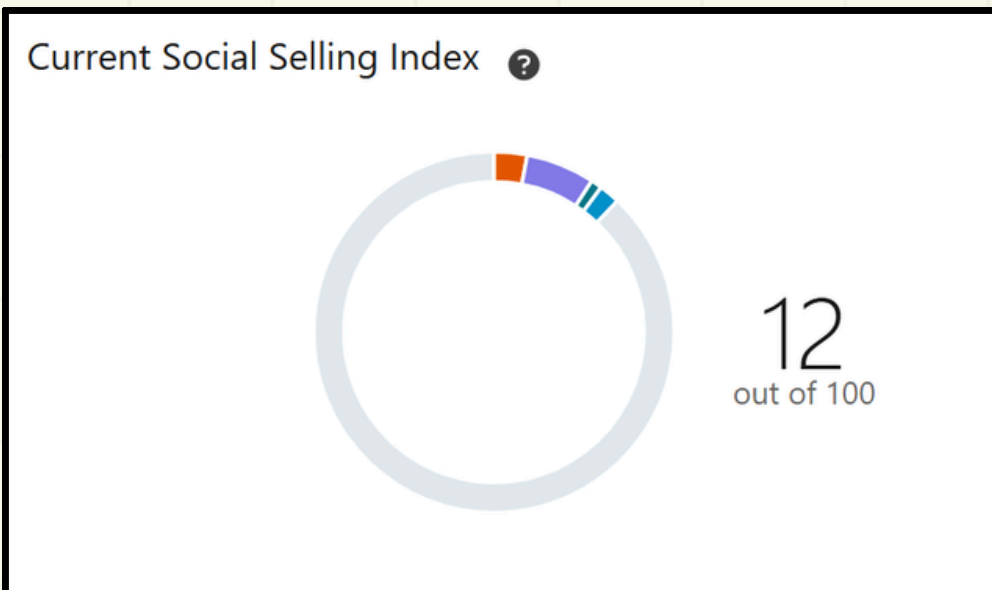
# LINKEDIN POSTS AND INSIGHTS

HOME

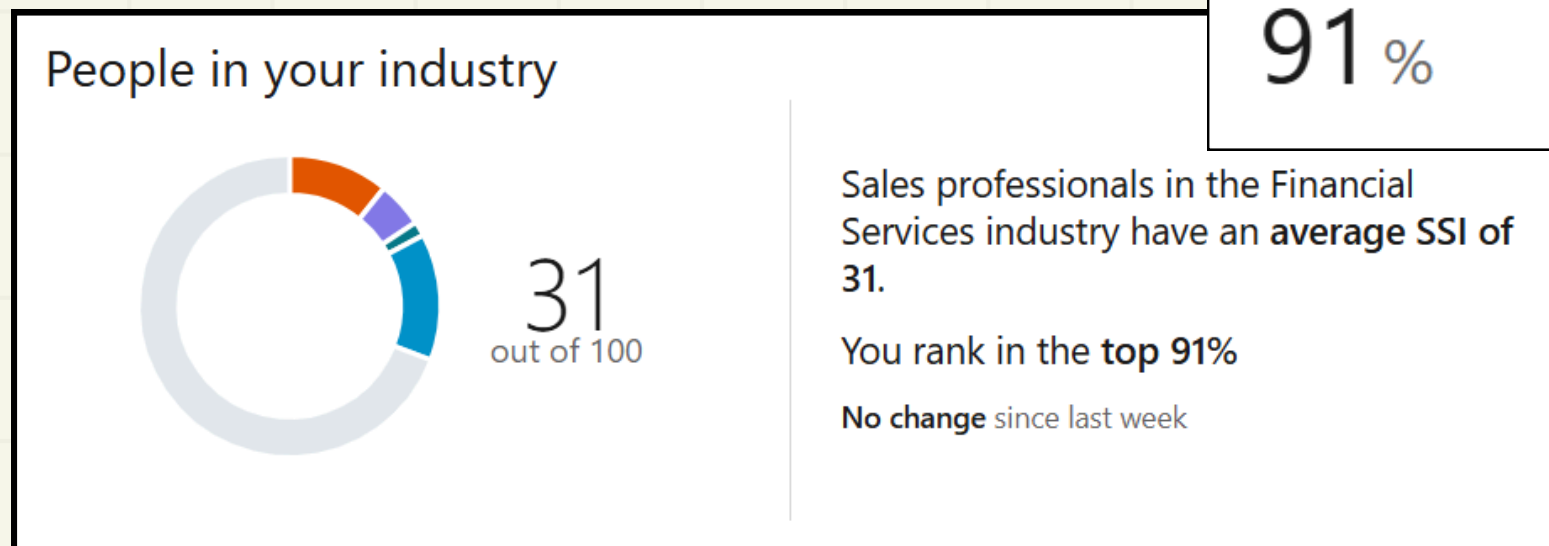
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Top Industry SSI rank  
91%



Tejas Chhabra • You

Aspiring Digital Marketer | SEO | Social Media | ...

6h •

Glad to be a part of this insightful Digital Marketing Strategy presentation on the Aretto-Kids' Shoes brand. Working with my team on this case study helped ...more



Yamini Katara • 1st

Certified Generative AI & Digital Marketing Corpo...

1mo •

Sharing glimpses of an insightful presentation by Learning Team 4 from [Hansraj College Digital Marketing Acac](#) ...more



# Hubspot Certifications



## Digital Advertising Certified

**Tejas Chhabra**

The bearer of this certificate is hereby deemed to be knowledgeable and skilled in digital advertising. They have been tested on the content and best practices and have an understanding of digital advertising."

Valid from: May 10 2026 - Jun 9 2027

Certification code: a272f16916d246ab9866a98e9749bcdd

HubSpot Academy

*Yamini*  
CEO Yamini Rangan



## Content Marketing Certified

**Tejas Chhabra**

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. They have been tested on best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Valid from: May 9 2026 - Jun 7 2028

Certification code: e2b26bee241b49d6944dedd5587fab

HubSpot Academy

*Yamini*  
CEO Yamini Rangan



## Social Media Certified

**Tejas Chhabra**

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound social media strategy. They have been tested on best practices and are ready to take an inbound approach to social media including: social monitoring, content strategy, social engagement, creating social media policies, and demonstrating social ROI to stakeholders.

Valid from: May 10 2026 - Jun 8 2028

Certification code: 0138d8782bbb47848ae3be12d2511913

HubSpot Academy

*Yamini*  
CEO Yamini Rangan

**THROUGH HUBSPOT CERTIFICATIONS IN CONTENT MARKETING, SOCIAL MEDIA, AND DIGITAL ADVERTISING, I GAINED A COMPREHENSIVE UNDERSTANDING OF DIGITAL CHANNELS. CONTENT MARKETING EMPHASIZED VALUE-DRIVEN STRATEGIES FOCUSED ON AUDIENCE INTENT, WHILE SOCIAL MEDIA TRAINING TAUGHT ME TO FOSTER CONVERSATIONS AND MEASURABLE ENGAGEMENT.**

# SEMrush Certifications

Through my SEMrush certifications in Local SEO, Technical SEO, Keyword Research, and SEO Essentials, I developed a structured understanding of search strategy and organic growth. I learned how local optimization improves visibility within specific markets, how technical SEO enhances site performance and crawlability, how keyword research identifies intent-driven opportunities, and how core SEO principles align content with ranking objectives. These certifications strengthened my ability to build data-driven, sustainable SEO strategies focused on long-term authority and measurable results.



# GOOGLE ANALYTICS CERTIFICATIONS

Through the GoogleAnalytics Certification, I learned how to turn website data into marketing intelligence. I can now track user behavior, measure campaign performance, and transform metrics into actionable strategies – ensuring every marketing decision is data-driven, optimized, and results-focused.



This acknowledges that  
**Tejas Chhabra**

has successfully completed  
Get started using Google Analytics

Date of Completion: May 13, 2026

Certificate ID: 57183 182248242



This acknowledges that  
**Tejas Chhabra**

Has successfully completed and is certified in  
Google Analytics Certification

Issue Date: May 13, 2026  
Expiry Date: May 13, 2027  
Certificate ID: 182253135





This acknowledges that  
**Tejas Chhabra**

Has successfully completed and is certified in  
Google Ads Search Certification

Issue Date: May 12, 2026  
Expiry Date: May 12, 2027  
Certificate ID: 182219949



This acknowledges that  
**Tejas Chhabra**

Has successfully completed and is certified in  
Google Ads Video Certification

Issue Date: May 15, 2026  
Expiry Date: May 15, 2027  
Certificate ID: 182538543



# GOOGLE ADS CERTIFICATION



This acknowledges that  
**Tejas Chhabra**

Has successfully completed and is certified in  
AI-Powered Shopping ads Certification

Issue Date: May 16, 2026  
Expiry Date: May 16, 2027  
Certificate ID: 182587410



This acknowledges that  
**Tejas Chhabra**

Has successfully completed and is certified in  
Google Ads Creative Certification

Issue Date: May 16, 2026  
Expiry Date: May 16, 2027  
Certificate ID: 182589527



Proud to have earned Google  
Ads certifications across  
Search, Video, Display, Apps,  
Creative, and AI-Powered  
Shopping Ads – building  
expertise to craft impactful,  
data-driven advertising  
strategies.



This acknowledges that  
**Tejas Chhabra**

Has successfully completed and is certified in  
Google Ads Apps Certification

Issue Date: May 16, 2026  
Expiry Date: May 16, 2027  
Certificate ID: 182589990



This acknowledges that  
**Tejas Chhabra**

Has successfully completed and is certified in  
Google Ads Display Certification

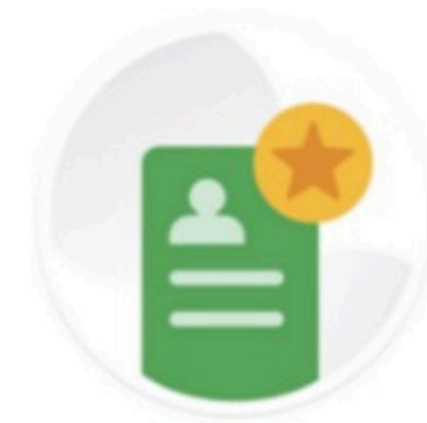
Issue Date: May 15, 2026  
Expiry Date: May 15, 2027  
Certificate ID: 182535812



# FUNDAMENTALS OF DIGITAL MARKETING

**SUCCESSFULLY COMPLETED THE  
FUNDAMENTALS OF DIGITAL  
MARKETING CERTIFICATION, GAINING  
KNOWLEDGE OF SEO, SEM, SOCIAL  
MEDIA MARKETING, CONTENT  
MARKETING, EMAIL MARKETING, WEB  
ANALYTICS, AND DIGITAL  
ADVERTISING STRATEGIES.**

Congratulations!



**Fundamentals of digital marketing**

Completed by Tejas Chhabra on April 18, 2026

Completion ID: 423907940



# Logo & Brand Colours

[HOME](#)[SERVICE](#)[ABOUT US](#)[CONTACT US](#)

WHEN DESIGNING THE IDENTITY OF NUTSMATTER, THE FOCUS WAS ON REFLECTING HEALTH, PURITY, AND NATURAL GOODNESS.

THE LOGO REPRESENTS PREMIUM QUALITY NUTS AND ORGANIC LIVING, SYMBOLIZING FRESHNESS AND TRUST.

THE CIRCULAR DESIGN HIGHLIGHTS COMPLETENESS AND BALANCE, ALIGNING WITH THE IDEA OF A HEALTHY LIFESTYLE.

OVERALL, THE BRANDING AIMS TO CREATE A CLEAN, NATURAL, AND TRUSTWORTHY IMPRESSION.



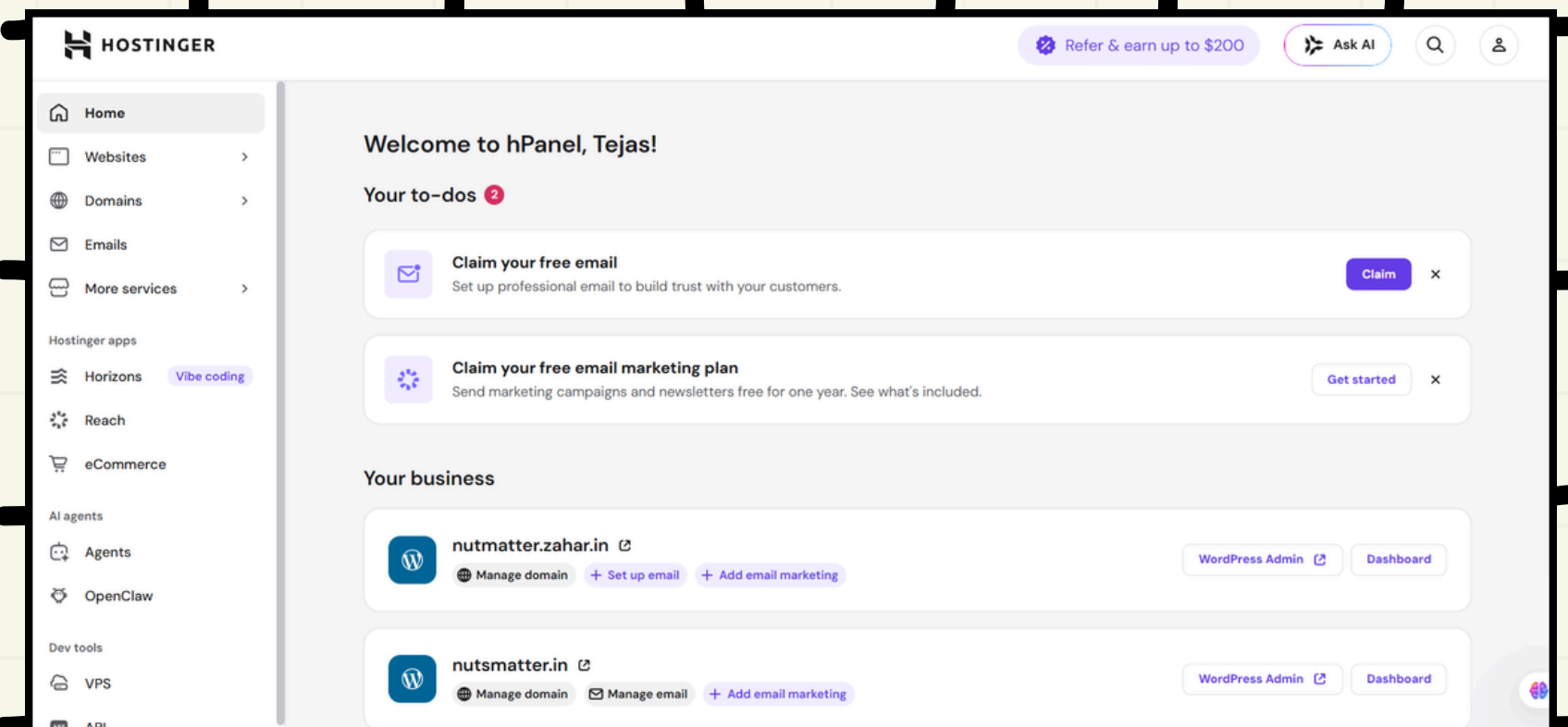
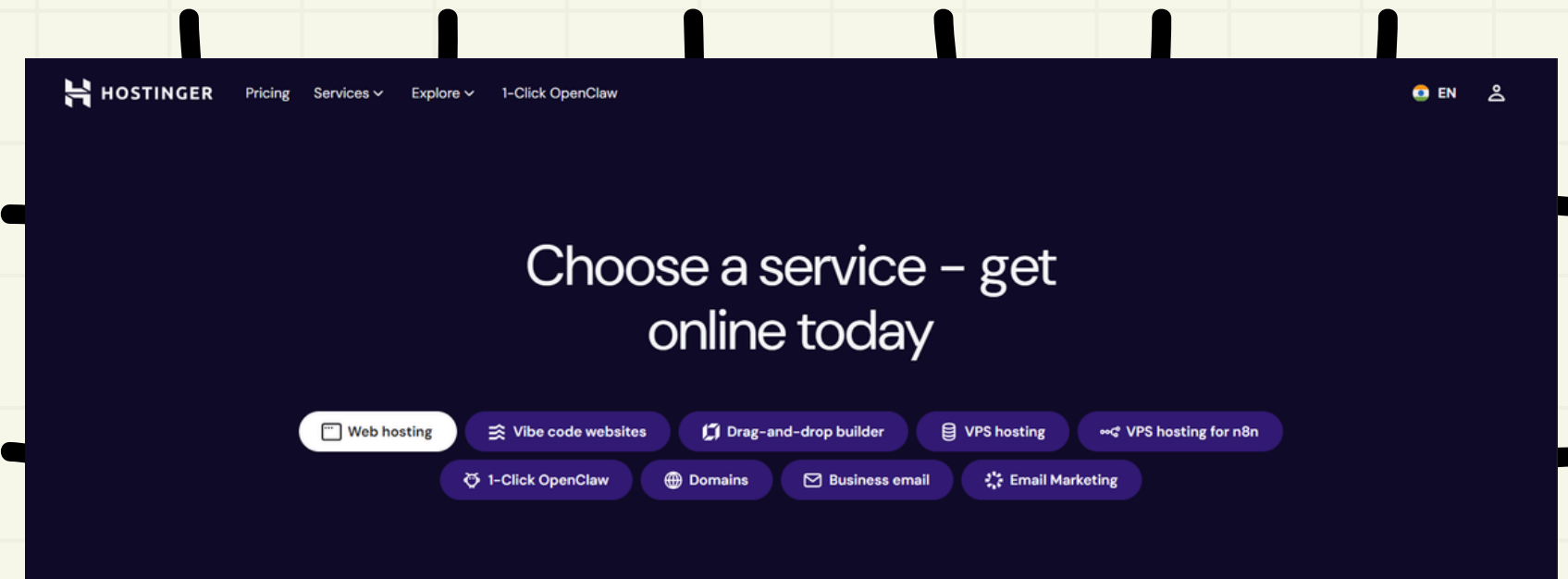
THE COLOUR PALETTE IS INSPIRED BY NATURE AND NUTRITION, FEATURING:

- DEEP GREEN – REPRESENTS HEALTH, GROWTH, AND FRESHNESS

- BROWN – SYMBOLIZES NATURAL NUTS AND AUTHENTICITY

- BEIGE/CREAM – GIVES A CLEAN, PREMIUM, AND ORGANIC FEEL

TOGETHER, THESE COLOURS CREATE A WARM, NATURAL, AND TRUSTWORTHY BRAND IDENTITY



# WEBSITE DESIGN & DEVELOPMENT

TO BUILD THE NUTSMATTER WEBSITE, I USED WORDPRESS AS THE CONTENT MANAGEMENT SYSTEM AND THE BLOCKSY THEME TO CREATE A CLEAN, RESPONSIVE, AND USER-FRIENDLY DESIGN. THIS COMBINATION ALLOWED ME TO STRUCTURE THE WEBSITE EFFICIENTLY WHILE ENSURING FLEXIBILITY IN LAYOUT, PERFORMANCE, AND VISUAL PRESENTATION. THE GOAL WAS TO DEVELOP A SIMPLE YET EFFECTIVE DIGITAL SPACE THAT SUPPORTS BOTH USER EXPERIENCE AND FUTURE MARKETING STRATEGIES.

# PLUGINS & TOOLS

[HOME](#)

[SERVICE](#)

[ABOUT US](#)

[CONTACT US](#)



**Elementor**



**WPForms**



**UpdraftPlus**



**Site Kit by Google**



**CTX Feed**

**CTX Feed**



**Yoast SEO**



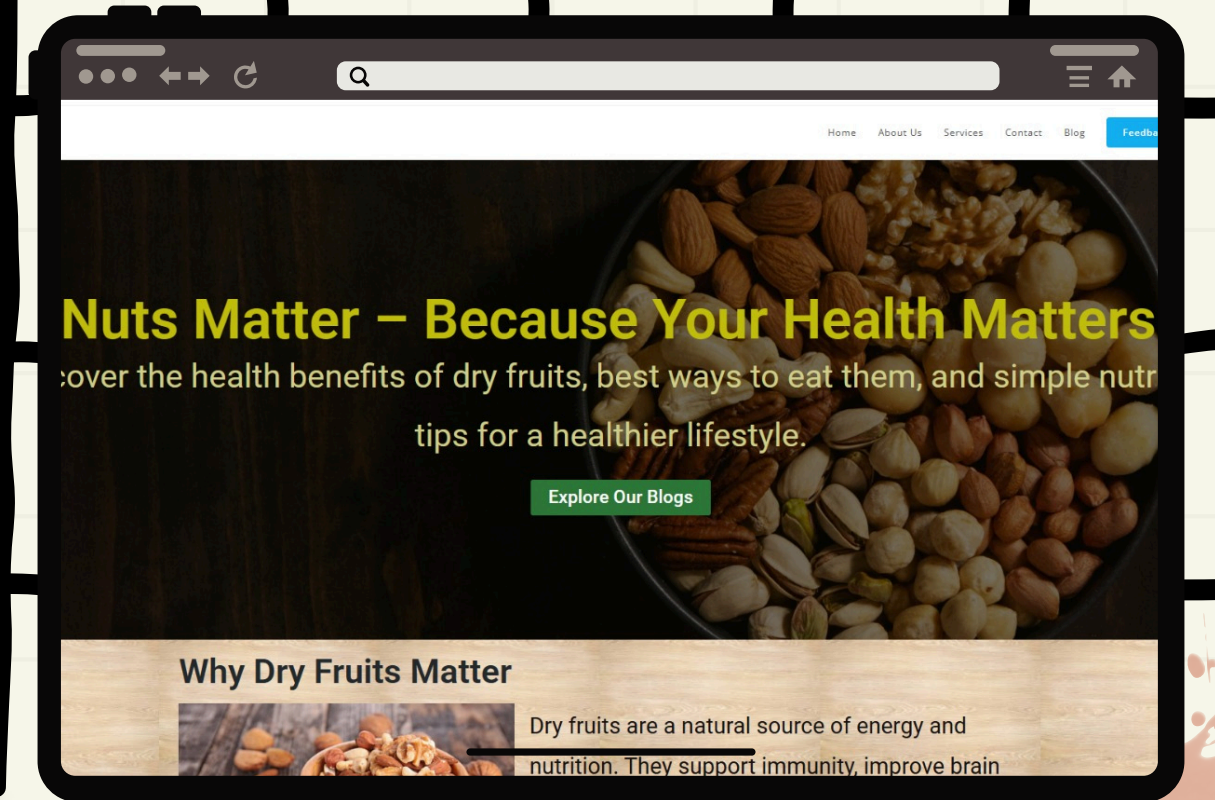
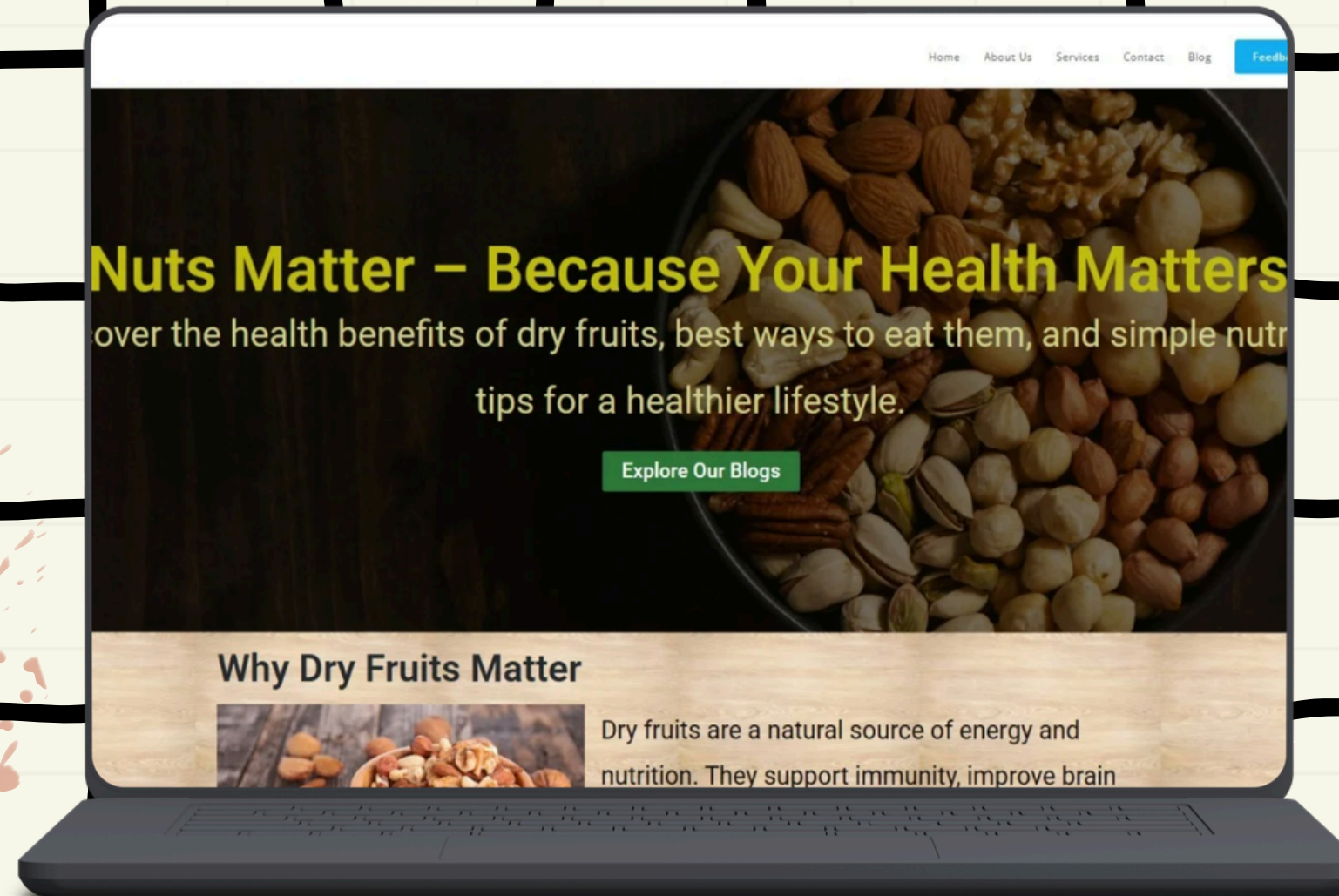
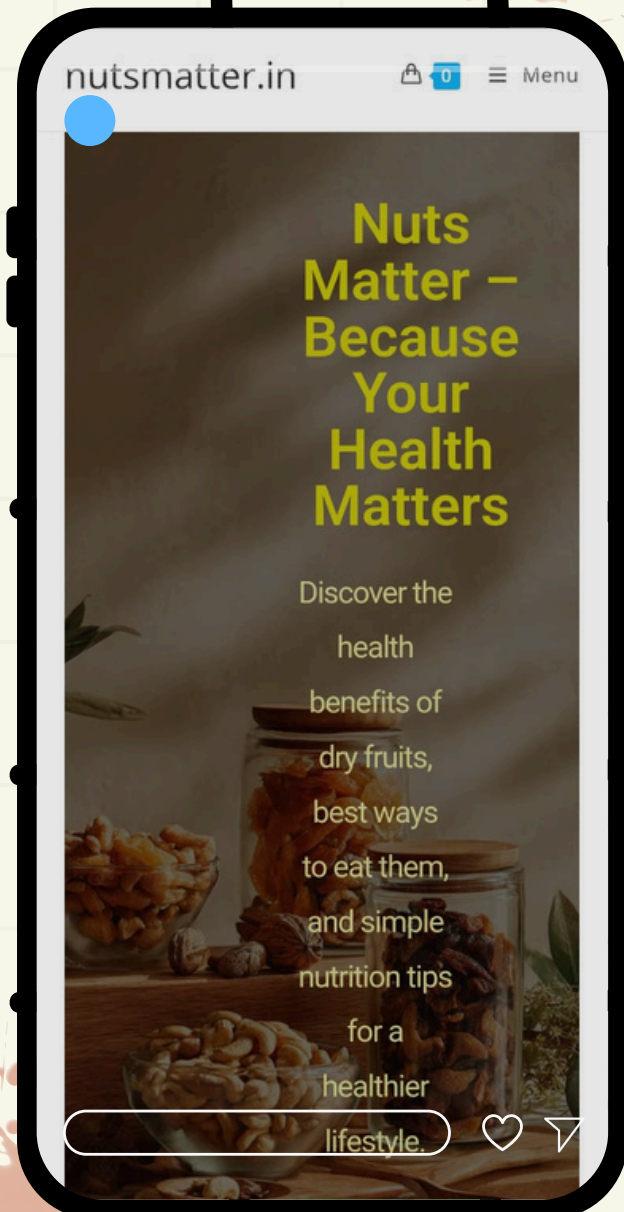
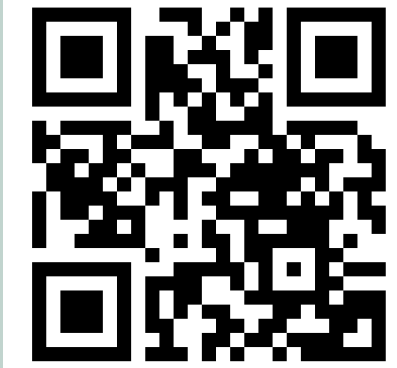
**WOO Commerce**



**Royal Elementor**

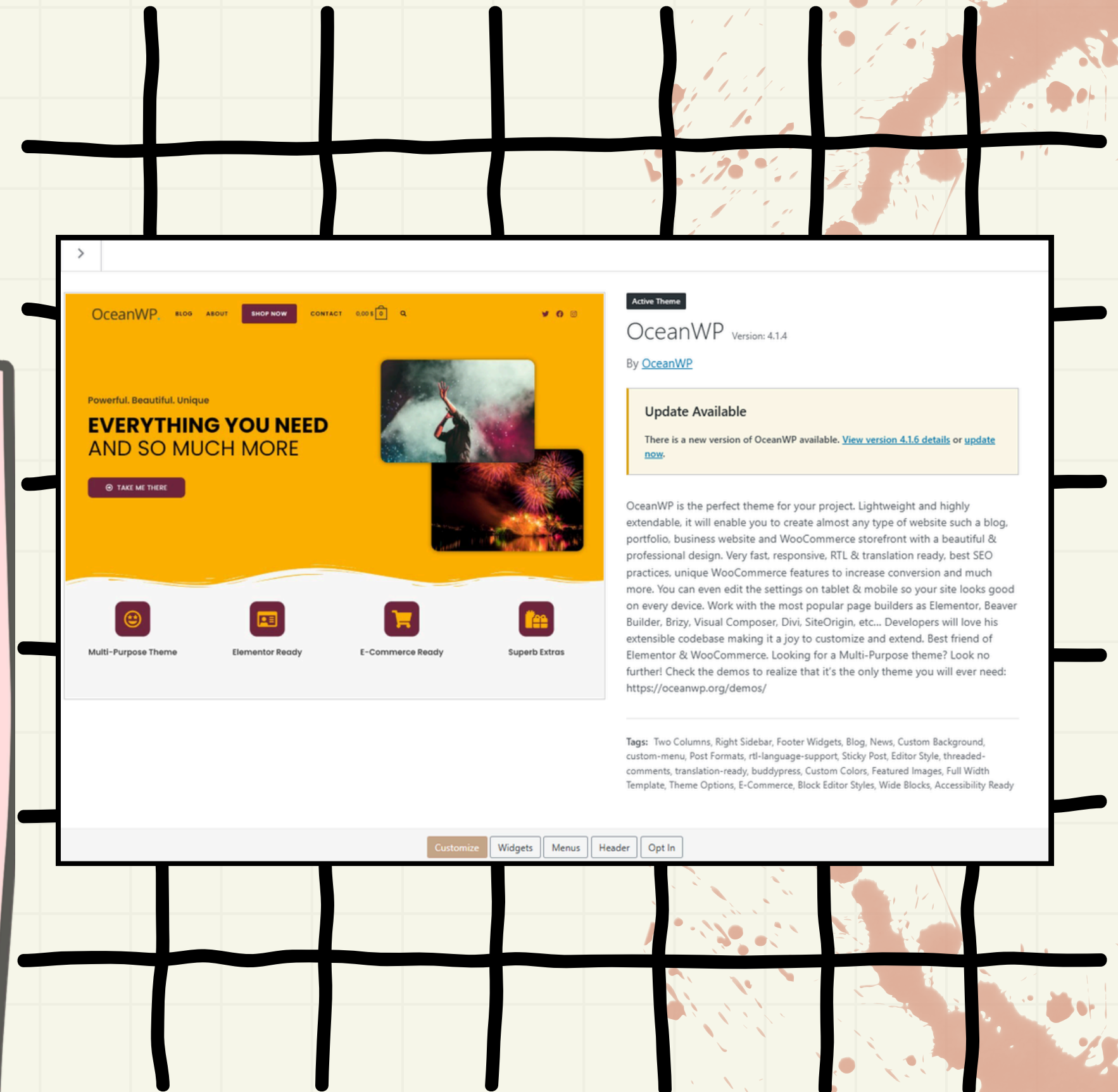
# IMPORTANT PAGE VIEW

SCAN NOW



# WORDPRESS THEME

I DEVELOPED THE NUTS MATTER WEBSITE USING THE OCEANWP WORDPRESS THEME, A LIGHTWEIGHT AND HIGHLY CUSTOMIZABLE THEME KNOWN FOR ITS FLEXIBILITY AND RESPONSIVE DESIGN. OCEANWP ENABLED ME TO CREATE A PROFESSIONAL AND VISUALLY APPEALING WEBSITE WITH EASY CUSTOMIZATION OPTIONS, SMOOTH NAVIGATION, AND OPTIMIZED PERFORMANCE. THE THEME ALSO ENSURED THAT THE WEBSITE REMAINED MOBILE-FRIENDLY AND PROVIDED A CONSISTENT USER EXPERIENCE ACROSS DIFFERENT DEVICES.



# WEBSITE LAYOUT

I DESIGNED THE NUTS MATTER WEBSITE LAYOUT WITH A CLEAN AND USER-FRIENDLY STRUCTURE TO PROMOTE AWARENESS ABOUT DRY FRUITS AND HEALTHY NUTRITION. THE HOMEPAGE FEATURES AN ENGAGING BANNER, BRAND INTRODUCTION, AND EASY NAVIGATION TO KEY SECTIONS SUCH AS ABOUT US, BLOG, PRODUCTS, AND CONTACT. THE LAYOUT IS DESIGNED TO PROVIDE VISITORS WITH VALUABLE INFORMATION ABOUT THE HEALTH BENEFITS OF DRY FRUITS WHILE ENSURING A SMOOTH AND VISUALLY APPEALING BROWSING EXPERIENCE.



## About Nuts Matter

Nuts matter. It is a trusted destination for premium-quality dry fruits and nuts, thoughtfully sourced from reliable growers and processed under strict quality standards. We are committed to delivering freshness, purity, and nutrition in every pack.

From everyday healthy snacking to festive gifting, our wide range of almonds, cashews, walnuts, raisins, and mixed dry fruits is hygienically packed to retain natural taste and goodness. We believe in honest quality, transparent sourcing, and products that support a healthier lifestyle.

At Nutsmatter. in, quality matters—because your health matters.

# Blog Page

## Healthy Dry Fruits Guides for Energy, Weight Loss & Brain Health

WHY TRUST NUTS MATTER?



### Best Dry Fruits for Daily Energy

Research-backed nutrition tips

Power your body with essential nutrients

[Read More](#)



### Dry Fruits for Weight Loss

Smart ways to include Dry Fruits

Written for the Indian lifestyle

[Read More](#)



### Dry Fruits for Students & Brain Health

Improve focus, memory, and performance naturally

Natural nutrition mental performance.

[Read More](#)

Start your healthy journey with Nuts Matter!

[Explore All Blogs >>](#)

I CREATED A DEDICATED BLOG PAGE FOR NUTS MATTER TO SHARE INFORMATIVE AND ENGAGING CONTENT ABOUT DRY FRUITS, HEALTHY EATING, AND NUTRITION. THE BLOG COVERS TOPICS SUCH AS ENERGY-BOOSTING FOODS, WEIGHT MANAGEMENT, AND BRAIN HEALTH, HELPING VISITORS MAKE HEALTHIER LIFESTYLE CHOICES. BY PUBLISHING VALUABLE AND RELEVANT ARTICLES, THE BLOG IMPROVES USER ENGAGEMENT, BUILDS TRUST WITH THE AUDIENCE, AND SUPPORTS ORGANIC WEBSITE TRAFFIC THROUGH CONTENT MARKETING AND SEO.



65%  
LEAD  
4.7k - Conversions

12.5K  
TOTAL VISITORS

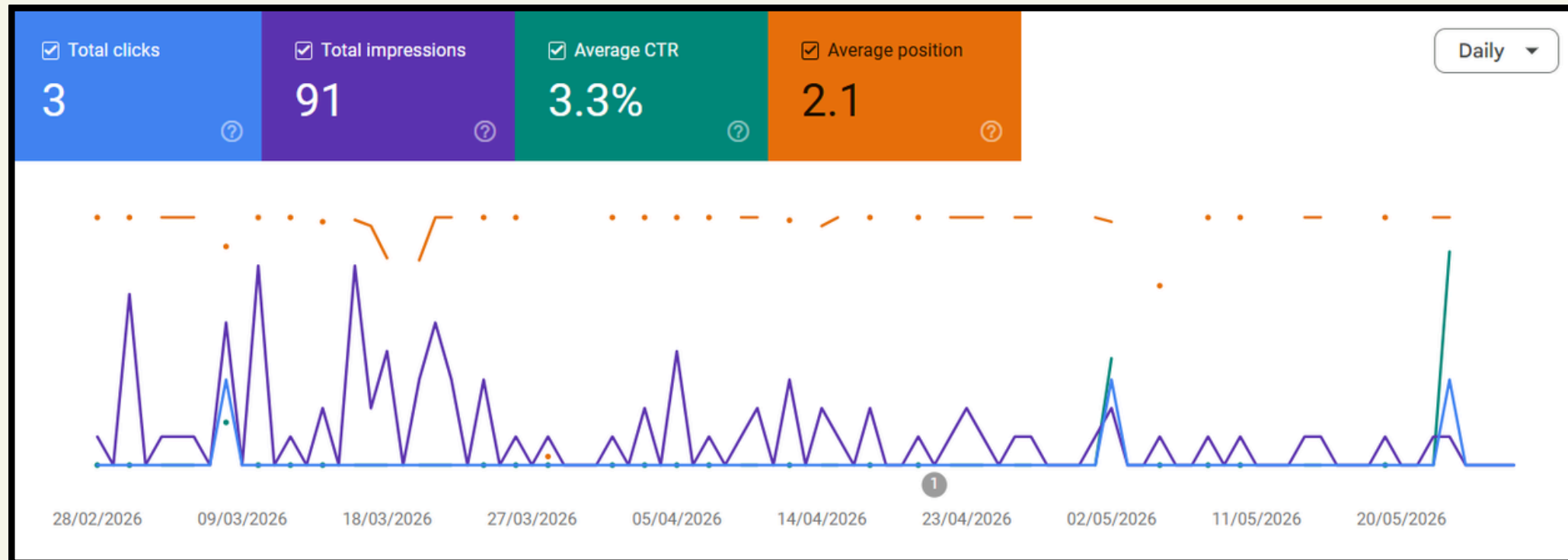
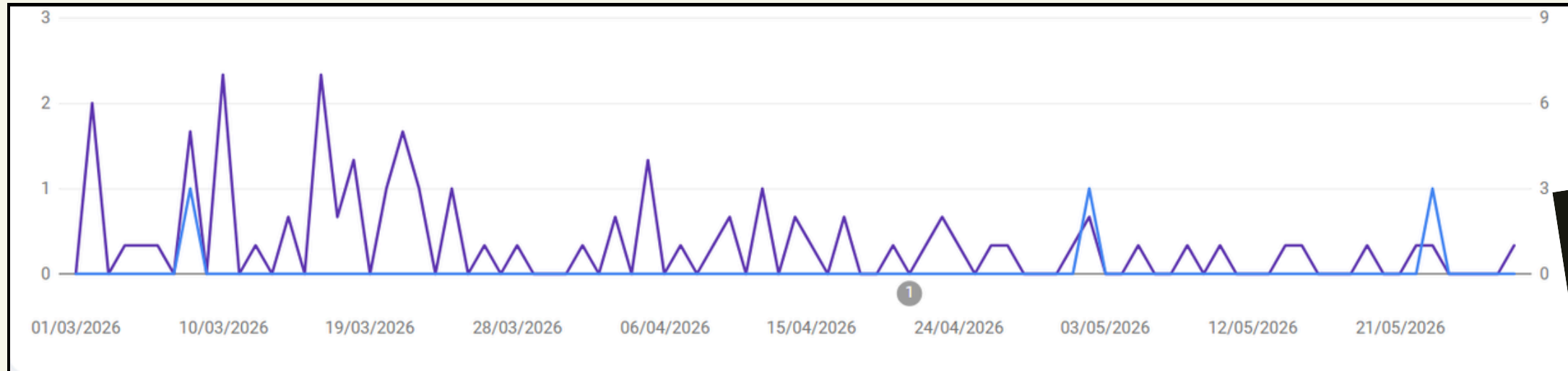
8.2%  
BOUNCE RATE

# Website Analytics

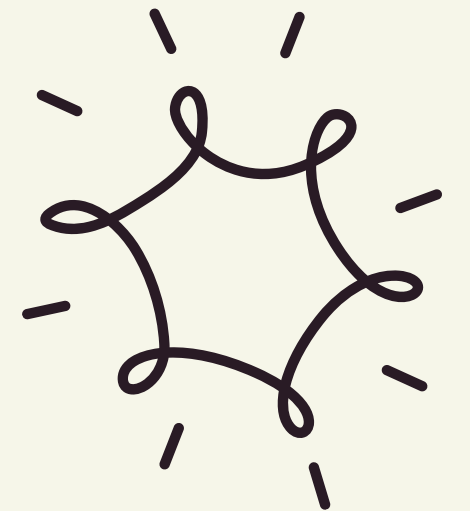
Data & Performance Insights



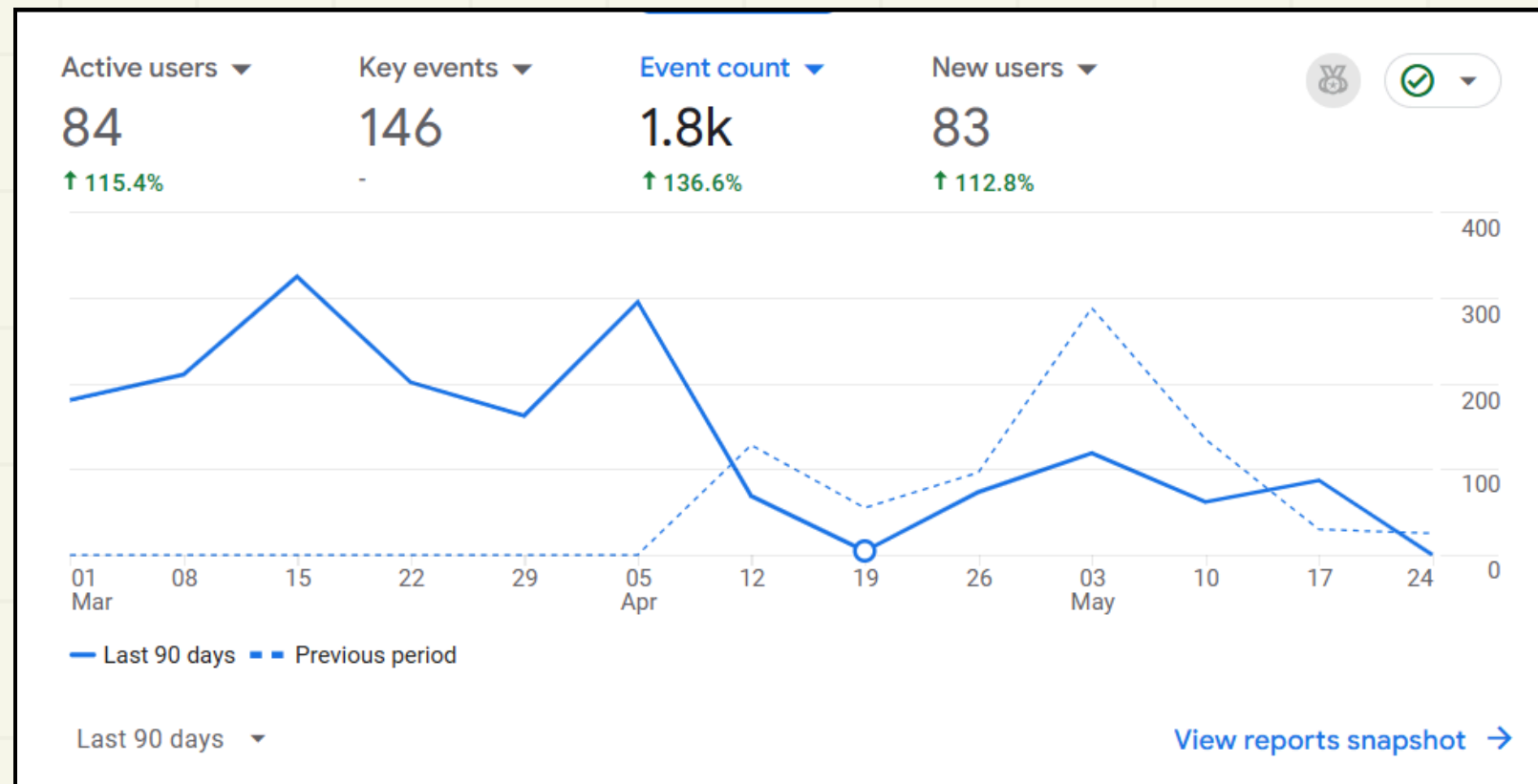
# Google Search Console



I USED GOOGLE SEARCH CONSOLE TO MONITOR THE WEBSITE'S SEARCH PERFORMANCE AND INDEXING STATUS. IT HELPED ME TRACK CLICKS, IMPRESSIONS, CTR, AND KEYWORD RANKINGS, PROVIDING VALUABLE INSIGHTS TO IMPROVE SEO AND INCREASE ORGANIC VISIBILITY.



# GOOGLE ANALYTICS

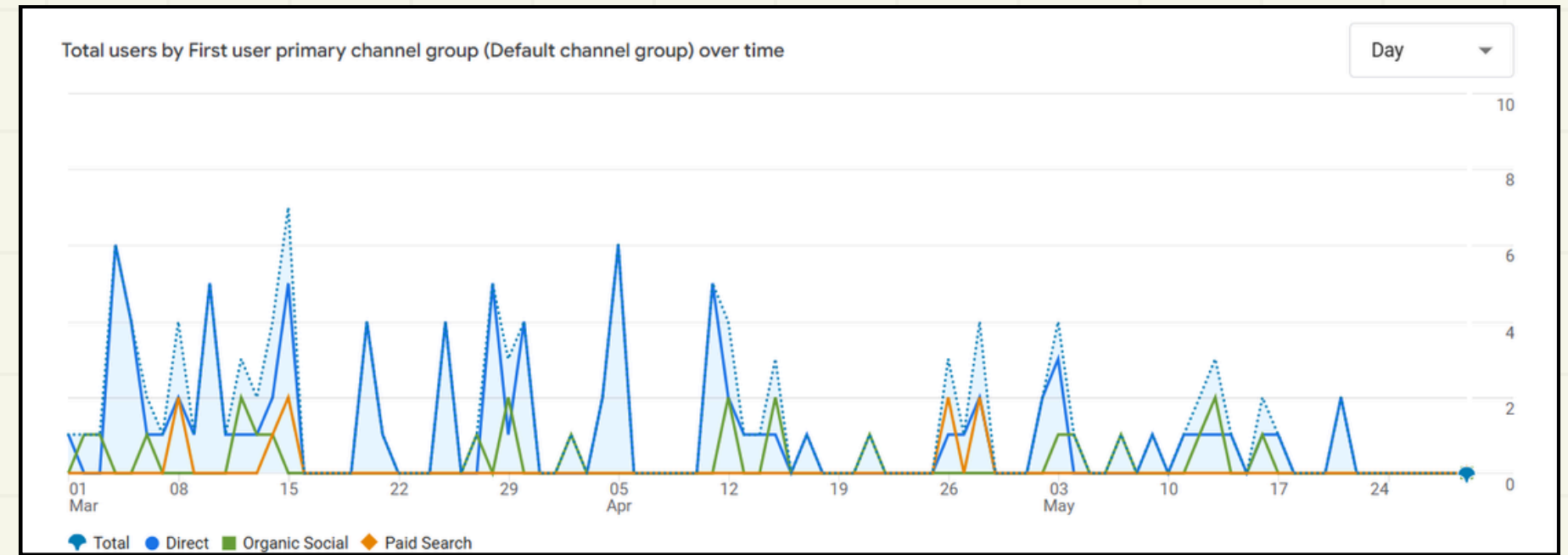
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THE GOOGLE ANALYTICS HOME DASHBOARD WAS EFFECTIVELY UTILIZED TO GAIN A QUICK, REAL-TIME OVERVIEW OF USER ACTIVITY, ENGAGEMENT TRENDS, AND OVERALL WEBSITE PERFORMANCE. IT PROVIDED A CENTRALIZED VIEW OF KEY INSIGHTS, ENABLING FASTER UNDERSTANDING OF HOW USERS INTERACT WITH THE WEBSITE.

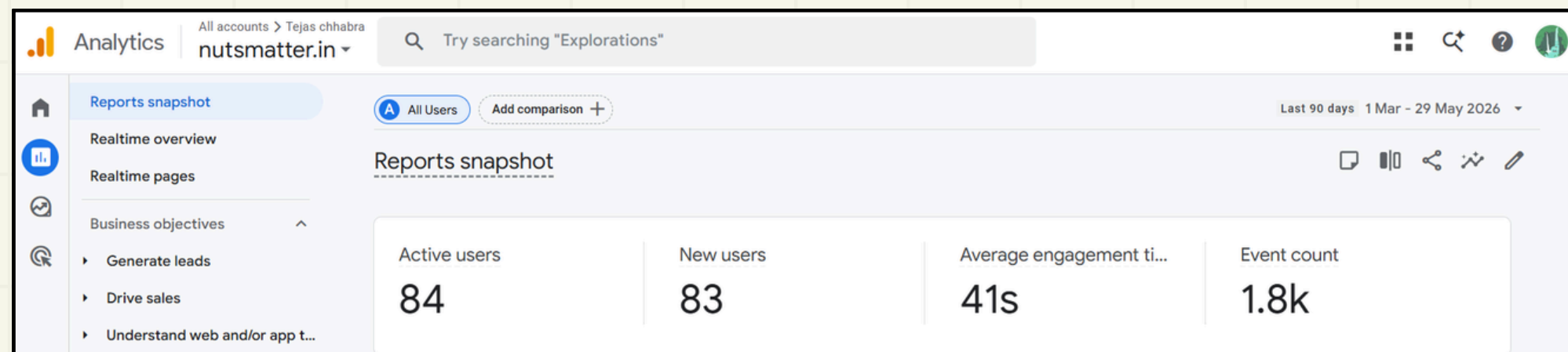
THIS SECTION PRESENTS THE IMPLEMENTATION OF GOOGLE ANALYTICS (GA4) FOR EFFECTIVE TRACKING AND ANALYSIS OF WEBSITE PERFORMANCE. IT COVERS THE HOME DASHBOARD AND REPORTS SNAPSHOT FOR OVERALL PERFORMANCE INSIGHTS, ALONG WITH USER ACQUISITION AND TRAFFIC ACQUISITION TO EVALUATE CHANNEL EFFECTIVENESS AND USER BEHAVIOR. ADDITIONALLY, EVENT TRACKING IS IMPLEMENTED TO MONITOR KEY INTERACTIONS AND SUPPORT DATA-DRIVEN OPTIMIZATION. THIS SETUP DEMONSTRATES A STRUCTURED APPROACH TO PERFORMANCE ANALYSIS, USER INSIGHTS, AND STRATEGIC DECISION-MAKING.

# REPORT SNAPSHOT

THE USER ACQUISITION REPORT WAS USED TO TRACK HOW VISITORS REACHED THE NUTS MATTER WEBSITE OVER THE LAST 90 DAYS. IT PROVIDED INSIGHTS INTO TRAFFIC SOURCES, AUDIENCE REACH, AND USER ENGAGEMENT, HELPING EVALUATE WEBSITE PERFORMANCE AND MARKETING EFFECTIVENESS.



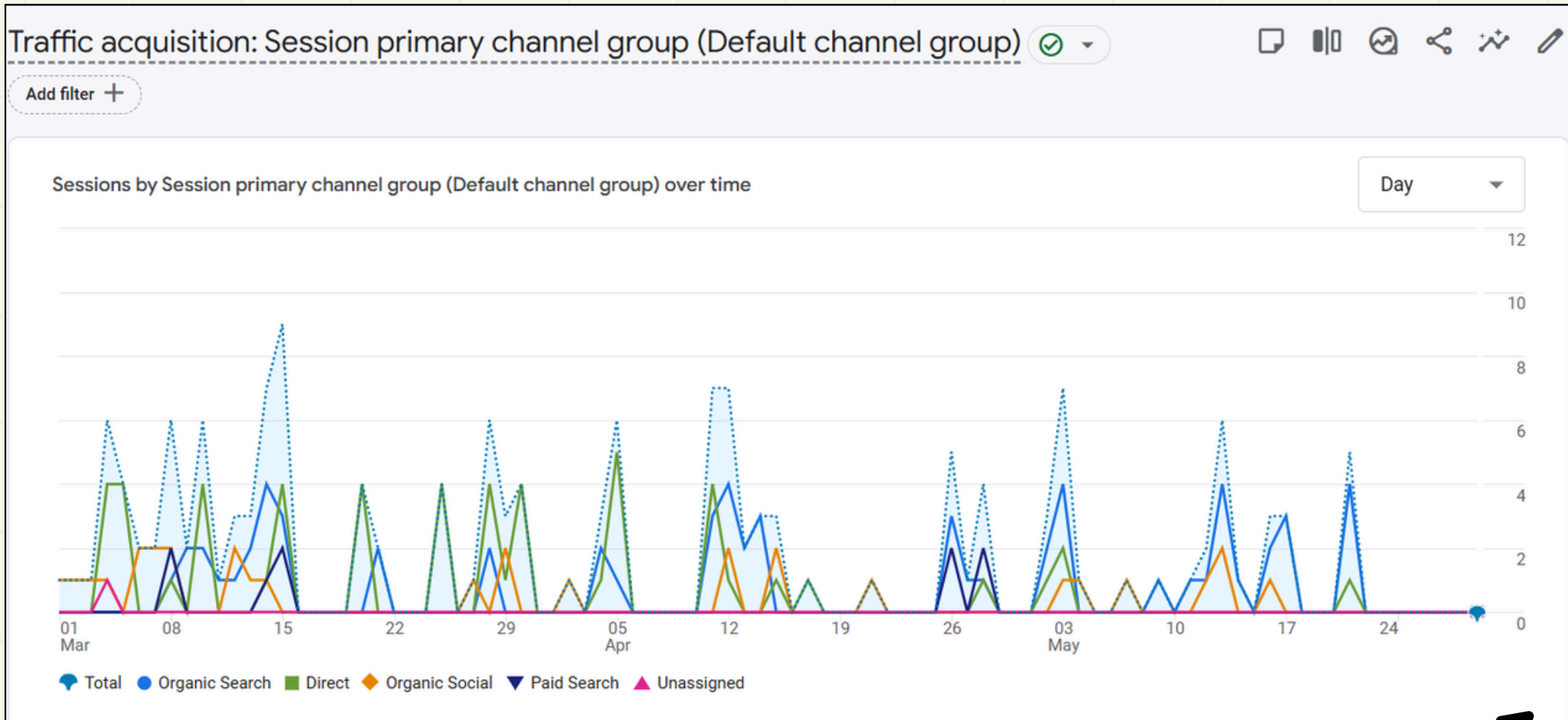
THE REPORTS SNAPSHOT PROVIDED A QUICK OVERVIEW OF THE WEBSITE'S PERFORMANCE OVER THE LAST 90 DAYS, INCLUDING ACTIVE USERS, NEW USERS, ENGAGEMENT TIME, AND EVENT ACTIVITY. IT HELPED TRACK USER BEHAVIOR AND EVALUATE OVERALL WEBSITE PERFORMANCE.



# USER ACQUISITION

# TRAFFIC ACQUISITION

THE TRAFFIC ACQUISITION REPORT WAS USED TO ANALYZE WEBSITE SESSIONS AND ENGAGEMENT ACROSS DIFFERENT TRAFFIC SOURCES OVER THE LAST 90 DAYS. IT HELPED EVALUATE THE EFFECTIVENESS OF ORGANIC SEARCH, DIRECT, ORGANIC SOCIAL, AND PAID SEARCH CHANNELS IN DRIVING WEBSITE TRAFFIC.



THE CHANNEL GROUP REPORT CATEGORIZED TRAFFIC SOURCES INTO ORGANIC SEARCH, DIRECT, ORGANIC SOCIAL, AND PAID SEARCH. OVER THE LAST 90 DAYS, ORGANIC SEARCH WAS THE LEADING TRAFFIC SOURCE, HELPING EVALUATE CHANNEL PERFORMANCE AND SUPPORT DATA-DRIVEN MARKETING DECISIONS.

	↓ Sessions	Engaged sessions	Engagement rate	↓ Average engagement time per session	Events per session	Event count
Total	154 (100% of total)	88 (100% of total)	57.14% (Avg 0%)	22s (Avg 0%)	11.62 (Avg 0%)	1,333 (100% of total)
1 Organic Search	62 (40.26%)	31 (35.23%)	50%	9s	4.23	262 (14.6%)
2 Direct	53 (34.42%)	39 (44.32%)	73.58%	51s	25.15	1,333 (74.5%)
3 Organic Social	29 (18.83%)	18 (20.45%)	62.07%	4s	5.48	159 (8.8%)
4 Paid Search	9 (5.84%)	0 (0%)	0%	0s	3.67	33 (1.8%)
5 Unassigned	1 (0.65%)	0 (0%)	0%	0s	2.00	2 (0.1%)

# GOOGLE TAG MANAGER

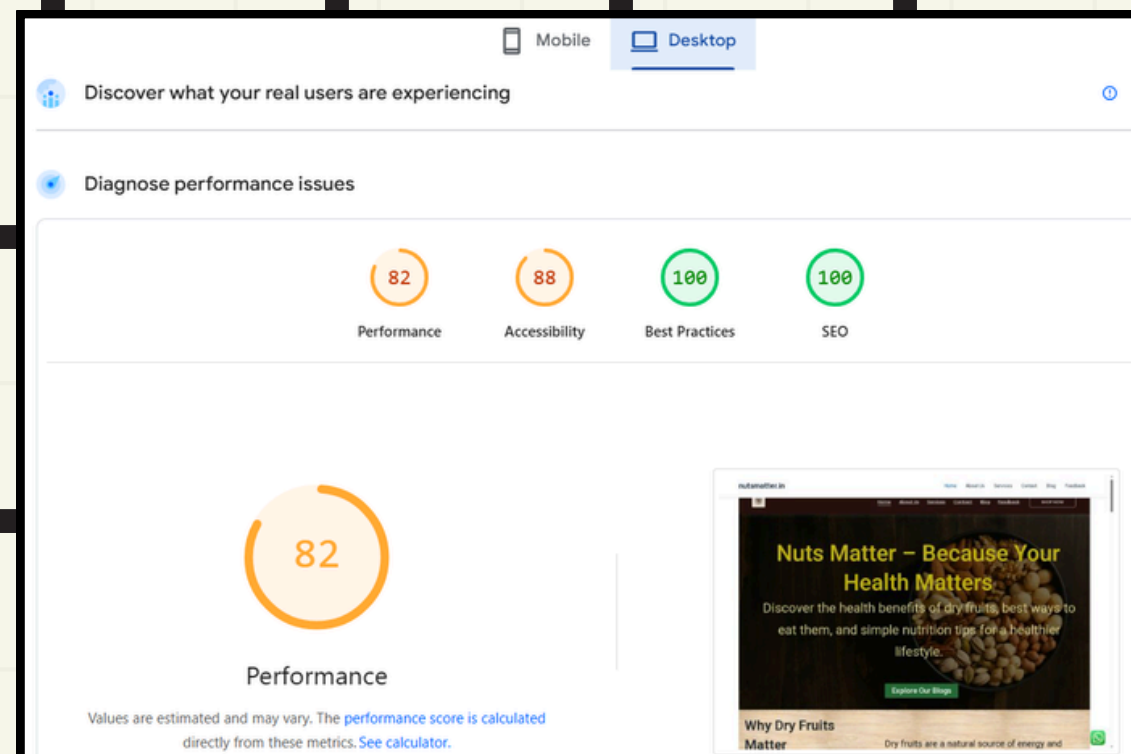
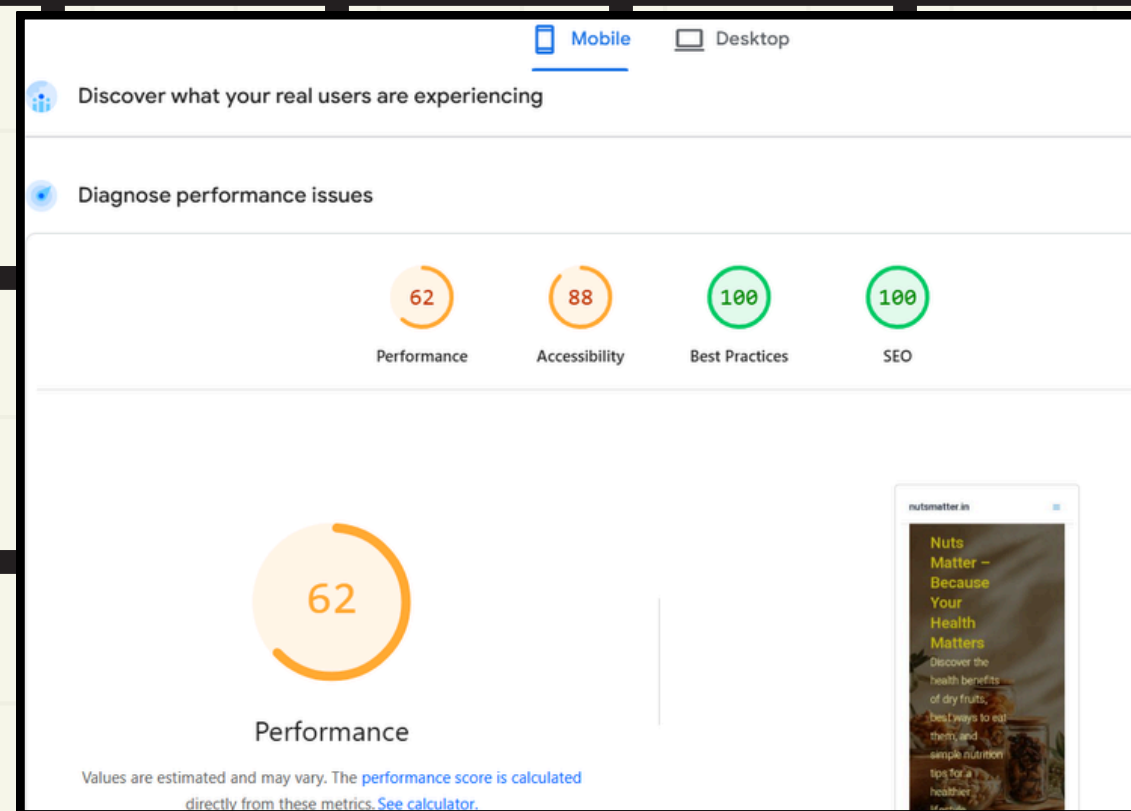
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THE CONFIGURATION SUPPORTS EFFECTIVE CONVERSION TRACKING, AUDIENCE INSIGHTS, AND CAMPAIGN PERFORMANCE MEASUREMENT ACROSS MULTIPLE MARKETING PLATFORMS, ENABLING BETTER DATA-DRIVEN DECISION-MAKING.

Tags	Name ↑	Type	Firing Triggers
<input type="checkbox"/>	Google Ads Account	Google Tag	Initialization - All Pages
<input type="checkbox"/>	GoogleTag	Google Tag	Initialization - All Pages
<input type="checkbox"/>	GTM4	Google Tag	Initialization - All Pages
<input type="checkbox"/>	LinkedIn Insights Tag	LinkedIn Insight	All Pages

I IMPLEMENTED GOOGLE TAG MANAGER (GTM) TO EFFICIENTLY MANAGE AND DEPLOY MARKETING AND ANALYTICS TAGS ON THE NUTS MATTER WEBSITE WITHOUT MODIFYING THE WEBSITE'S SOURCE CODE. THROUGH GTM, I CONFIGURED AND MANAGED TAGS SUCH AS GOOGLE TAG, GOOGLE ADS TAG, AND LINKEDIN INSIGHT TAG TO SUPPORT WEBSITE TRACKING, AUDIENCE ANALYSIS, AND MARKETING CAMPAIGN MEASUREMENT. THIS IMPLEMENTATION SIMPLIFIED TAG MANAGEMENT AND ENABLED ACCURATE TRACKING OF USER INTERACTIONS ACROSS THE WEBSITE.

# PAGE SPEED INSIGHT



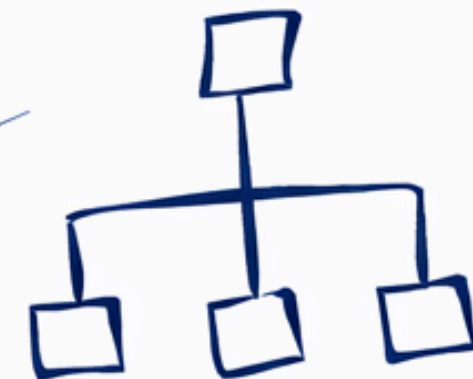
I ANALYZED THE PERFORMANCE OF THE NUTS MATTER WEBSITE USING GOOGLE PAGESPEED INSIGHTS TO EVALUATE ITS LOADING SPEED AND USER EXPERIENCE ACROSS MOBILE AND DESKTOP DEVICES. THE ANALYSIS PROVIDED VALUABLE INSIGHTS INTO KEY PERFORMANCE METRICS, INCLUDING PERFORMANCE SCORE, ACCESSIBILITY, BEST PRACTICES, AND SEO.

THE WEBSITE ACHIEVED A PERFORMANCE SCORE OF 62 ON MOBILE AND 82 ON DESKTOP, INDICATING GOOD OVERALL PERFORMANCE WITH OPPORTUNITIES FOR FURTHER OPTIMIZATION. THE REPORT HELPED IDENTIFY AREAS FOR IMPROVEMENT, SUCH AS IMAGE OPTIMIZATION, REDUCING UNUSED RESOURCES, AND ENHANCING PAGE LOADING EFFICIENCY. THESE IMPROVEMENTS CAN CONTRIBUTE TO A BETTER USER EXPERIENCE, INCREASED ENGAGEMENT, AND IMPROVED SEARCH ENGINE VISIBILITY.



ANALYSIS

ARCHITECTURE



✓ ONPAGE  
OFFPAGE

# SEO

CONTENT



Search Engine  
Optimization

TRAFFIC



# KEYWORDS RESEARCH & TOOLS

**Keyword Ideas** dry fruits online, nuts online, healthy snacks Send Feedback

Autocomplete 732 Related 8,440 Questions 137 Prepositions 88 Comparisons 68

First Page Potential (.. Volume Intent SEO Difficulty Cost Per Click Include / Exclude

0 of 735 Selected Add to List Export Copy Update

Keywords	Intent	Volume	CPC	PD	SEO Difficulty
dry fruits online	Intent	6.6K	₹13.38	100	26 Over 6 months
nuts online	N I	320	₹10.51	99	31 3 Weeks ago
healthy snacks	C	40.5K	₹13.85	86	47 3 Months ago

Keyword Name	Long/Short Tail	Search Volume	SEO Difficulty (KD)
Dry fruits online	Short Tail	6600	26
Nuts online	Short Tail	320	31
Healthy snacks India	Long Tail	4400	11
almonds online	Short Tail	1.0K	20
almonds online shopp	Long Tail	210	44

Keyword Name	Long/Short Tail	Search Volume	SEO Difficulty (KD)
Dry Fruits	Short Tail	100K – 1M	65
Dry Nuts	Short Tail	1K – 10K	40
Almonds	Short Tail	100K – 1M	55
Cashew	Short Tail	10K – 100K	45
Healthy Snacks	Short Tail	10K – 100K	47

Create **Planning**

Keyword Planner

Performance Planner

Reach Planner

App advertising hub

Shared library

YouTube Creator Partnerships BETA

Content suitability

Data manager

dry fruits, dry nuts, almonds, cashew, healthy snacks India English Google May 2025 - Apr 2026

Broaden your search: + indian grocery + grocery + nuts + tree nut + superfood + butter + peanut

6 selected Plan New ad group Broad match Add keywords to create plan

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input checked="" type="checkbox"/> dry fruits	100k – 1m	0%	0%	High	–	₹0.81	₹14.73
<input checked="" type="checkbox"/> dry nuts	1k – 10k	0%	0%	High	–	₹0.93	₹18.25
<input checked="" type="checkbox"/> almonds	100k – 1m	0%	0%	High	–	₹1.03	₹5.91
<input type="checkbox"/> cashew	10k – 100k	0%	0%	Medium	–	₹1.11	₹11.88
<input checked="" type="checkbox"/> healthy snacks	10k – 100k	0%	0%	High	–	₹1.27	₹18.78



Tools





# ON-PAGE KEYWORDS PLACEMENT

**Search appearance**

Google preview

nutmatter.in  
nutmatter.in › Home

**Premium Dry Fruits, Nuts & Healthy Snacks Online | NutsMatter**  
Dec 6, 2025 — Shop premium dry fruits, nuts, almonds, cashews, and healthy snacks at NutsMatter. Fresh products and reliable delivery across India.

SEO title  
Premium Dry Fruits, Nuts & Healthy Snacks Online | NutsMatter

Slug  
Home

Meta description  
Shop premium dry fruits, nuts, almonds, cashews, and healthy snacks at NutsMatter. Fresh products and reliable delivery across India.

Return to your page

## TITLE & META DESCRIPTION

Explore our blogs and start your healthy journey today!

**Get Started**

## ANCHOR TAG

**Nuts Matter – Because Your Health Matters**

Discover the health benefits of dry fruits, best ways to eat them, and simple nutrition tips for a healthier lifestyle.

## H1 Tag

**About Nutsmatter**

Nuts matter. It is a trusted destination for premium-quality dry fruits and nuts, thoughtfully sourced from reliable growers and processed under strict quality standards. We are committed to delivering freshness, purity, and nutrition in every pack. From everyday healthy snacking to festive gifting, our wide range of almonds, cashews, walnuts, raisins, and mixed dry fruits is hygienically packed to retain natural taste and goodness. We believe in honest quality, transparent sourcing, and products that support a healthier lifestyle. At Nutsmatter. in, quality matters—because your health matters.

## CONTENT

Uploaded on: February 1, 2026  
 Uploaded by: tejas650@gmail.com  
 Uploaded to: Home  
 File name: a-vintage-inspired-circular-badge-logo-d\_hUYz5ZuWTOKJ9D1cG8UiAw\_95XNHzioSOWIF1q39LgMrA.jpeg  
 File type: image/jpeg  
 File size: 155 KB  
 Dimensions: 1024 by 1024 pixels

Alternative Text: **NutsMatter Premium Dry Fruits and Nuts Logo**

Title: Nutsmatter Logo

Caption: Official **NutsMatter** Brand Logo

Description: **NutsMatter** logo representing premium dry fruits, nuts, almonds, cashews, and healthy snacks.

File URL: https://nutsmatter.in/wp-content/uploads/202

Copy URL to clipboard

## ALT TEXT



# SEO AUDIT

HOME

SERVICE

ABOUT US

CONTACT US

C+

Your page could be better

Recommendations: 19

Performance Results

B+

A-

On-Page SEO

nutsmatter.in

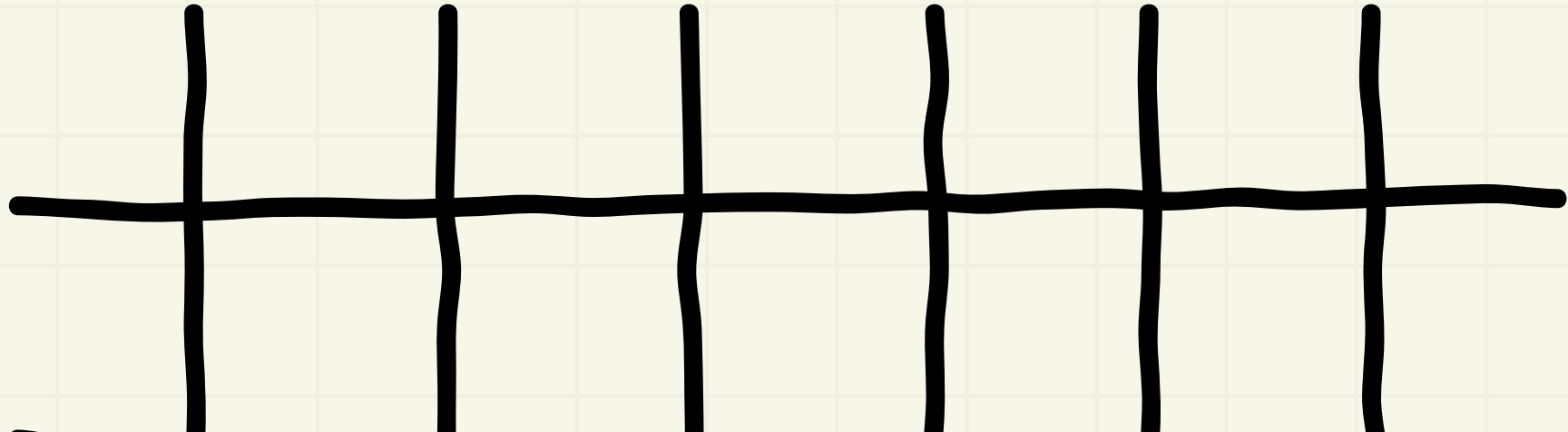
June 3, 2026 3:55 PM

- Passed
- To Improve
- Errors

59

CONDUCTED A COMPREHENSIVE SEO AUDIT OF THE NUTSMATTER WEBSITE USING SEO ANALYSIS TOOLS TO EVALUATE ON-PAGE SEO, WEBSITE PERFORMANCE, MOBILE RESPONSIVENESS, AND TECHNICAL OPTIMIZATION. THE AUDIT IDENTIFIED KEY AREAS FOR IMPROVEMENT AND PROVIDED ACTIONABLE RECOMMENDATIONS TO ENHANCE SEARCH ENGINE VISIBILITY, USER EXPERIENCE, AND OVERALL WEBSITE PERFORMANCE.

# TECHNICAL SEO: SITEMAP SETUP



AN XML SITEMAP IS A FILE THAT LISTS ALL THE IMPORTANT PAGES OF A WEBSITE TO HELP SEARCH ENGINES CRAWL AND INDEX THEM EFFICIENTLY. IT PROVIDES INFORMATION ABOUT THE WEBSITE'S STRUCTURE AND UPDATES. XML SITEMAPS MAKE IT EASIER FOR SEARCH ENGINES TO DISCOVER NEW OR UPDATED CONTENT. THEY ARE USUALLY SUBMITTED TO TOOLS LIKE GOOGLE SEARCH CONSOLE TO IMPROVE WEBSITE INDEXING.

## XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on **sitemaps.org**.

This XML Sitemap Index file contains 4 sitemaps.

Sitemap	Last Modified
<a href="https://nutsmatter.in/post-sitemap.xml">https://nutsmatter.in/post-sitemap.xml</a>	2026-05-30 16:04 +00:00
<a href="https://nutsmatter.in/page-sitemap.xml">https://nutsmatter.in/page-sitemap.xml</a>	2026-05-30 15:00 +00:00
<a href="https://nutsmatter.in/category-sitemap.xml">https://nutsmatter.in/category-sitemap.xml</a>	2026-05-30 16:04 +00:00
<a href="https://nutsmatter.in/author-sitemap.xml">https://nutsmatter.in/author-sitemap.xml</a>	2026-05-21 11:48 +00:00



# TECHNICAL SEO: ROBOTS.TXT

```
User-agent: *
Disallow: /wp-content/uploads/wc-logs/
Disallow: /wp-content/uploads/woocommerce_transient_files/
Disallow: /wp-content/uploads/woocommerce_uploads/
Disallow: /*?add-to-cart=
Disallow: /*?*add-to-cart=
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php

# START YOAST BLOCK
# -----
User-agent: *
Disallow:

Sitemap: https://nutsmatter.in/sitemap_index.xml
# -----
# END YOAST BLOCK
```

A ROBOTS.TXT FILE IS A TEXT FILE PLACED IN THE ROOT FOLDER OF A WEBSITE THAT TELLS SEARCH ENGINE CRAWLERS WHICH PAGES OR SECTIONS THEY ARE ALLOWED OR NOT ALLOWED TO CRAWL. IT HELPS CONTROL HOW SEARCH ENGINES ACCESS AND INDEX WEBSITE CONTENT. THIS FILE IS MAINLY USED TO BLOCK UNNECESSARY OR PRIVATE PAGES FROM BEING CRAWLED. IT WORKS ALONGSIDE TOOLS LIKE GOOGLE SEARCH CONSOLE TO MANAGE WEBSITE INDEXING.

# SCHEMA MARKUP

[HOME](#)[SERVICE](#)[ABOUT US](#)[CONTACT US](#)

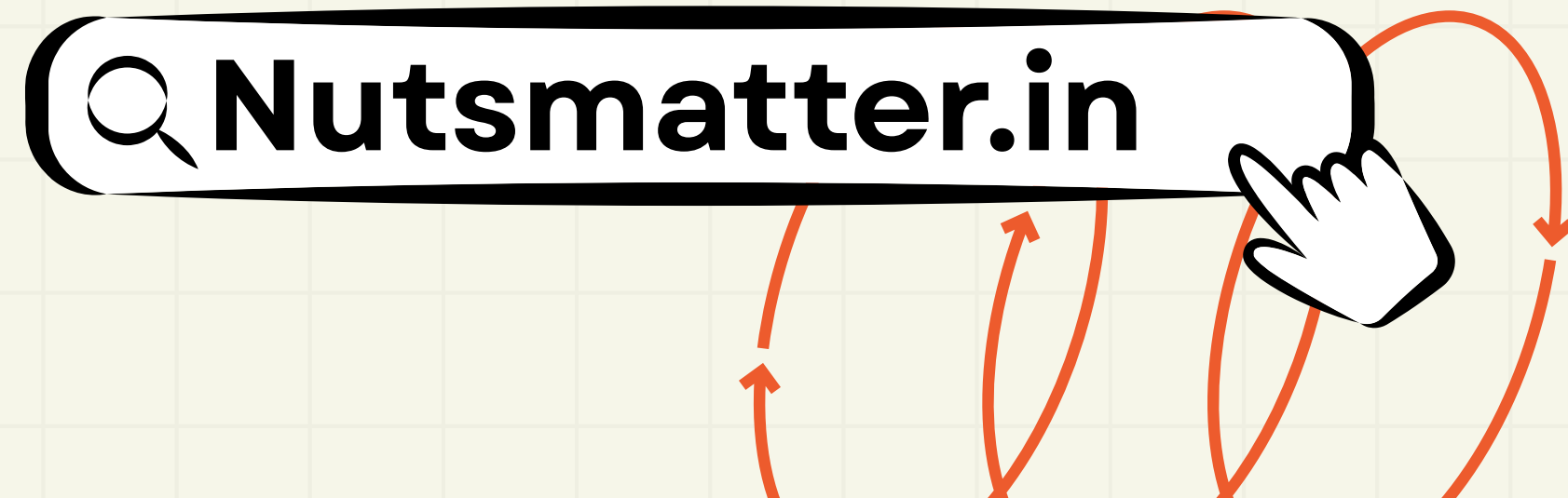
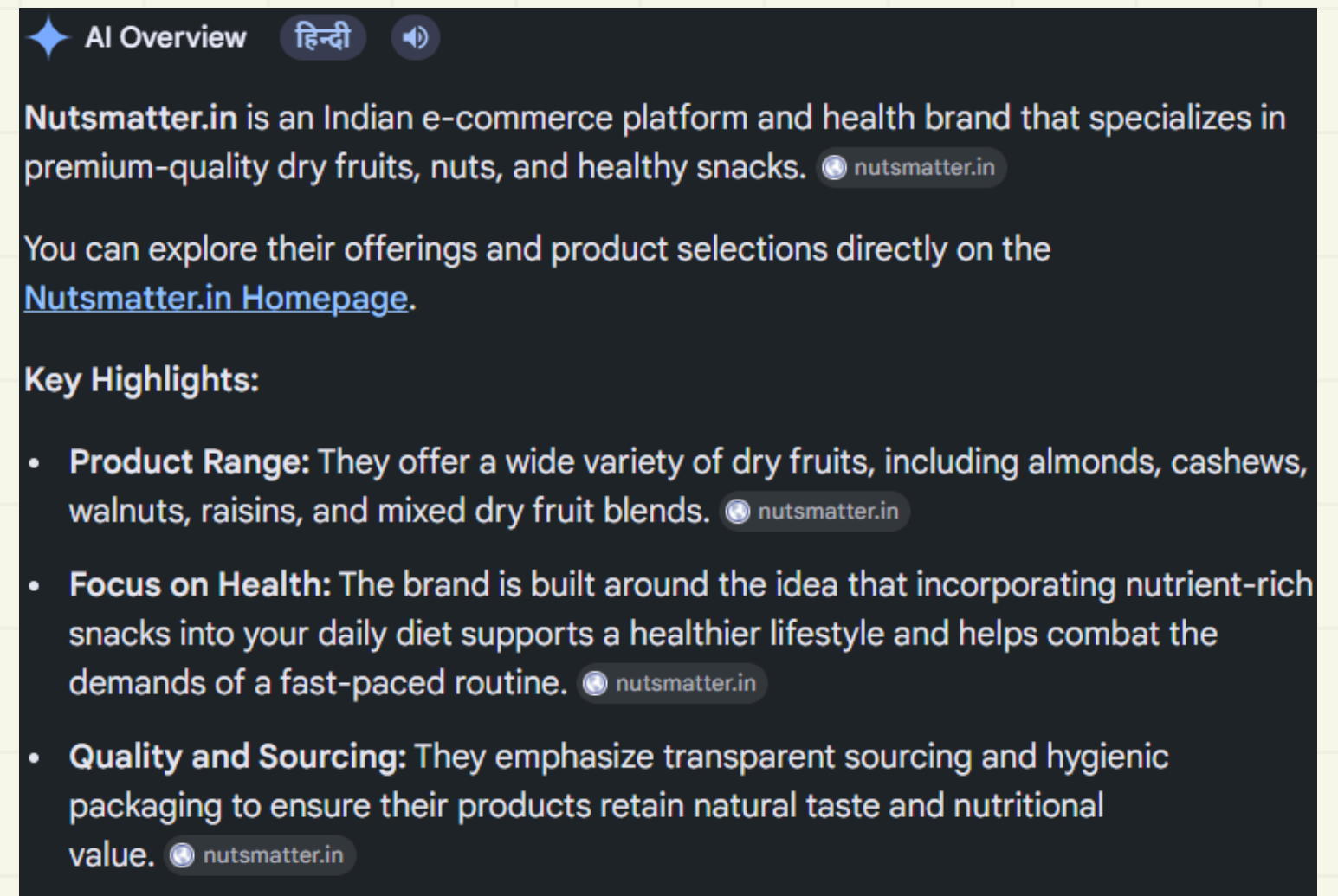
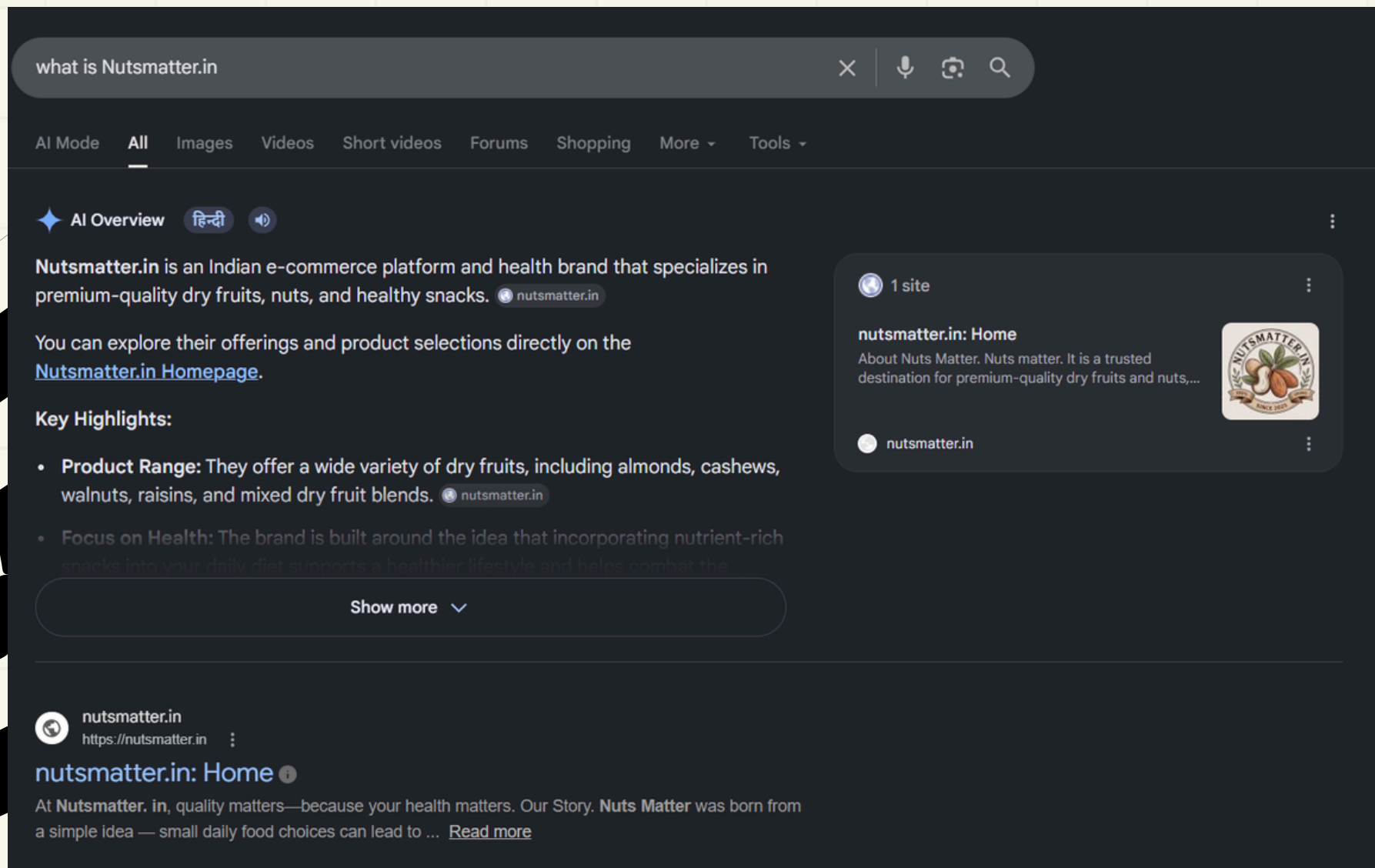
```
view-source:https://nutsmatter.in

--wpforms-label-size-sublabel-font-size: 14px;
--wpforms-label-size-sublabel-line-height: 17px;
--wpforms-button-size-font-size: 17px;
--wpforms-button-size-height: 41px;
--wpforms-button-size-padding-h: 15px;
--wpforms-button-size-margin-top: 10px;
--wpforms-container-shadow-size-box-shadow: none;
}
</style><meta name='robots' content='index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1' />

<!-- This site is optimized with the Yoast SEO plugin v27.4 - https://yoast.com/product/yoast-seo-wordpress/ -->
<title>Home - nutsmatter.in</title>
<meta name="description" content="Explore healthy dry fruits, nuts, and natural snacks at NutsMatter. Quality products, great taste, and reliable delivery across India." class="yoast-seo-meta-tag" />
<link rel="canonical" href="https://nutsmatter.in/" class="yoast-seo-meta-tag" />
<meta property="og:locale" content="en_US" class="yoast-seo-meta-tag" />
<meta property="og:type" content="website" class="yoast-seo-meta-tag" />
<meta property="og:title" content="Home - nutsmatter.in" class="yoast-seo-meta-tag" />
<meta property="og:description" content="Explore healthy dry fruits, nuts, and natural snacks at NutsMatter. Quality products, great taste, and reliable delivery across India." class="yoast-seo-meta-tag" />
<meta property="og:url" content="https://nutsmatter.in/" class="yoast-seo-meta-tag" />
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<meta name="twitter:card" content="summary_large_image" class="yoast-seo-meta-tag" />
<script type="application/ld+json" class="yoast-schema-graph">{"@context":"https://schema.org","@graph":[{"@type":"WebPage","@id":"https://nutsmatter.in/","url":"https://nutsmatter.in/","name":"Home - nutsmatter.in"}]}
<meta name="google-site-verification" content="_HgvKcPi55hWxtrdGaVH50e6x9tDUyxOC6VsGU1BA9w" class="yoast-seo-meta-tag" />
<!-- / Yoast SEO plugin. -->
```

SCHEMA MARKUP IS A TYPE OF STRUCTURED DATA (CODE) THAT YOU ADD TO YOUR WEBSITE TO HELP SEARCH ENGINES LIKE GOOGLE UNDERSTAND YOUR CONTENT BETTER.

# AI OVERVIEW VISIBILITY



# SOCIAL MEDIA PRESENCE & CONTENT DIRECTION

AT NUTSMATTER, OUR SOCIAL MEDIA IS MORE THAN PROMOTION—IT'S A COMMUNITY. WE SHARE STORIES OF HEALTHY SNACKING, FRESHNESS, AND MINDFUL LIVING THROUGH VIBRANT VISUALS, QUICK TIPS, AND ENGAGING POSTS. EVERY UPDATE REFLECTS OUR PROMISE: FRESH. PURE. PRICED RIGHT.



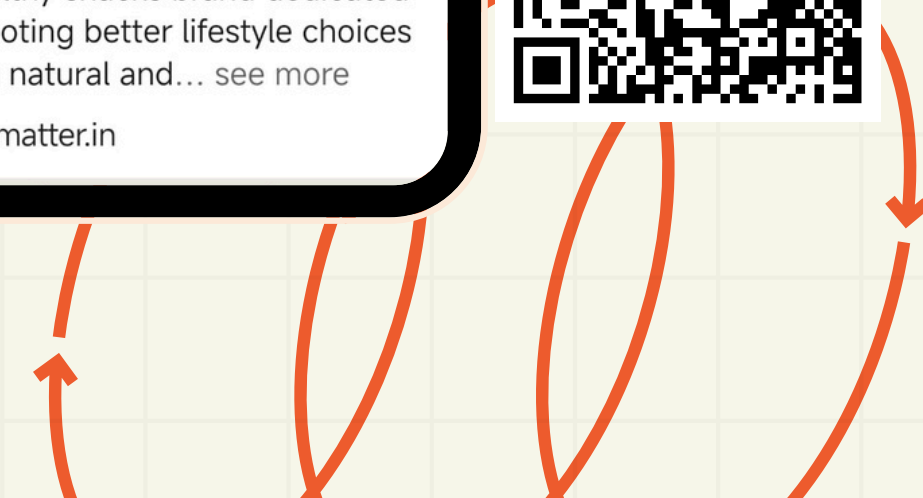
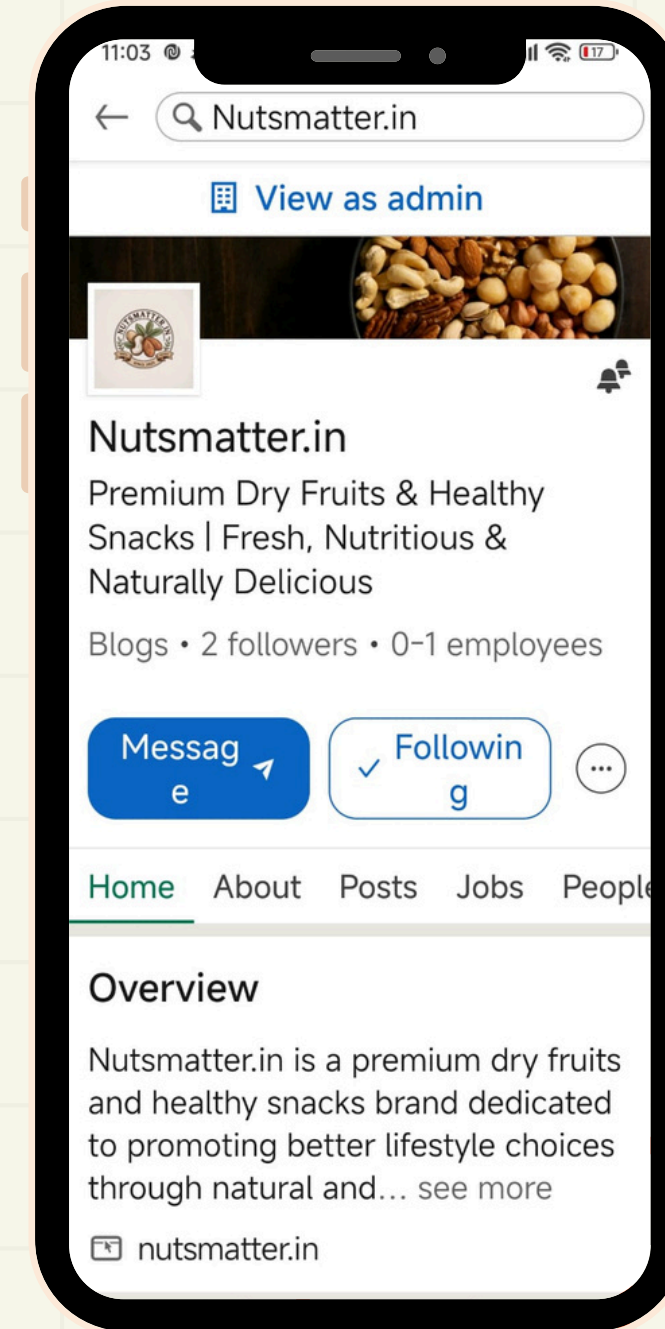
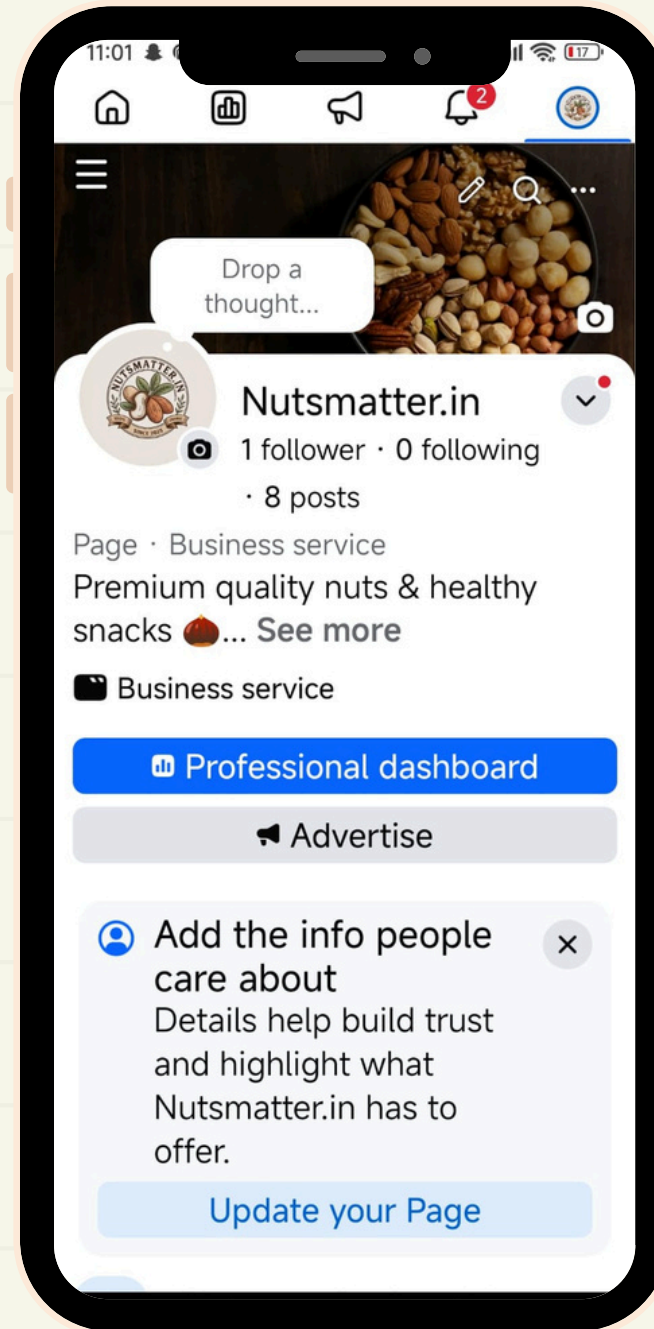
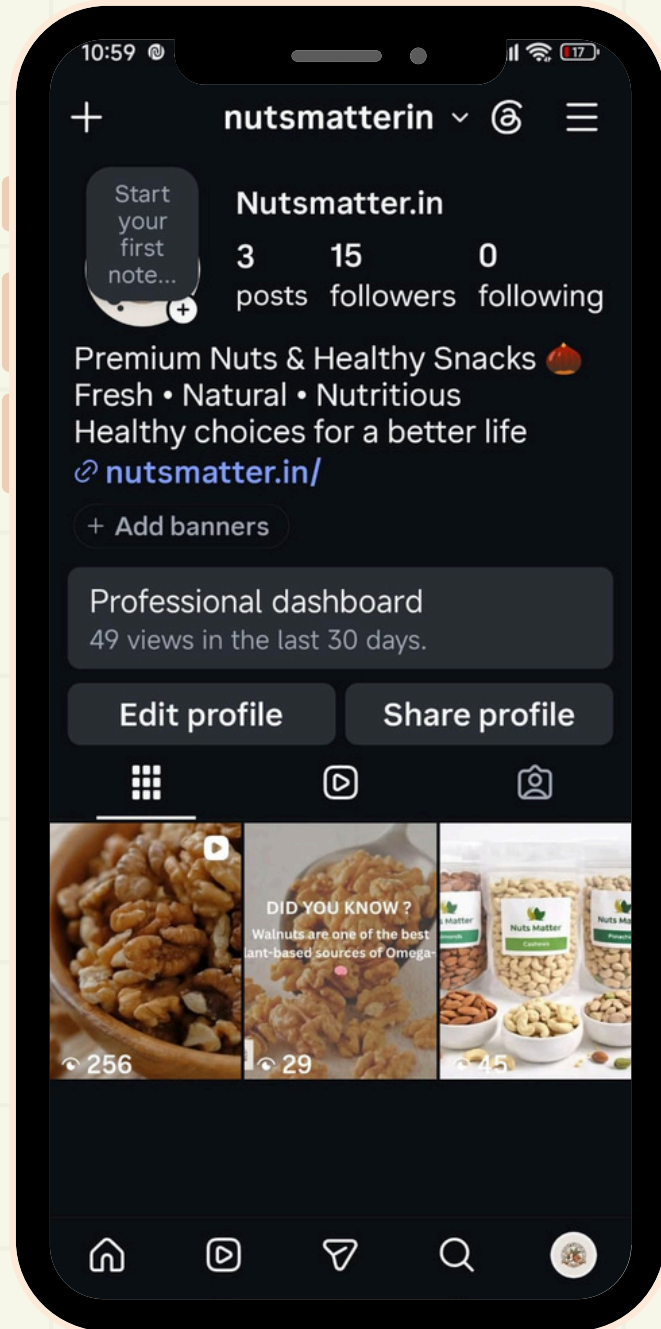
# NUTSMATTER ON SOCIAL MEDIA

HOME

SERVICE

ABOUT US

CONTACT US



# INSTAGRAM PAGE CONTENT

**Profile** ⓘ

**65**  
Profile activity

Profile visits **61**

External link taps **4**

**Followers** ⓘ

**15**  
Total followers



← Reel insights ⓘ

Grid icons: Grid, Reels, Post, Story

Reel 1: 256 views

Reel 2: 30 views  
DID YOU KNOW ?  
Walnuts are one of the best plant-based sources of Omega-3!

Reel 3: 45 views

Reel 4: 117 accounts reached

12 likes, 2 comments, 0 shares, 1 save, 0 bookmark

Overview | Engagement | Audience

Summary ⓘ  
Crossposted to Facebook

Profile activity ⓘ vs 31 Mar-29 Apr **65** +622.2%

Profile visits **61** +577.8%

External link taps **4** 0%

Average watch time: **3s**

Follows: **0**

**Account insights**

**Views** ⓘ

**49**  
Views

Followers **57.1%**

Non-followers **42.9%**

Accounts reached **14**

By content type

All | Followers | Non-followers

Posts **63.3%**

Reels **36.7%**

● Followers ● Non-followers



# META BUSINESS SUITE

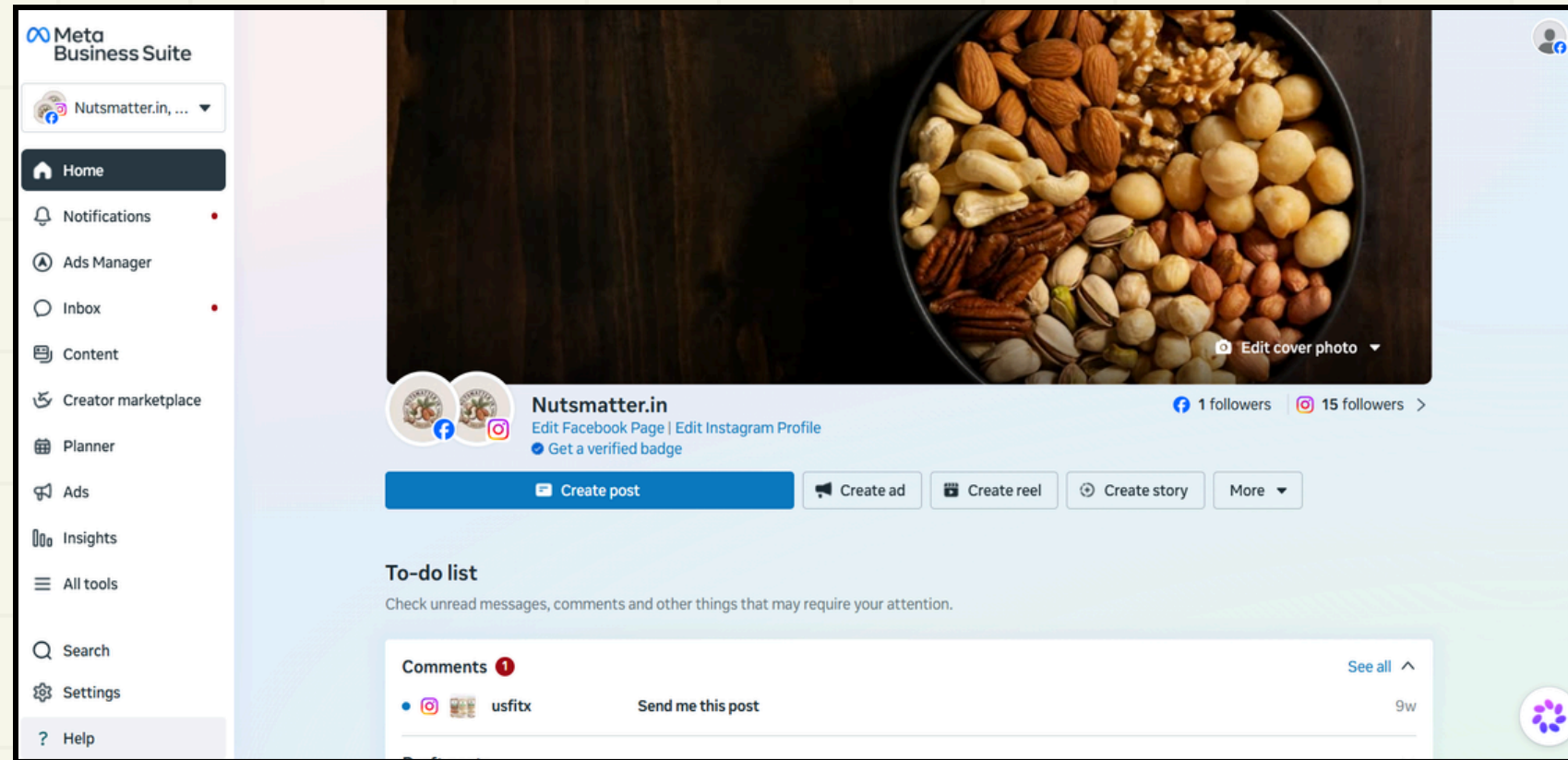
HOME

SERVICE

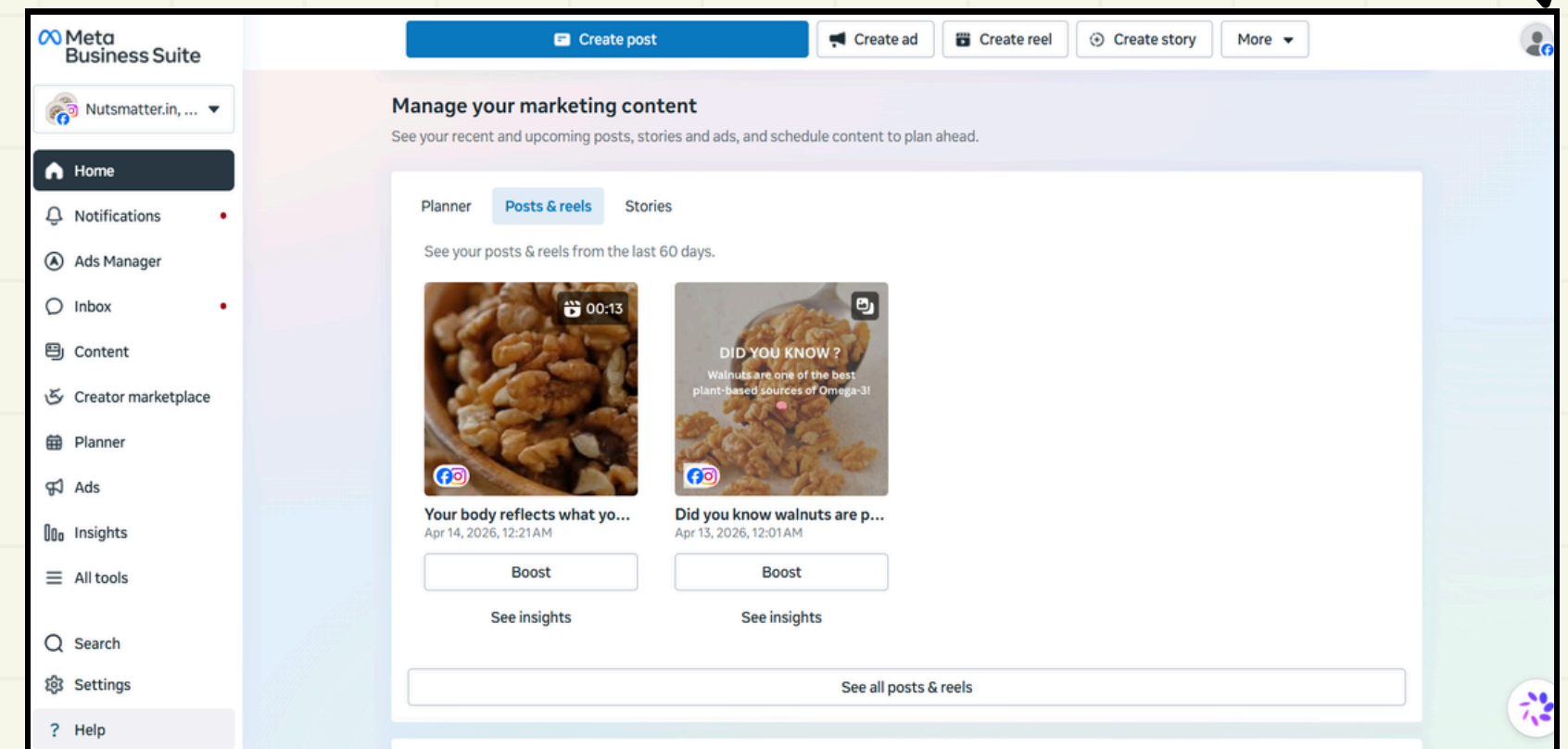
ABOUT US

CONTACT US

PLANNED, SCHEDULED, AND MONITORED SOCIAL MEDIA POSTS USING META BUSINESS SUITE TO ENSURE CONSISTENT CONTENT DELIVERY, IMPROVE REACH, AND ENHANCE AUDIENCE INTERACTION.



MANAGED NUTSMATTER'S SOCIAL MEDIA PRESENCE THROUGH META BUSINESS SUITE, INCLUDING CONTENT CREATION, PAGE MANAGEMENT, AUDIENCE ENGAGEMENT, AND PERFORMANCE MONITORING TO STRENGTHEN BRAND VISIBILITY.



# META ADS CAMPAIGN MANAGEMENT

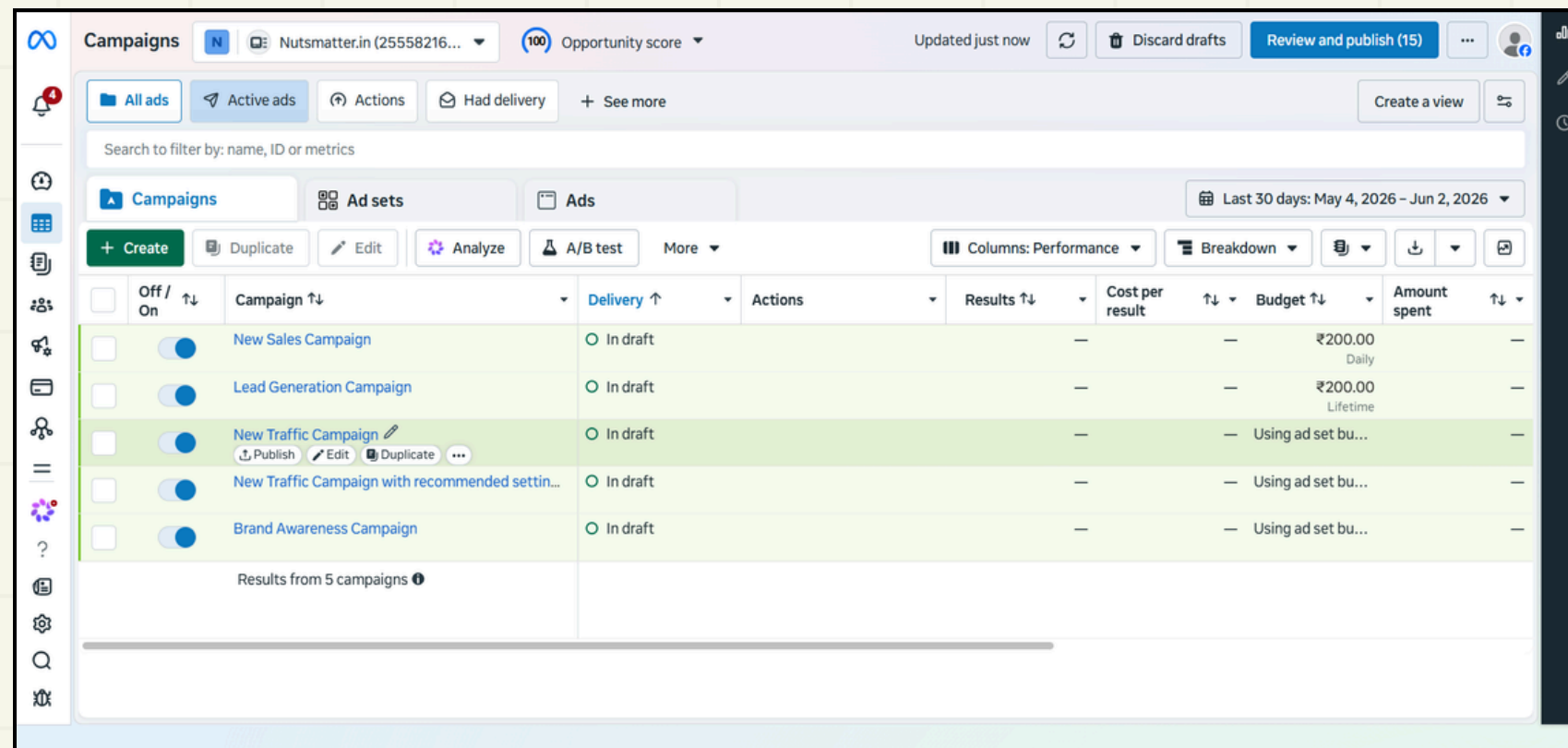
HOME

SERVICE

ABOUT US

CONTACT US

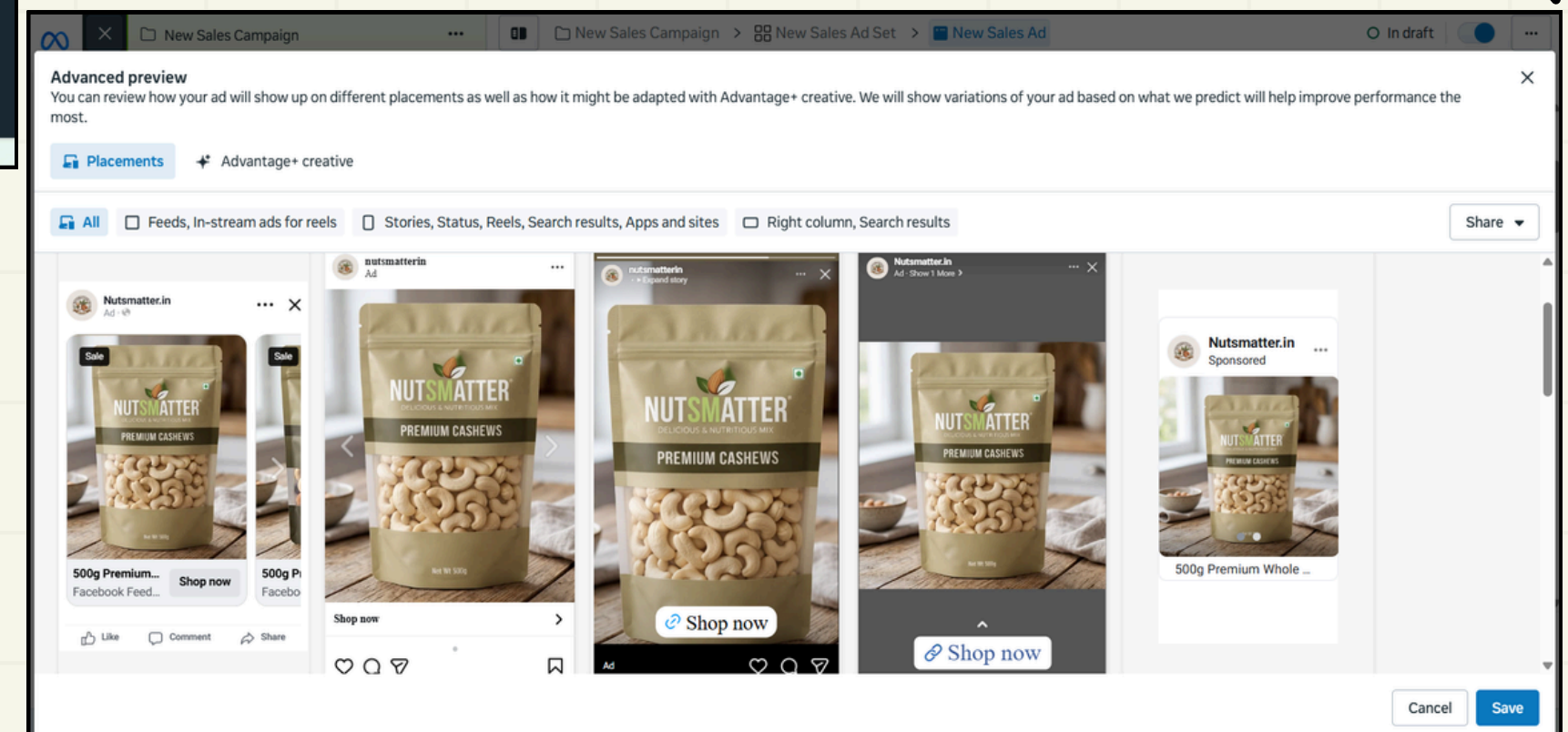
DESIGNED ENGAGING AD CREATIVES SHOWCASING NUTSMATTER PRODUCTS FOR FACEBOOK AND INSTAGRAM PLACEMENTS TO MAXIMIZE VISIBILITY AND USER ENGAGEMENT.



The screenshot shows the Meta Ads Manager interface for a user named 'Nutsmatter.in'. It displays a list of five campaigns in a table format. The columns include 'Off/On', 'Campaign', 'Delivery', 'Actions', 'Results', 'Cost per result', 'Budget', and 'Amount spent'. The campaigns listed are 'New Sales Campaign', 'Lead Generation Campaign', 'New Traffic Campaign', 'New Traffic Campaign with recommended settin...', and 'Brand Awareness Campaign'. All campaigns are currently in 'In draft' status.

Off/On	Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent
<input type="checkbox"/>	New Sales Campaign	<input type="radio"/> In draft			₹200.00 Daily	₹200.00	
<input type="checkbox"/>	Lead Generation Campaign	<input type="radio"/> In draft			₹200.00 Lifetime	₹200.00	
<input type="checkbox"/>	New Traffic Campaign	<input type="radio"/> In draft			Using ad set bu...		
<input type="checkbox"/>	New Traffic Campaign with recommended settin...	<input type="radio"/> In draft			Using ad set bu...		
<input type="checkbox"/>	Brand Awareness Campaign	<input type="radio"/> In draft			Using ad set bu...		

MANAGED CAMPAIGNS THROUGH META ADS MANAGER, INCLUDING BUDGET ALLOCATION, AUDIENCE TARGETING, AD MONITORING, AND CAMPAIGN OPTIMIZATION.



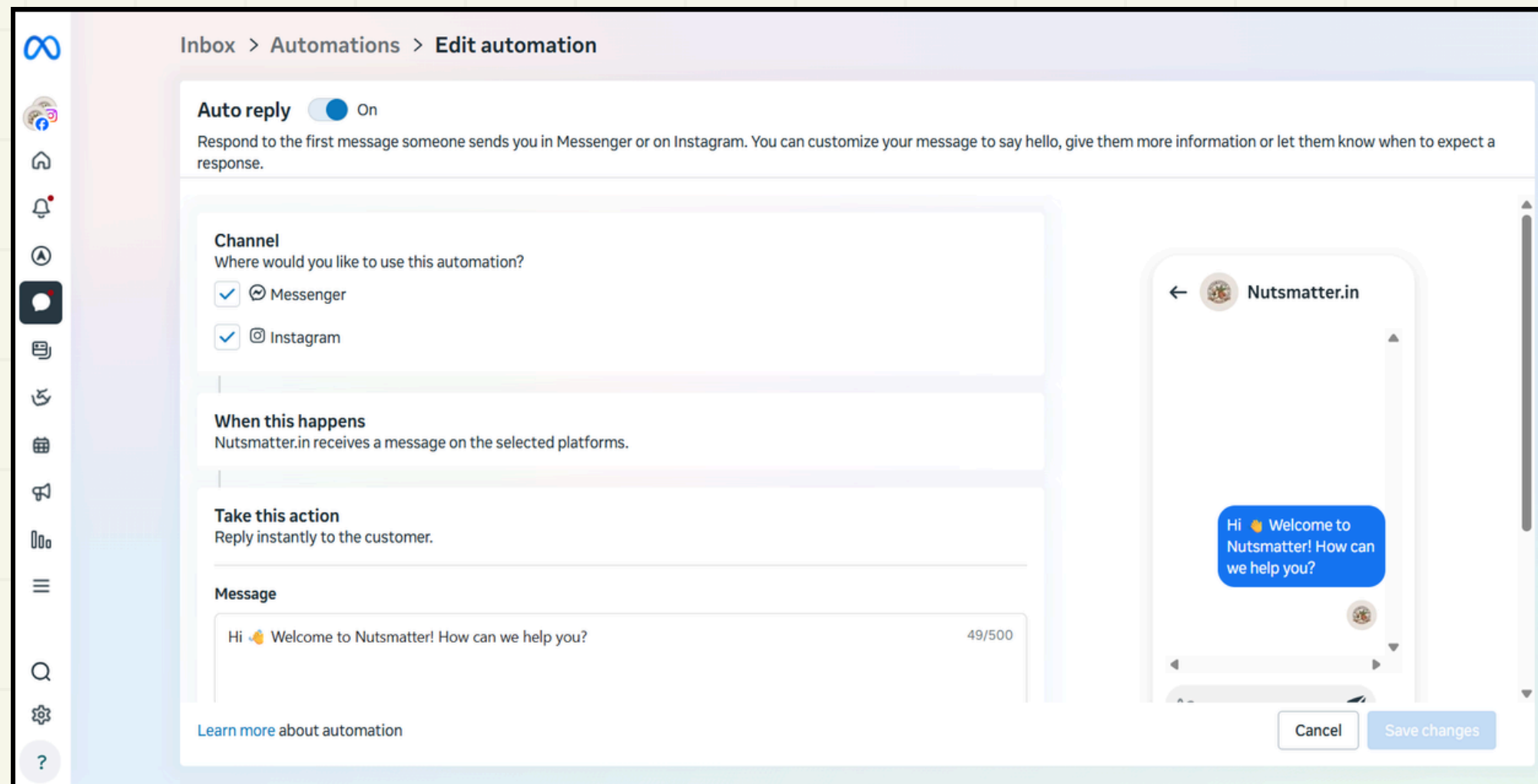
# META BUSINESS SUITE AUTOMATION

HOME

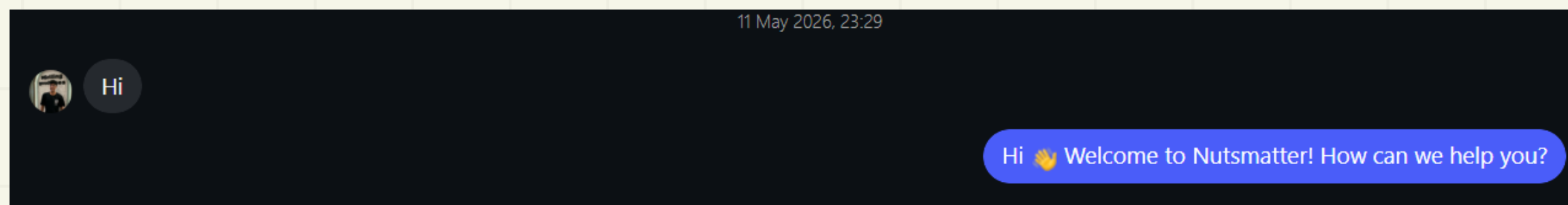
SERVICE

ABOUT US

CONTACT US



CONFIGURED AN AUTOMATED WELCOME MESSAGE FOR NUTSMATTER'S INSTAGRAM ACCOUNT USING META BUSINESS SUITE. THE AUTOMATION INSTANTLY RESPONDS TO NEW CUSTOMER INQUIRIES, IMPROVING ENGAGEMENT, RESPONSE TIME, AND CUSTOMER EXPERIENCE.





# DIGITAL MARKETING FUNNEL





# BUYER PERSONA FOR NUTSMATTER

TO UNDERSTAND OUR AUDIENCE BETTER, WE'VE CREATED BUYER PERSONAS THAT REFLECT THE DIFFERENT TYPES OF CUSTOMERS NUTSMATTER SERVES. THESE PERSONAS HIGHLIGHT THEIR LIFESTYLE, VALUES, AND MOTIVATIONS—WHETHER IT'S HEALTH-CONSCIOUS FAMILIES SEEKING NUTRITIOUS SNACKS, YOUNG PROFESSIONALS LOOKING FOR AFFORDABLE QUALITY, OR FITNESS ENTHUSIASTS WHO VALUE PURITY AND FRESHNESS.

BY FOCUSING ON THESE PERSONAS, OUR MESSAGING, VISUALS, AND PRODUCT POSITIONING STAY ALIGNED WITH WHAT MATTERS MOST TO OUR CUSTOMERS: FRESH. PURE. PRICED RIGHT.



## Neha Sinha

- 30 Years
- Mumbai, India
- Marketing Manager
- SaaS / Tech Company

### ABOUT NEHA

Neha leads digital marketing initiatives and works on campaigns, content marketing and performance analysis. She thrives on creativity, analytics and staying ahead of trends.

### INCOME & EDUCATION

- ₹10L+ LPA (CTC)
- Bachelor's Degree in Marketing / Business

## BUYER PERSONA 1

# The Growth-Focused Marketer

A data-driven marketer who focuses on brand growth, lead generation and measurable ROI through digital campaigns and content strategies.

### GOALS

- Increase brand awareness and reach
- Generate high-quality leads
- Consistent monthly growth
- Improve campaign ROI
- Build a strong online presence

### BUYING TRIGGERS

- Proven results and case studies
- Data-backed strategies
- Transparent pricing
- Positive client reviews
- Tools that save time and improve efficiency

### PAIN POINTS

- Limited budget with high expectations
- Managing multiple platforms and tools
- Unclear attribution and ROI
- Keeping up with algorithm changes
- Lack of skilled resources

### OBJECTIONS

- "Will this actually bring results?"
- "How is this different from other agencies?"
- "Is it worth the investment?"
- "What if it doesn't work for our brand?"

### WHAT WINS HER (Curious Media Angle)



Result-driven strategies



Clear ROI and performance tracking



Reliable support and collaboration



Regular reports and insights

### PREFERRED CHANNELS



- Instagram
- LinkedIn
- YouTube
- Google Search
- Marketing Blogs & Newsletters
- Webinars & Online Events

### PERSONAL MOTIVATORS

Growth & Achievement

Professional Recognition

Work-Life Balance

Continuous Learning & Innovation



## Aarav Mehta

- 32 Years
- Bangalore, India
- Founder & CEO
- D2C / E-commerce Company

### ABOUT AARAV

Aarav is a driven entrepreneur who focuses on scaling his business, increasing revenue and building a strong brand presence in a competitive market.

### INCOME & EDUCATION

- ₹20L+ Annual Revenue
- Bachelor's Degree in Business Administration

## BUYER PERSONA 2

# The Ambitious Entrepreneur

A driven entrepreneur focused on scaling his business, increasing revenue and building a strong brand presence in a competitive market.

### GOALS

- ✓ Scale business and increase revenue
- ✓ Expand to new markets and audiences
- ✓ Build a strong brand identity
- ✓ Improve customer retention
- ✓ Optimize marketing spend and profitability

### BUYING TRIGGERS

- ✓ Growth-focused strategies
- ✓ Proven track record
- ✓ Clear communication
- ✓ Scalable solutions
- ✓ High ROI potential
- ✓ End-to-end support

### PAIN POINTS

- ✓ High customer acquisition costs
- ✓ Low conversion rates
- ✓ Unpredictable revenue
- ✓ Limited time and resources
- ✓ Finding the right growth partners

### OBJECTIONS

- ✓ "Will this solution scale with my business?"
- ✓ "How soon will I see results?"
- ✓ "Is the cost justified?"
- ✓ "Can you deliver measurable growth?"

### WHAT WINS HIM (Curious Media Angle)

- Measurable growth and ROI
- Fast execution and quick results
- Trusted partner and reliability
- Strategic guidance and ongoing support

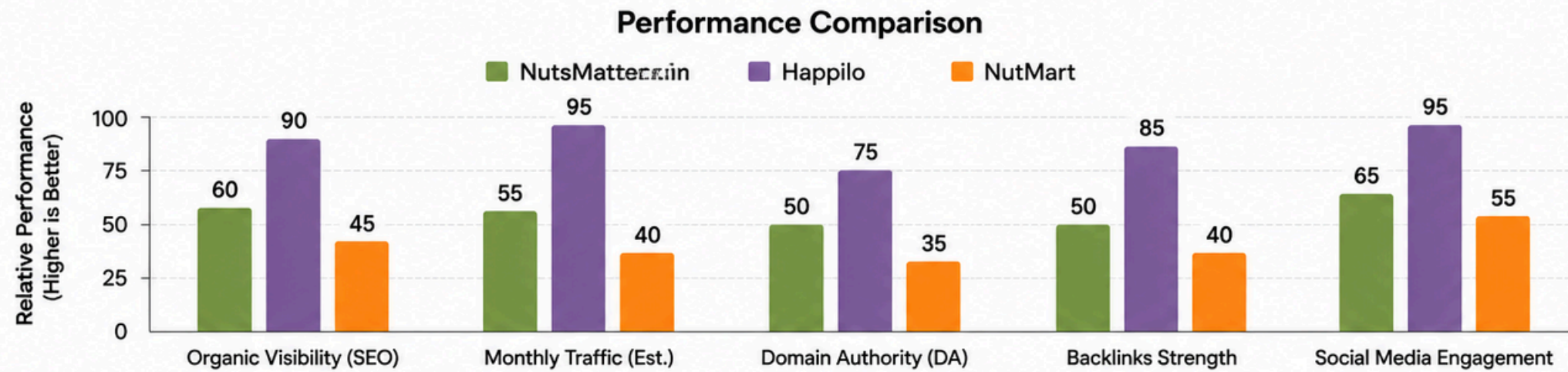
### PREFERRED CHANNELS









- Instagram
- LinkedIn
- YouTube
- Google Search
- Industry Blogs & Newsletters
- Webinars & Online Events
- Email Marketing

### PERSONAL MOTIVATORS

- Growth & Achievement
- Financial Freedom
- Building a Strong Legacy
- Innovation & Problem Solving
- Impact & Making a Difference

# COMPETITOR ANALYSIS



Criteria	 NutsMatter.in <small>Fuel Your Health, Naturally</small>	 Happilo	 NutMart
 Pricing	<b>Medium</b> (Affordable Premium)	<b>High</b> (Premium)	<b>Low - Medium</b> (Budget Friendly)
 Product Range	Wide range of dry fruits, nuts, seeds, trail mixes, gift boxes & healthy snacks	Wide range including nuts, dried fruits, snacks, chocolates & gift hampers	Dry fruits, nuts, seeds, spices, dates & healthy essentials
 SEO Strength	<b>Medium - High</b> (Good organic visibility, blog-driven)	<b>High</b> (Strong domain authority & backlink profile)	<b>Medium</b> (Growing organic presence)
 Social Media Presence	<b>High</b> (Active on Instagram, Facebook, YouTube)	<b>Very High</b> (Large following across all major platforms)	<b>Medium</b> (Active but smaller following)
 Unique Selling Point (USP)	Health-focused brand with premium quality & informative content	Strong brand recall, premium packaging & wide distribution	Affordable pricing, value packs & wide product variety

NUTSMATTER STANDS OUT WITH STRONG ORGANIC VISIBILITY, HIGH SOCIAL MEDIA ENGAGEMENT, AND AFFORDABLE PREMIUM PRICING. COMPARED TO COMPETITORS, OUR WIDE PRODUCT RANGE AND HEALTH-FOCUSED CONTENT GIVE US A UNIQUE EDGE—BALANCING QUALITY, TRUST, AND ACCESSIBILITY.




# GENERATIVE AI IMPLEMENTATION





# EMAIL MARKETING

Welcome to NutsMatter! 🥜

Thank you for joining the NutsMatter family. We bring you premium-quality dry fruits and healthy snacks that are fresh, nutritious, and affordable. 🌱

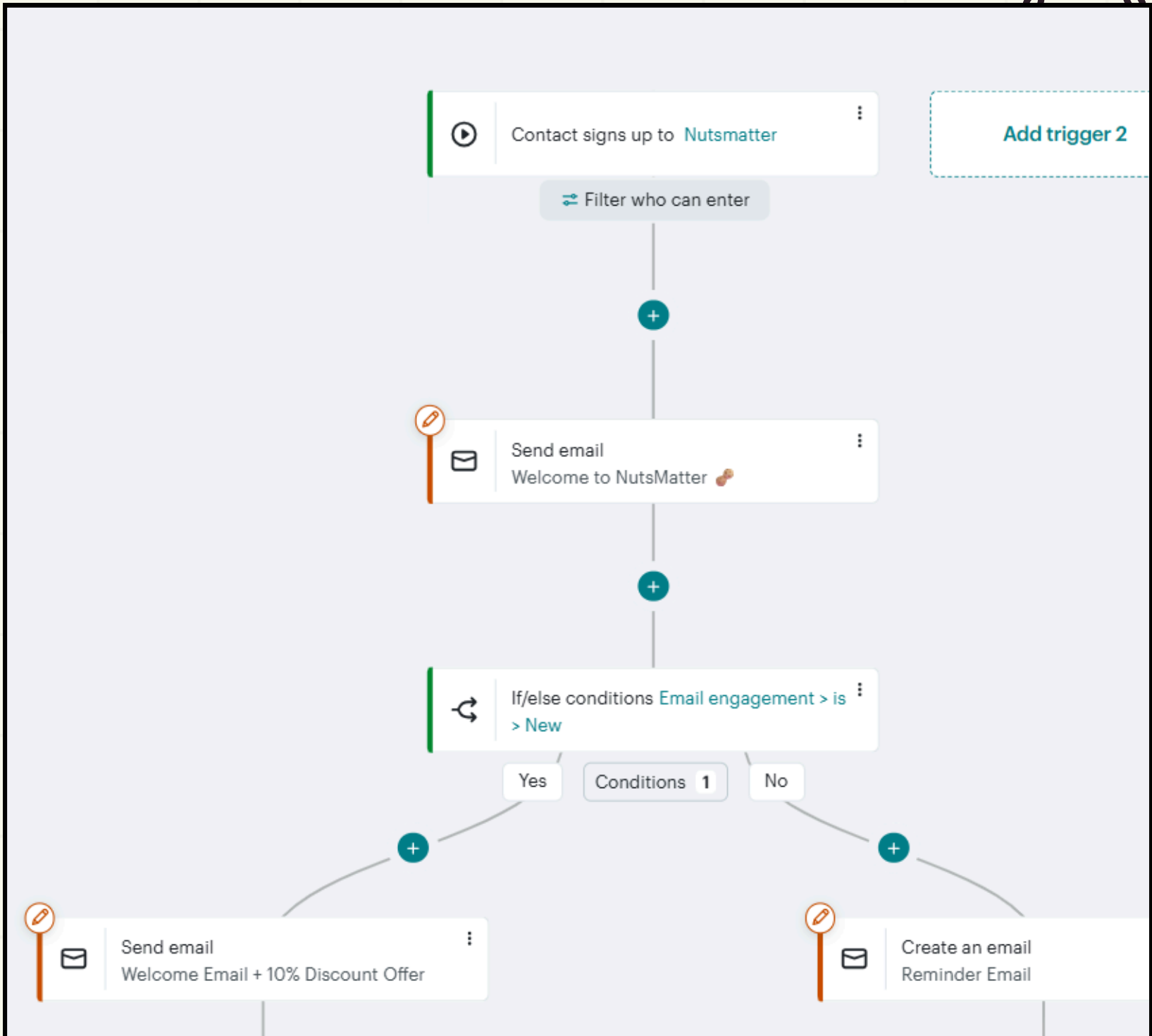



**It's time to design your email**



- ✓ 100% Natural
- ✓ Freshly Sourced
- ✓ Rich in Nutrients
- ✓ Hygienically Packed
- ✓ Budget-Friendly

SHOP NOW





# AI WEBSITE

HOME

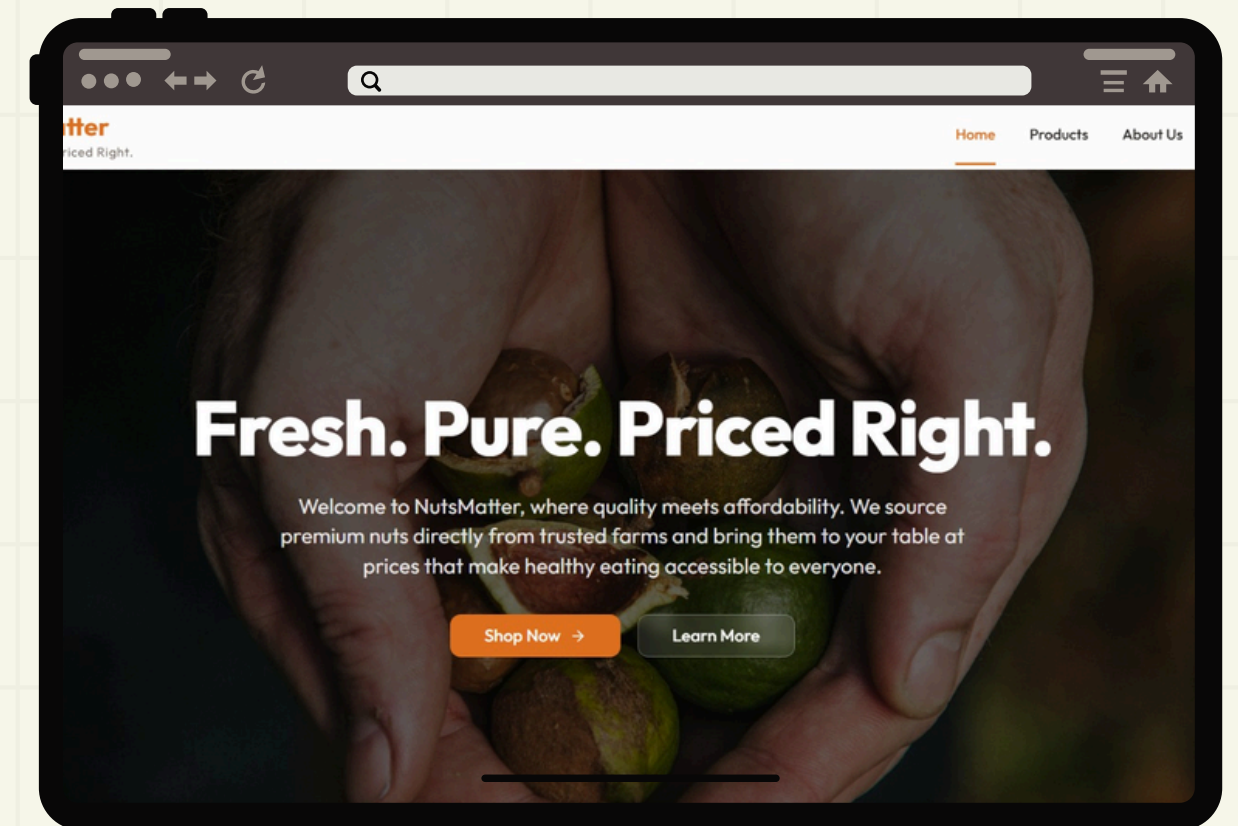
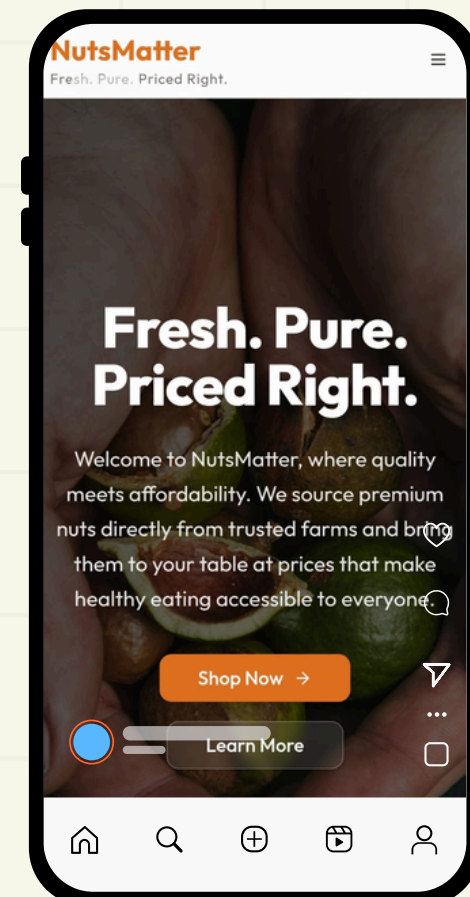
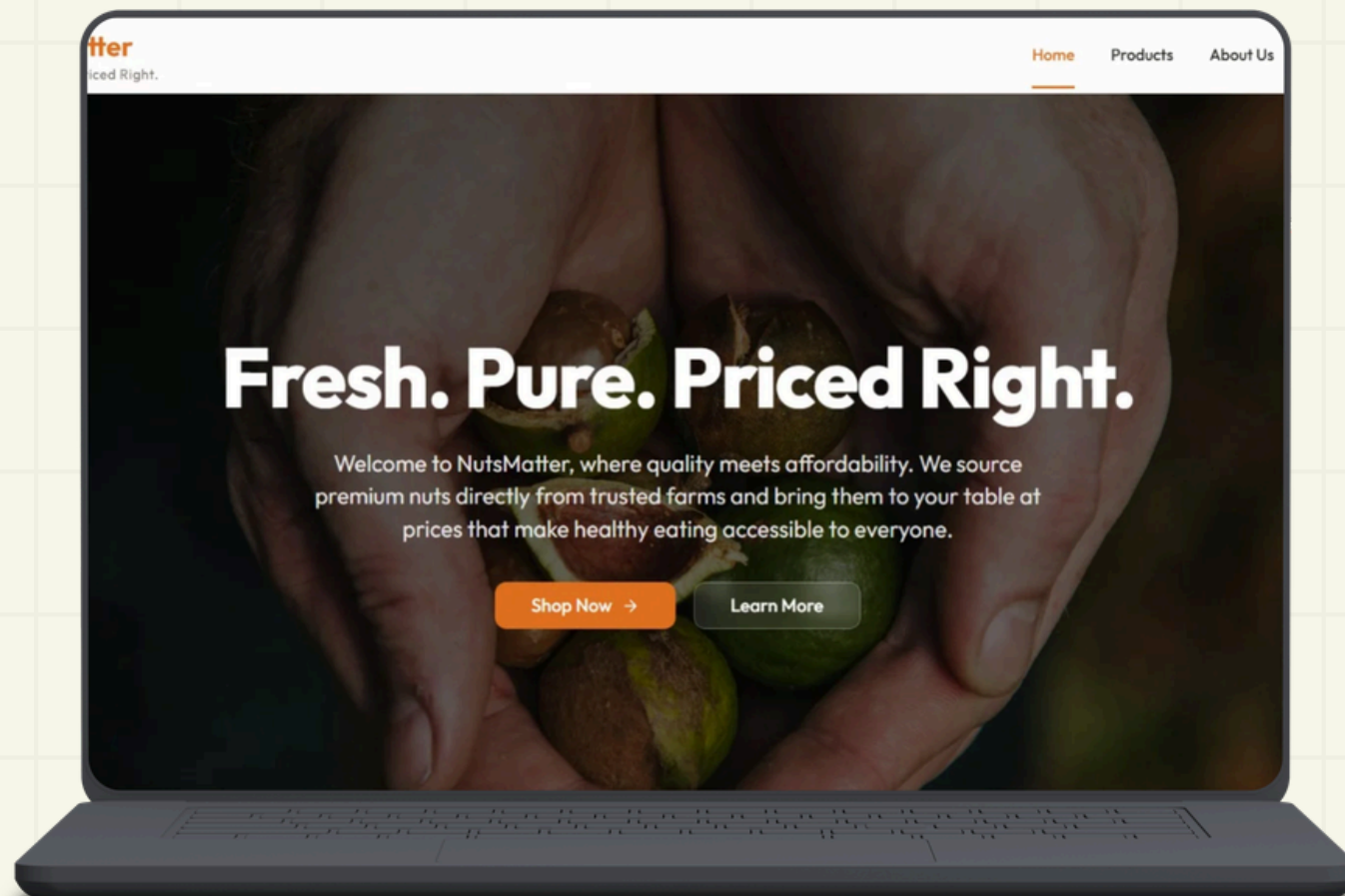
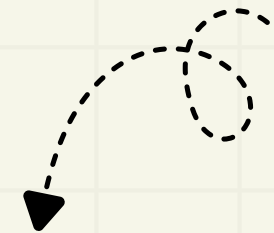
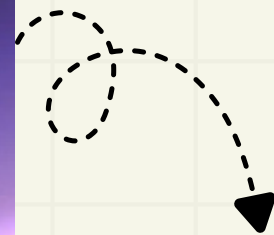
SERVICE

ABOUT US

CONTACT US

## PROMPT

BUILD A MODERN, MOBILE-FRIENDLY WEBSITE FOR NUTSMATTER, A HEALTHY SNACK BRAND. INCLUDE A HOMEPAGE WITH OUR TAGLINE 'FRESH. PURE. PRICED RIGHT.', A PRODUCT SHOWCASE WITH IMAGES OF NUTS, AN ABOUT US SECTION TELLING OUR BRAND STORY, AND A CONTACT PAGE WITH WHATSAPP INTEGRATION FOR INDIAN CUSTOMERS. THE DESIGN SHOULD BE CHEERFUL, FAMILY-FRIENDLY, AND EASY TO NAVIGATE.



# GENERATIVES USING AI

HOME

SERVICE

ABOUT US

CONTACT US



Bachcha hai Tu Mera  
Ye le healthy kha!

## NutsMatter.in

— Fresh. Pure. Priced Right. —

- 100% Natural  
No preservatives, no additives, no nonsense.
- Premium Quality  
Handpicked nuts from trusted sources.
- Healthy & Tasty  
Good for your heart, brain & lifestyle.
- Priced Right  
Premium quality at honest prices.

**SWAD BHI, SEHAT BHI, BUDGET BHI!**



Order Now On WhatsApp

Fast Delivery Pan India

- 10,000+ Happy Customers
- 50,000+ Orders Delivered
- 100% Natural Products
- 4.8★ Customer Rating

NutsMatter.in | Healthy Nuts, Happy You! ❤️

**ALMONDS**  
Rich in Protein & Energy

**CASHEWS**  
Creamy, Delicious & Nutrient-Rich

**PISTACHIOS**  
A Tasty Snack Packed with Goodness

**WALNUTS**  
For Better Heart & Brain Health



# AI BANNERS

HOME

SERVICE

ABOUT US

CONTACT US

**NutsMatter**  
— BETTER SNACKS. BETTER YOU. —  
**Fresh. Pure. Priced Right.**

Premium Quality Nuts, Honest Prices. Every Day.

- 100% NATURAL  
No Preservatives
- PREMIUM QUALITY  
Handpicked for You
- PRICED RIGHT  
Great Value, Always

TRUSTED BY FAMILIES LOVED EVERY DAY

Good for You. Great for Every Day.

- RICH IN NUTRIENTS  
For a Healthy You
- BOOSTS ENERGY  
Naturally
- SUPPORTS WELLNESS  
Inside & Out
- FRESHNESS YOU CAN TASTE  
Packed with Care

Premium Quality That Fits Your Budget. Every Time.

**N** NutsMatter

**Fresh. Pure. Priced Right.**

Premium nuts your family can trust—100% natural and affordably priced.

Shop Now

NutsMatter

**Fresh. Pure. Priced Right.**

Premium Nuts for Everyday Wellness

- ✓ 100% Natural
- ✓ Hygienically Packed
- ✓ Rich in Nutrients
- ✓ Budget-Friendly
- ✓ Freshly Sourced
- ✓ Family Favorite

Trusted by Families Across India

Healthy Snacking Made Affordable

**NutsMatter**

**'Fresh. Pure. Priced Right.'**

## PROMPT

ACT AS A PROFESSIONAL GRAPHIC DESIGNER. CREATE A PREMIUM, FAMILY-FRIENDLY BANNER FOR NUTSMATTER — A HEALTHY SNACK BRAND. USE BEIGE AND GREEN TONES WITH FRESH NUT IMAGERY (ALMONDS, CASHEWS, PISTACHIOS). HIGHLIGHT THE TAGLINE 'FRESH. PURE. PRICED RIGHT.' AND CONVEY TRUST, HEALTH, AND AFFORDABILITY IN A CHEERFUL, MODERN DESIGN.



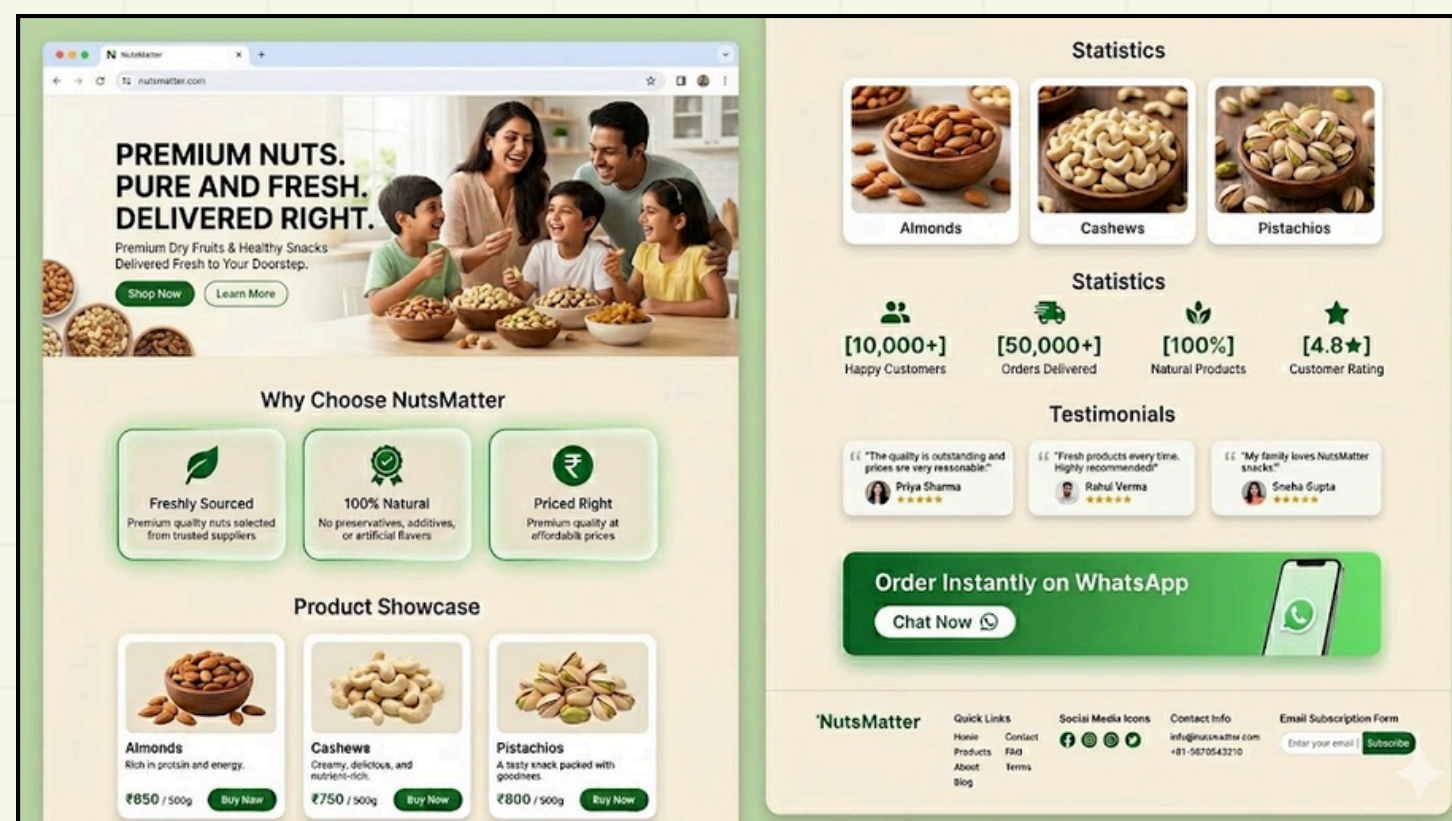
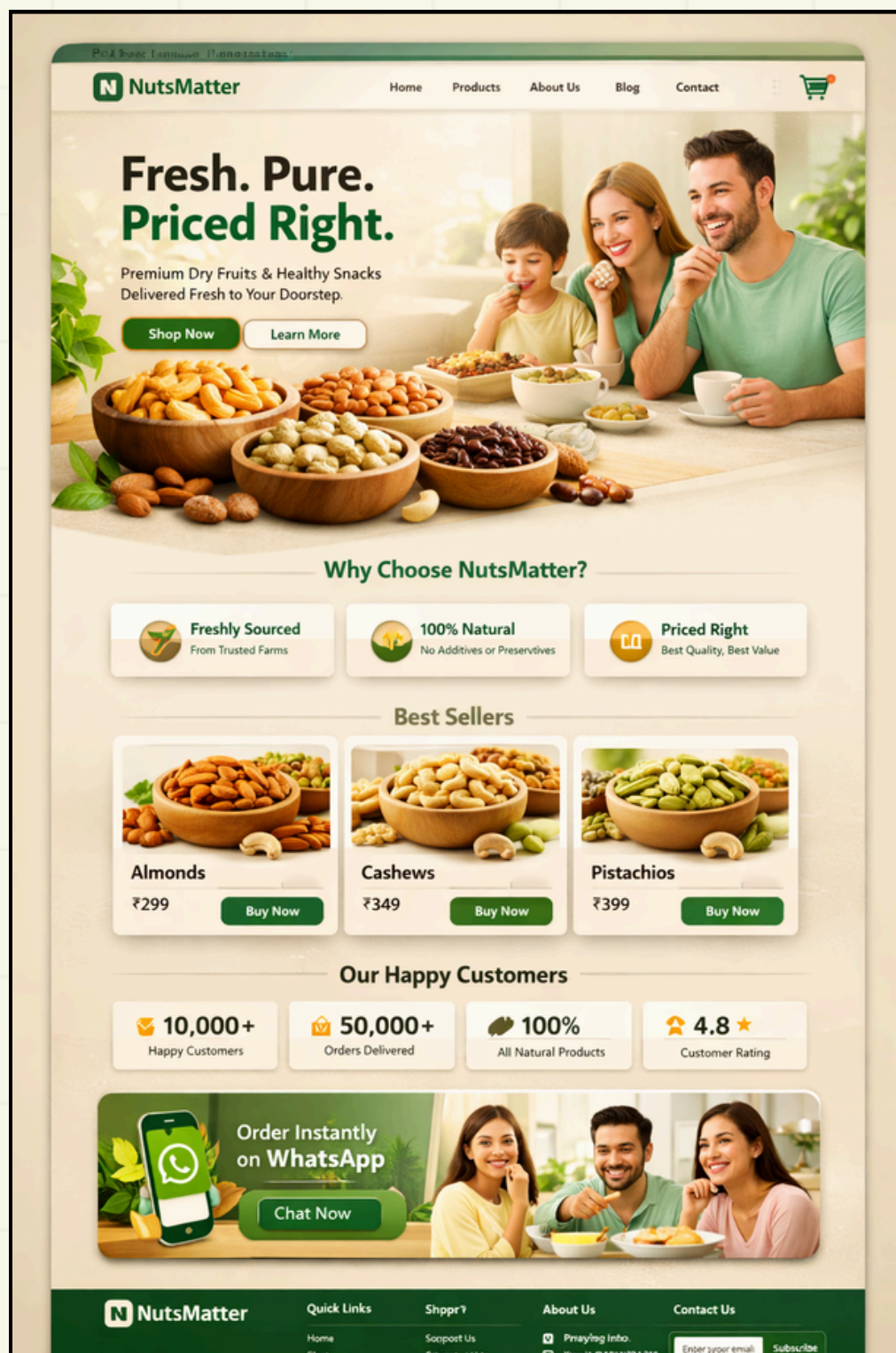
# A LANDING PAGE

HOME

SERVICE

ABOUT US

CONTACT US



## PROMPT

CREATE A MODERN, PREMIUM LANDING PAGE FOR NUTSMATTER, A HEALTHY DRY FRUITS BRAND. USE BEIGE AND GREEN TONES, SHOWCASE ALMONDS, CASHEWS, AND PISTACHIOS, INCLUDE A HERO BANNER WITH THE TAGLINE "FRESH. PURE. PRICED RIGHT.", PRODUCT CARDS, CUSTOMER TESTIMONIALS, WHATSAPP CONTACT SECTION, AND A CLEAN, CONVERSION-FOCUSED UI DESIGN.



# AI BASED LOGO

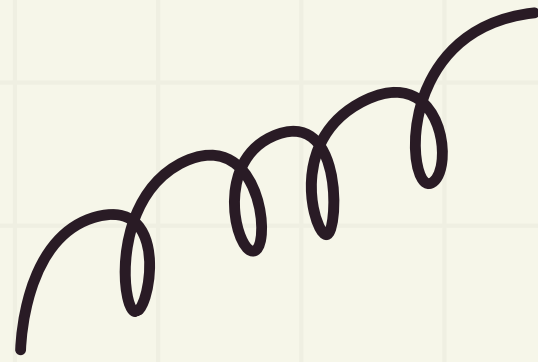
[HOME](#)

[SERVICE](#)

[ABOUT US](#)

[CONTACT US](#)





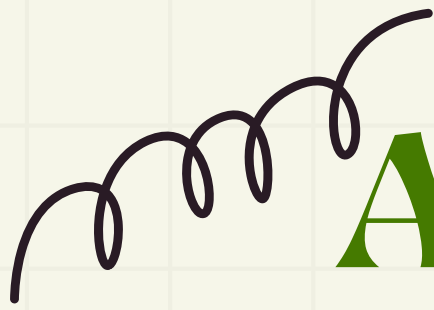
# NUTSMATTER INFOGRAPHICS USING NAPKIN AI



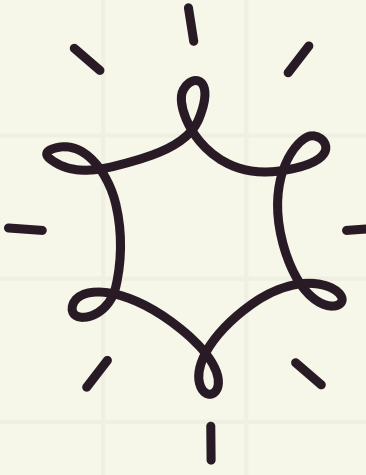
### Benefits of Nuts

Benefit	Description
<b>Healthy Fats</b>	Unsaturated fats good for heart health
<b>Protein Source</b>	Excellent for plant-based diets
<b>Vitamins and Minerals</b>	Rich in E, B6, magnesium, potassium, zinc
<b>Antioxidants</b>	Combat oxidative stress, reduce inflammation

CREATED AI-POWERED INFOGRAPHICS USING NAPKIN AI TO VISUALLY REPRESENT THE NUTSMATTER DIGITAL MARKETING FUNNEL AND THE NUTRITIONAL BENEFITS OF NUTS. THESE GRAPHICS SIMPLIFY COMPLEX INFORMATION, IMPROVE AUDIENCE UNDERSTANDING, AND ENHANCE THE OVERALL PRESENTATION OF MARKETING AND PRODUCT INSIGHTS.

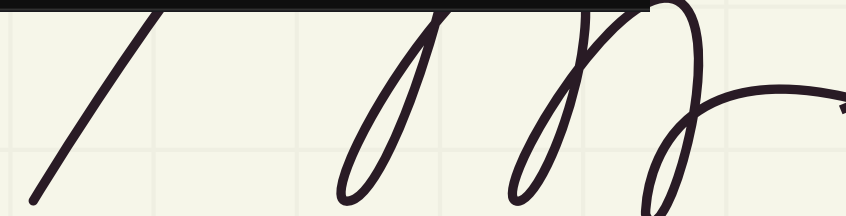


# AI-GENERATED BRAND JINGLE USING SUNO AI



The screenshot shows the SUNO AI creation interface. At the top left, the SUNO logo is displayed. Below it, the user profile 'tejas650' with 100 Credits is shown, along with an 'Upgrade to Pro' button. A sidebar on the left contains navigation options: Home, Explore, Create, Studio, Library, Hooks, Notifications, and Labs. The main area features a '100' credit indicator, 'Simple' and 'Advanced' mode buttons, and a 'v4.5-all' version selector. There are three main input buttons: '+ Audio', '+ Voice' (highlighted with a 'New' tag), and '+ Inspo'. Below these is a 'Song Description' field containing the text: 'Create an upbeat, catchy, family-friendly advertising jingle for NutsMatter, a premium dry fruits and healthy snacks brand. Highlight freshness, natural ingredients, health benefits, affordability, and trust. Include the tagline "Fresh. Pure. Priced Right." Modern Indian commercial style with cheerful vocals'. There are also '+ Lyrics' and 'Instrumental' buttons. At the bottom, there are 'Suggestions' for 'teclado', 'log drums', 'emotional chorus', and 'dynamic contrast', and a large orange 'Create' button.

The screenshot shows the SUNO AI workspace. At the top, it says 'Workspaces > My Workspace'. There is a search bar, 'Filters (3)', and a 'Newest' sort option. A list of four generated jingles is shown, all titled 'NutsMatter Smile'. The first two are labeled 'v4.5-all' and have durations of 2:59 and 3:13. The last two are labeled 'v5.5 Preview' and have a duration of 1:00. Each entry includes a thumbnail, a description, and interaction icons (like, dislike, share). The third and fourth entries have an 'Upgrade for full song' button. At the bottom, there is a 'Challenges' section showing '0/1' completed and 'Earn 50 credits per challenge completed', along with a 'Time left 13:42' indicator.





# n8n

# AUTOMATE EVERYTHING WITH N8N!



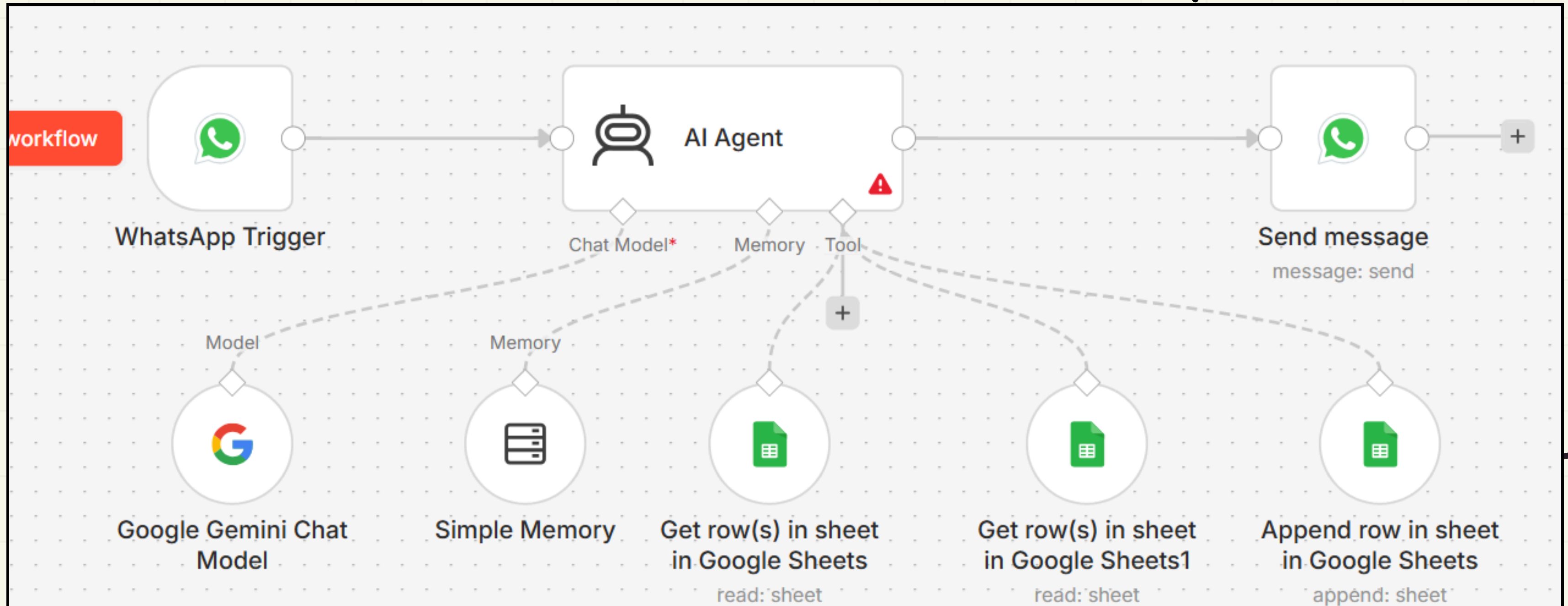
# WEBSITE CHATBOT AUTOMATION

HOME

SERVICE

ABOUT US

CONTACT US





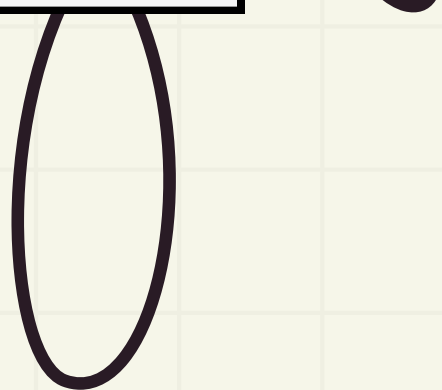
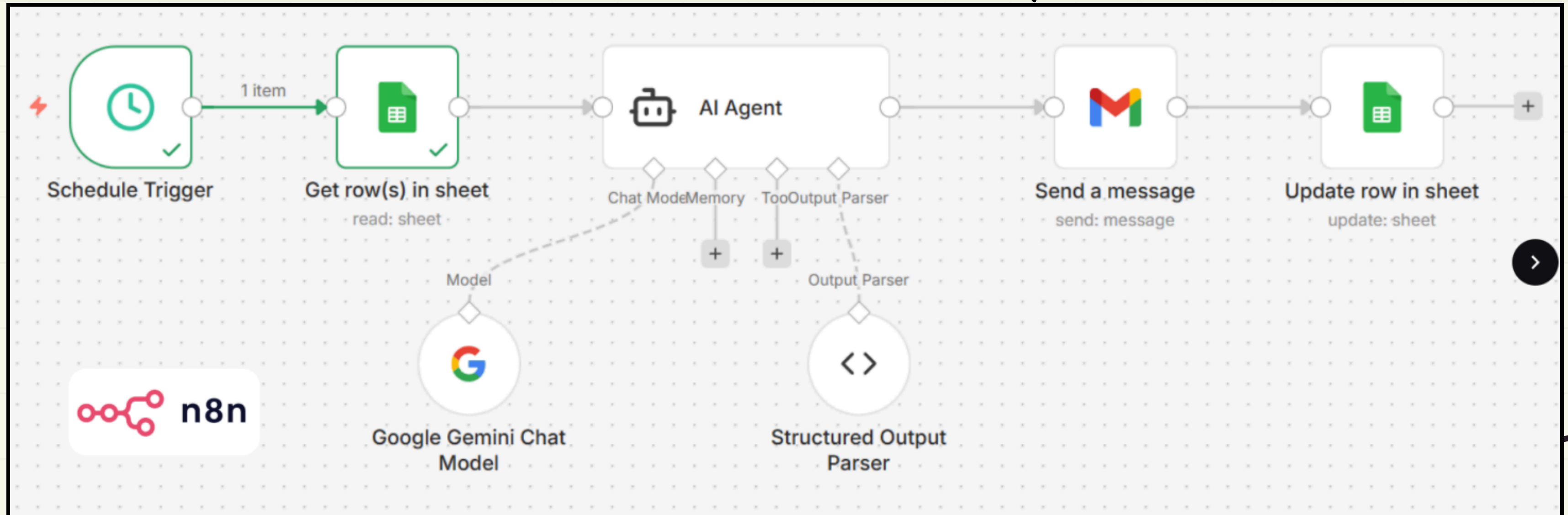
# E-MAIL LEADS AUTOMATION

[HOME](#)

[SERVICE](#)

[ABOUT US](#)

[CONTACT US](#)

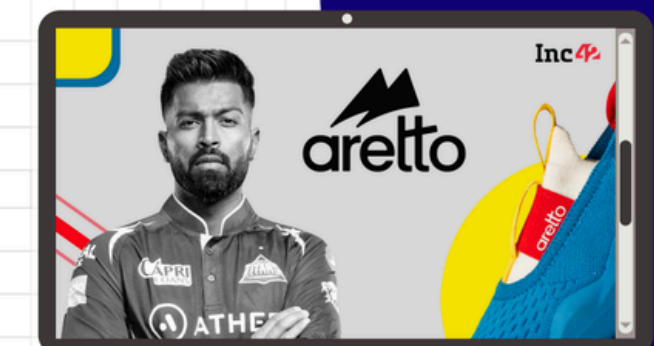


# DIGITAL MARKETING CASE STUDY PRESENTATION



Sealing a Tech-First Footwear Brand in the Kids' Market."

<https://weareretto.com>



**Hardik Pandya**  
• Investor in Aretto

**The Mommy Gram**  
A mom influencer who shared their experience with Aretto shoes at the Sarath City Mall store.

**Arpita Kahuja**  
Shared content featuring Aretto shoes for her daughters, emphasizing the wide toe box and the ability of the shoes to expand up to three sizes for festive and daily wear.


### Influencer Tiers

**Micro-Influencers (Primary Strategy)**

- Parenting influencers (especially mothers)
- Mom bloggers on Instagram
- Family & lifestyle creators

### Why they buy??

- ✓ **Demographics:** Parents (aged 25-40) with young children (toddlers to pre-teens). They are likely urban or semi-urban residents, working professionals, and internet-savvy.
- ✓ **Health and Safety:** They are deeply concerned about the, natural development of their children's feet.
- ✓ **Functionality:** They need shoes that accommodate fast-growing feet, reducing the frequency of buying new shoes.
- ✓ **Comfort:** They prioritize "unrestricted comfort" and 360-degree flexibility for their active, high-energy children.



## Buyer Persona

aretto



aretto

## The "Problem vs. Solution"

Kids' feet grow fast, about 1.5 to 3mm every month in the first four years. But most shoes don't. That's a big design flaw. One in three kids wears the wrong shoe size, leading to discomfort and restricted movement.

So we asked a simple question: why do shoes stay the same when kids don't? That question led to our core innovation - shoes that expand.



# THANK YOU

FOR YOUR TIME AND ATTENTION. I LOOK FORWARD TO APPLYING MY SKILLS AND GROWING IN  
THE FIELD OF DIGITAL MARKETING.

LET'S CONNECT AND CREATE SOMETHING MEANINGFUL.

TEJAS CHHABRA  
tejas650@gmail.com  
9971197696