



Digital Marketing Strategies

SEO Marketing Strategies of Anjappar

Anjappar website



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Feel
THE TASTE OF AUTHENTIC FOOD

WE HAVE A DIVERSE MENU SUITED FOR BOTH VEG. AND NON-VEG. LOVERS RANGING FROM PANEER TO SEA FOOD EXPOSING THE AUTHENTIC TASTE OF CHETTINAD FOOD TO THE PEOPLE OF THE WORLD.

SEO Marketing Strategies & Domain Authority of Anjappar



According to SEMrush Anjappar has an Authority Score of 13 with organic search traffic of 10.9k through the 203.7k backlinks

Anjappar has linked with 72 domains with 203 inbound links & get amazing organic traffic

Linking Domains ⁱ	Inbound Links ⁱ
72	203
Discovered in the last 60 days 3	
Lost in last 60 days 4	

Linking Domains refers to the different website giving you links.
Inbound links means the number of backlinks you get.

Anjappar country wise distribution



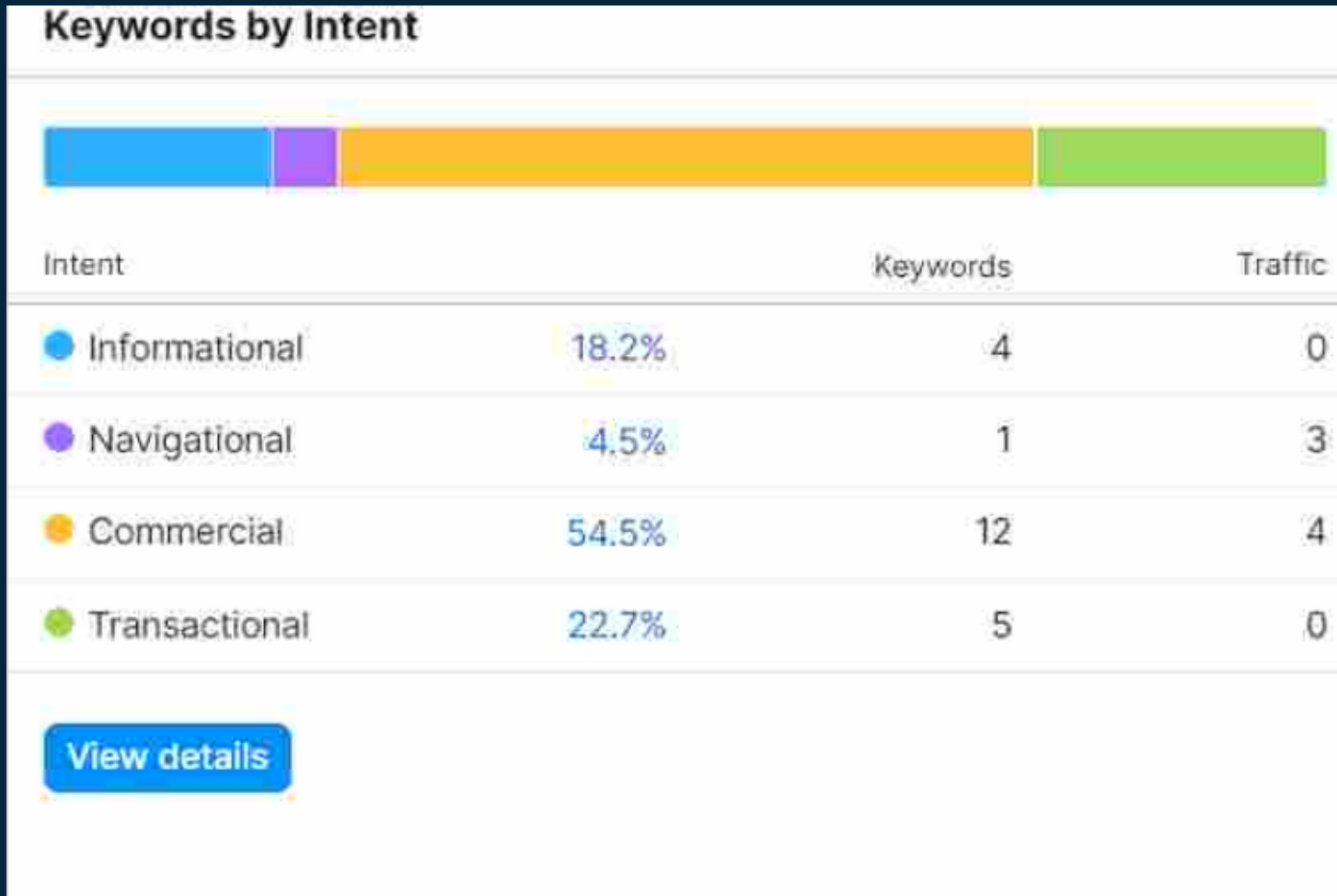
Distribution by country shows the major organic traffic from different countries

Anjappar Top Organic Keywords

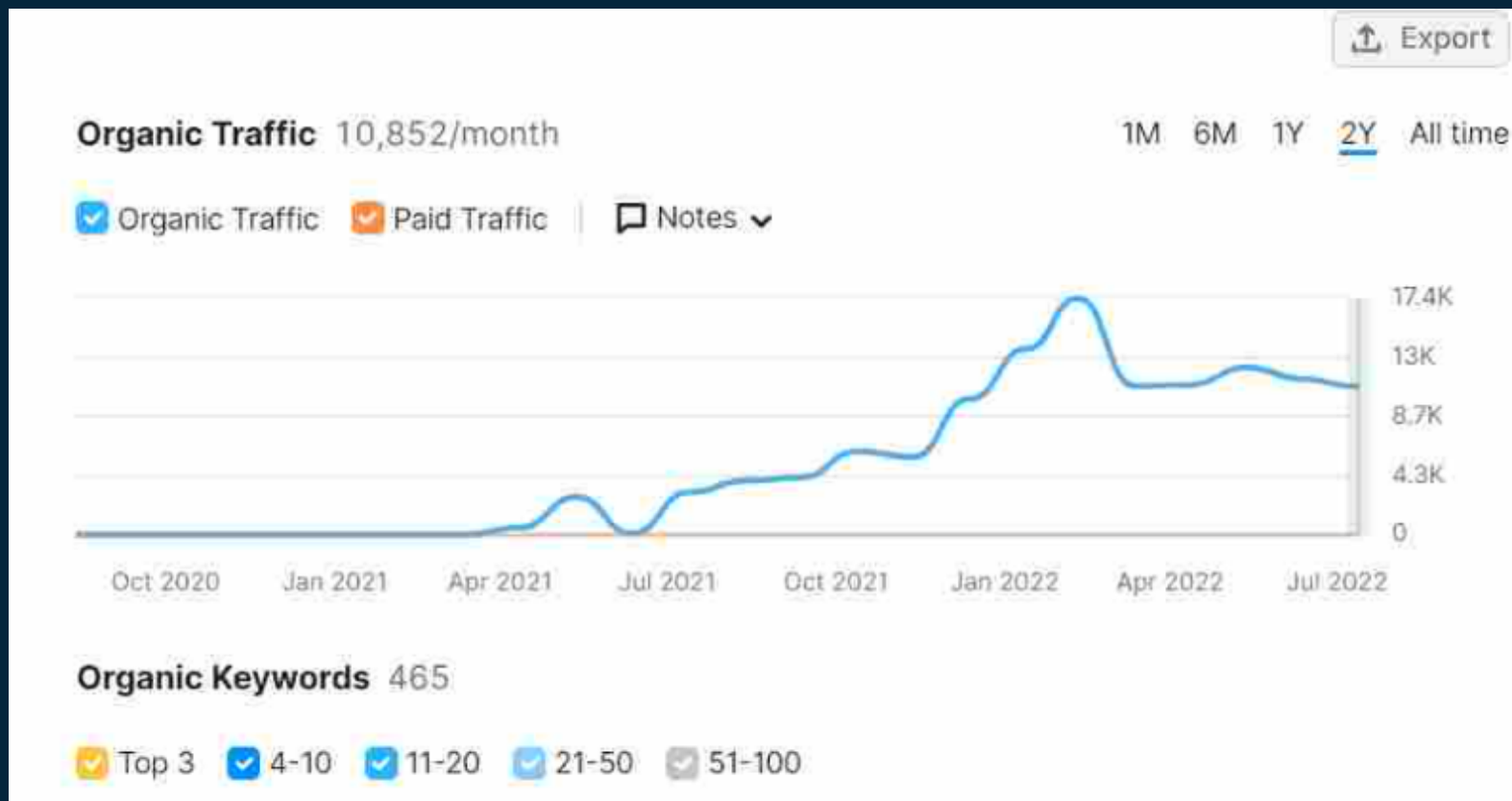
Top Organic Keywords 21						
Keyword	Intent	Pos.	Volume	CPC (U...	Traffi...	
anjappar chettina... >>	N	47	12,100	0.61	42.85	
anjappar chettinad >>	C	46	9,900	1.06	28.57	
anjappar hotel >>	C	8	50	0.00	14.28	
anjappar india >>	C	8	50	0.00	14.28	
chettinad anjappar >>	C	44	140	1.06	0.00	
View details						

An organic keyword is a keyword used by a person to find your website without clicking on an ad

Anjappar Top Organic Keywords by Intent



Anjappar top organic traffic per month

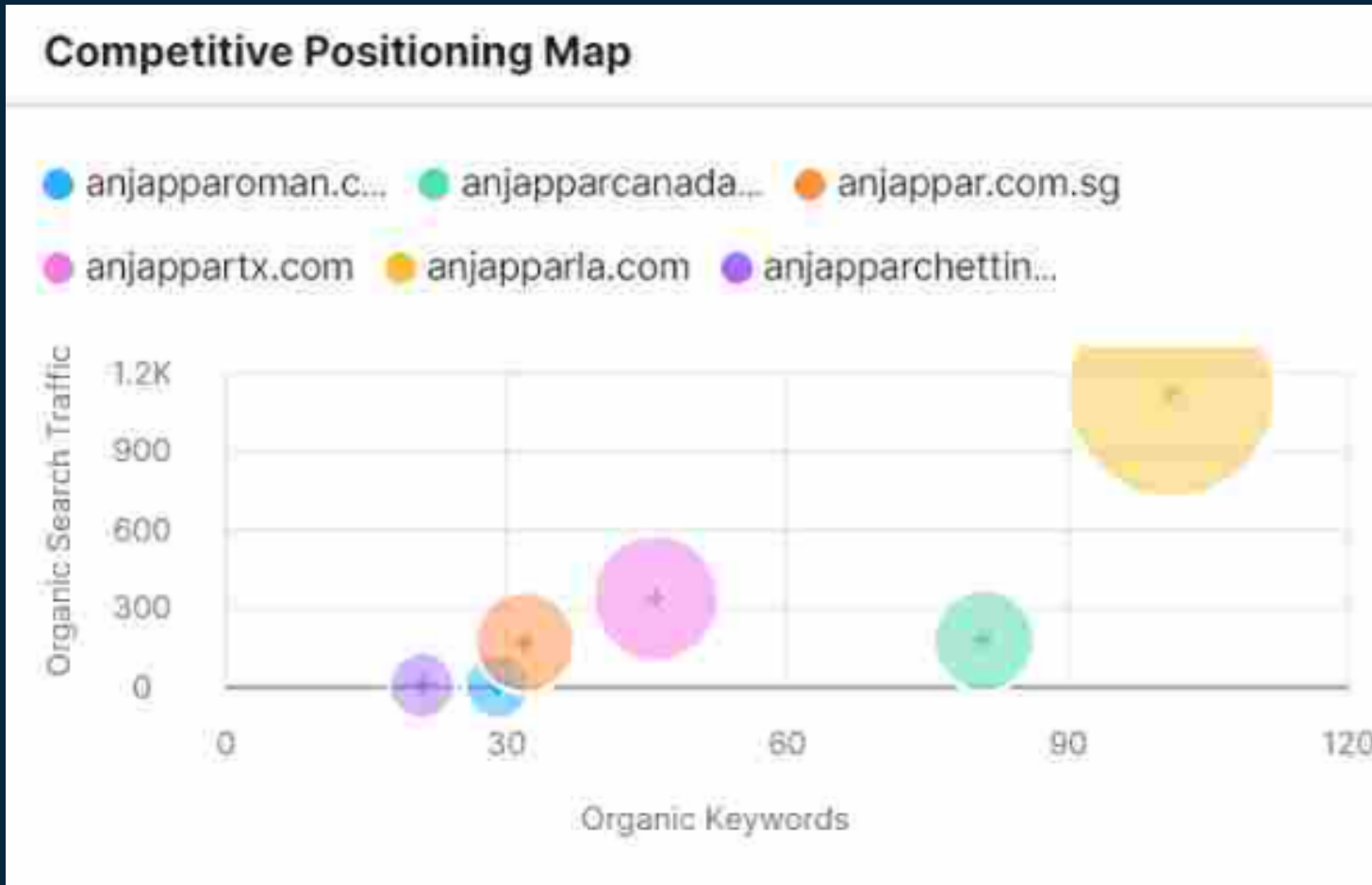


Anjappar Top Organic Competitors

Main Organic Competitors 38			
Competitor	Com. Level 	Com. Keywords	SE Keywords
anjapparoman.com 		2	29
anjapparcanada.ca 		4	81
anjappar.com.sg 		5	32
anjappartx.com 		2	46
anjapparla.com 		3	101
View details			

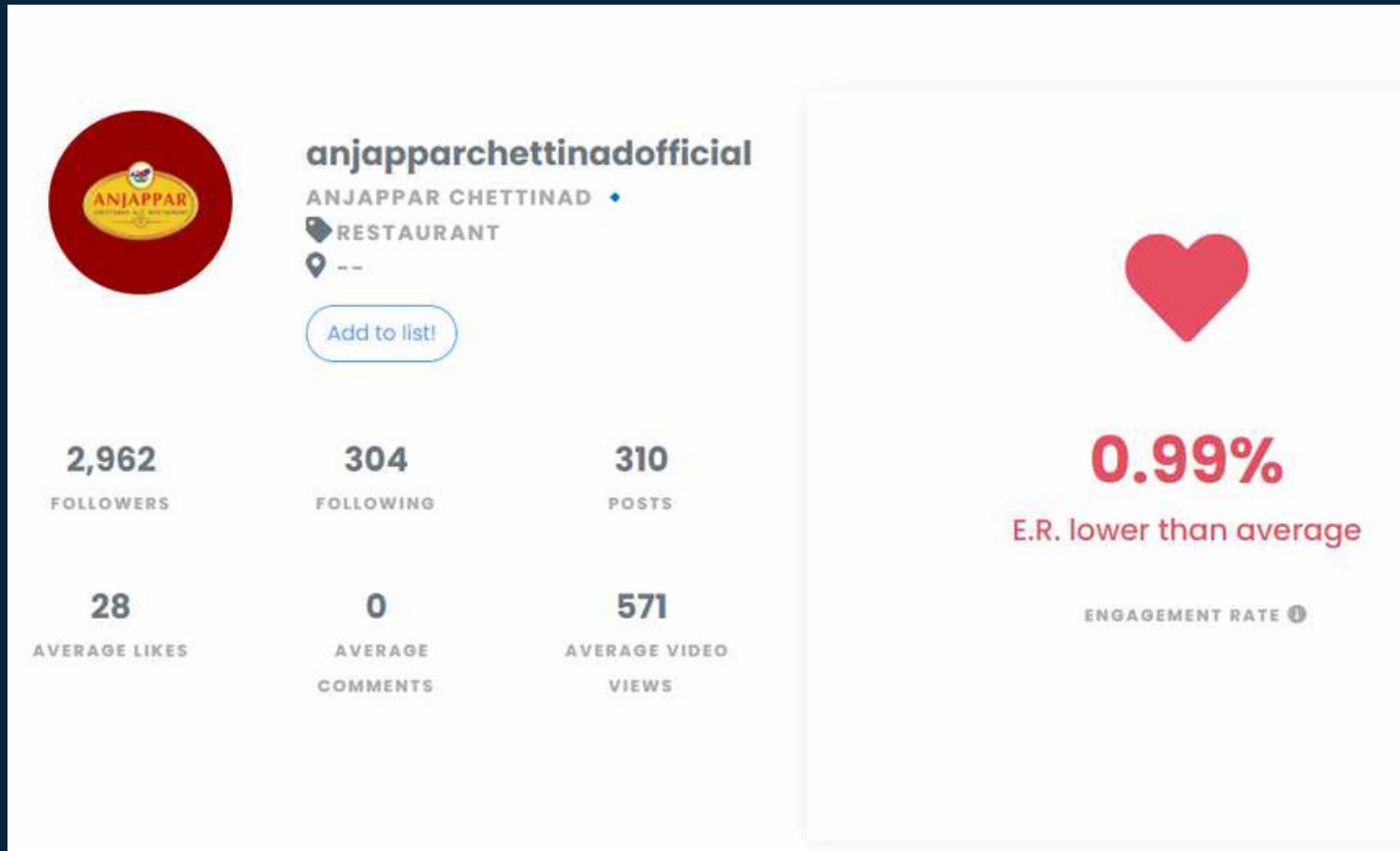
An organic competitor is a website you're competing against for position on keywords, be it for one or many

Competitors Map Positioning Data

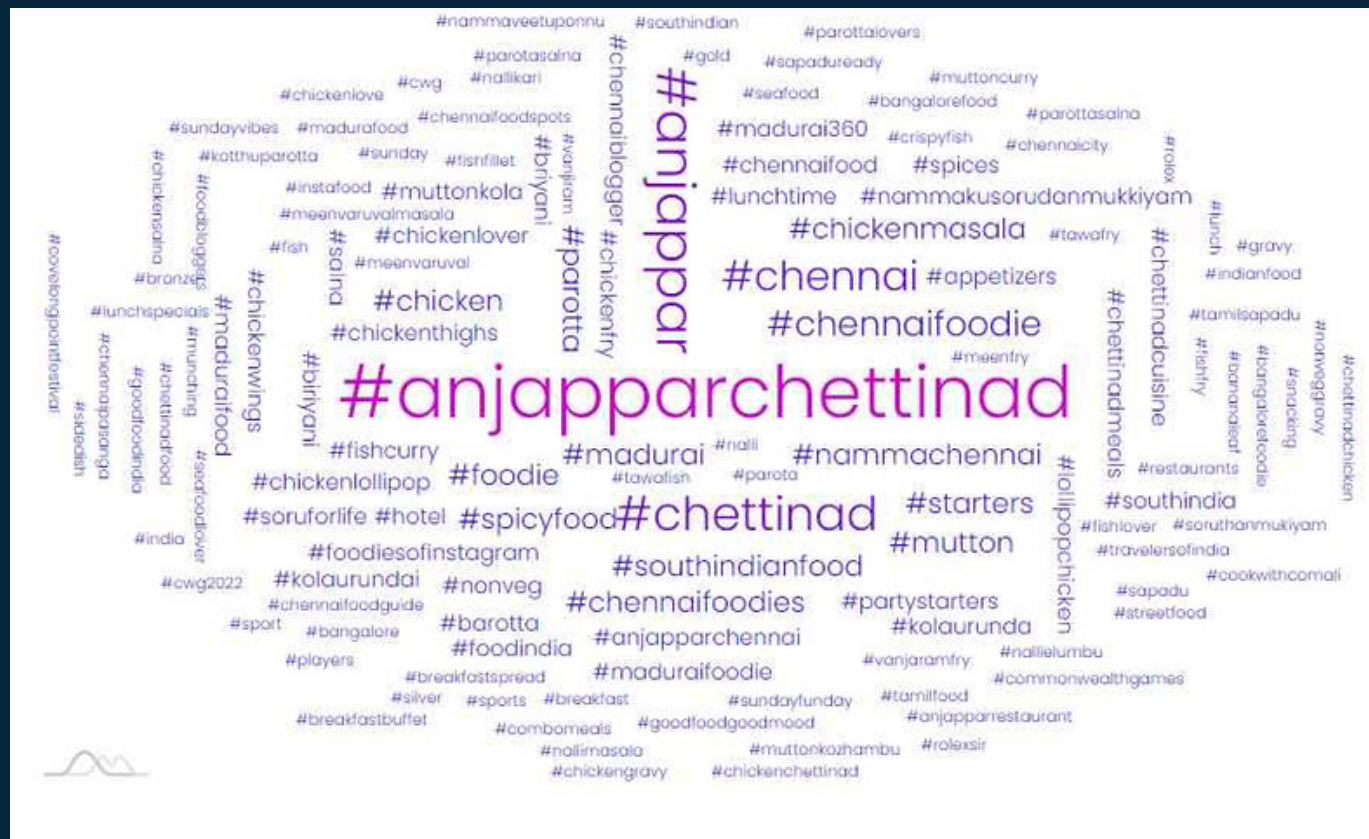


A competitive positioning map is a visual positioning tool that compares brands, products or services.

Instagram Marketing Strategies & Data of Anjappar



Some popular hashtags used by Anjappar



Anjappar's top hashtags used to reach out to the Instagram audience.

HASHTAG	HASHTAG ER %	USES
#anjapparchettinad		10
#anjappar		7
#chettinad		6
#chennai		5
#chennaifoodie		4
#nammachennai		3
#madurai		3
#parotta		3

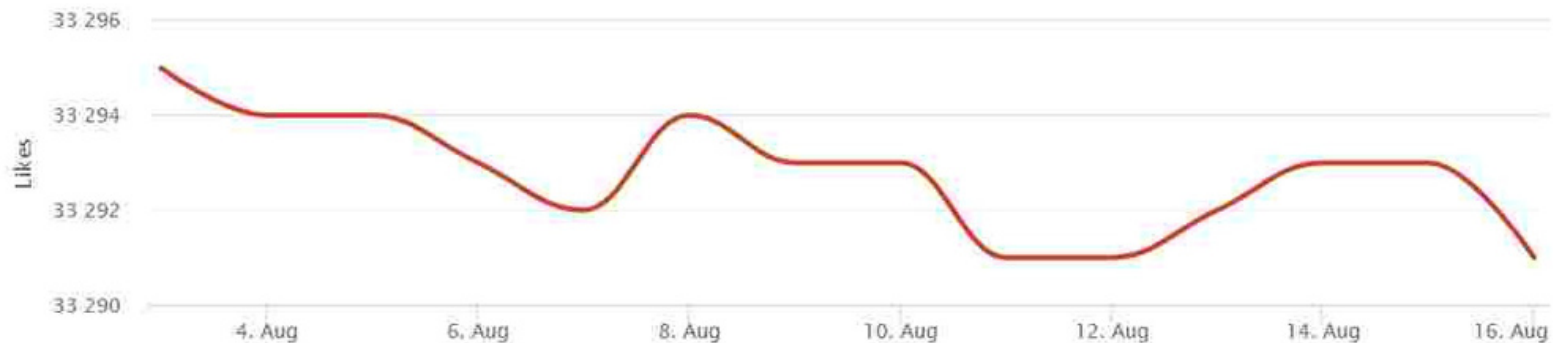
Anjappar Facebook Presence



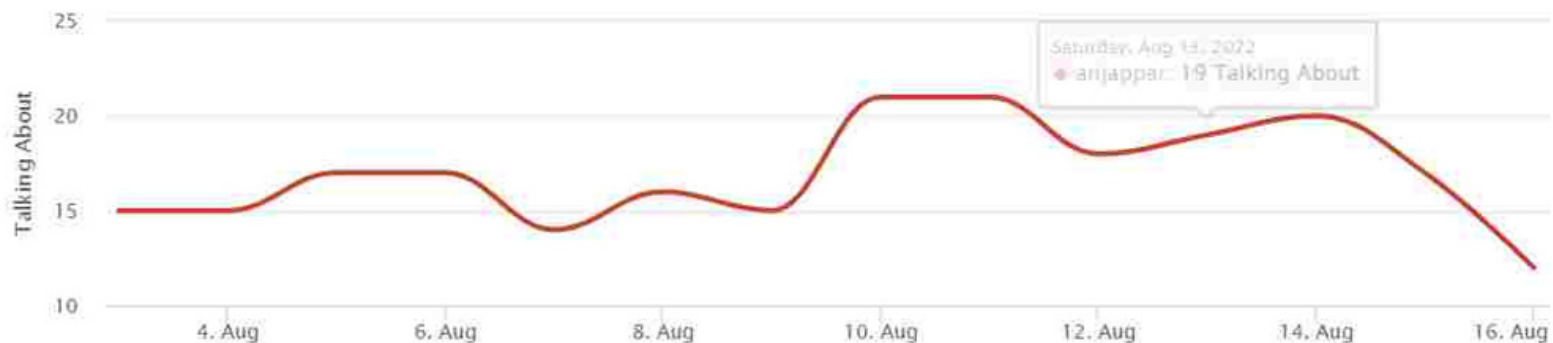
Anjappar- Facebook Progress Graph

FACEBOOK PROGRESS GRAPHS FOR ANJAPPAR (2022-08-03 - 2022-08-16)

Total Likes for 'Anjappar Chettinad Restaurant' (Daily)



Total Talking About for 'Anjappar Chettinad Restaurant'



Anjappar Geo-Targeting Audiences Data

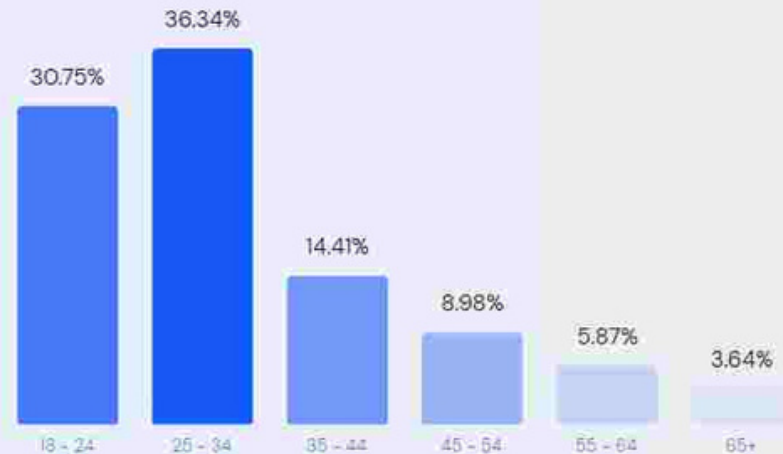
Audience Demographics

Audience composition can reveal a site's current market share across various audiences. ixigo.com's audience is 65.75% male and 34.25% female. The largest age group of visitors are 25 - 34 year olds. (On Desktop)

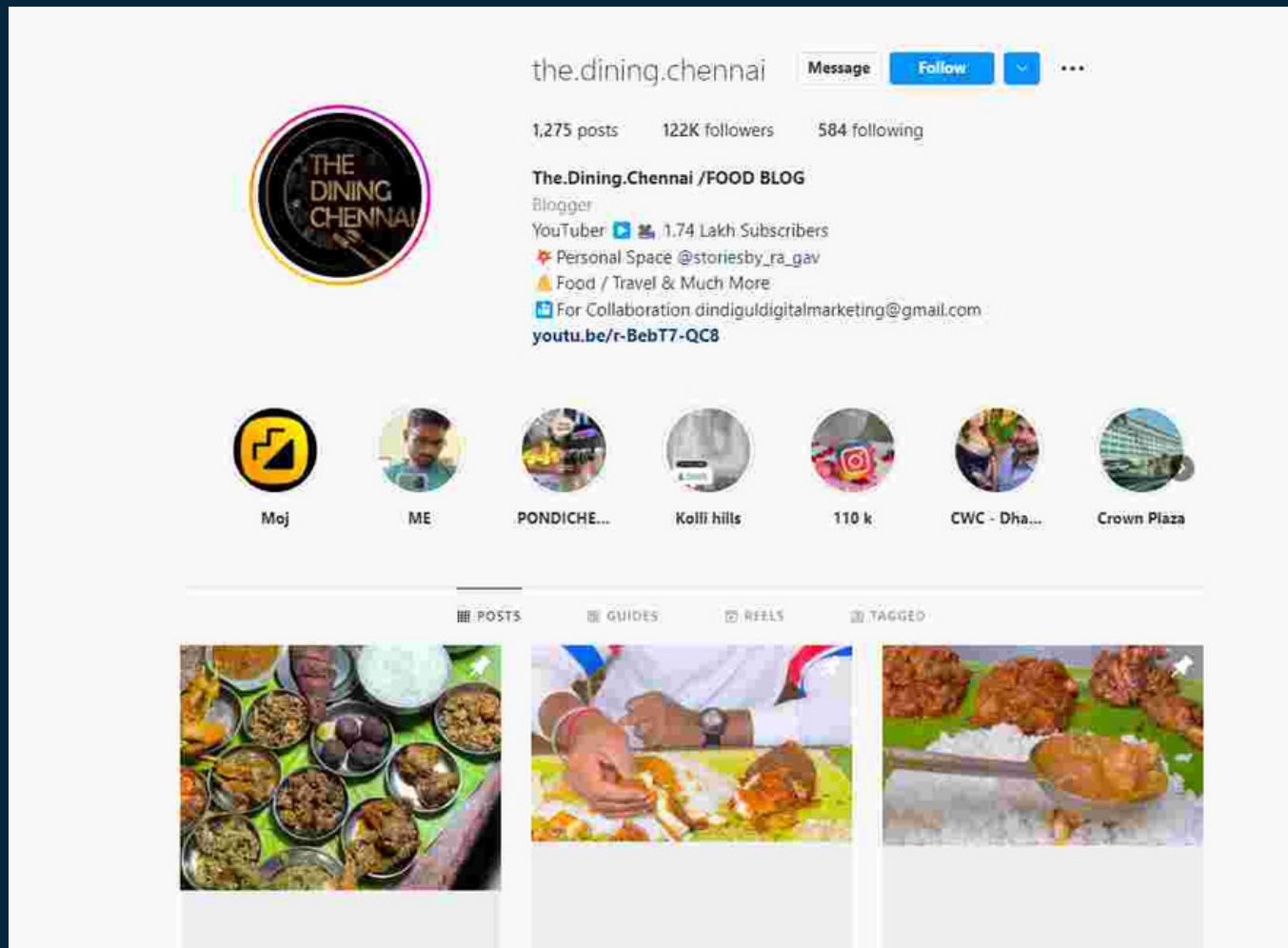
Gender Distribution



Age Distribution



Influencer Marketing Campaign by Anjappar



Mobile App Installation Data of Anjappar

Anjappar

Perumal Raja.MR Business Solutions

2.8★

28 reviews

1K+

Downloads

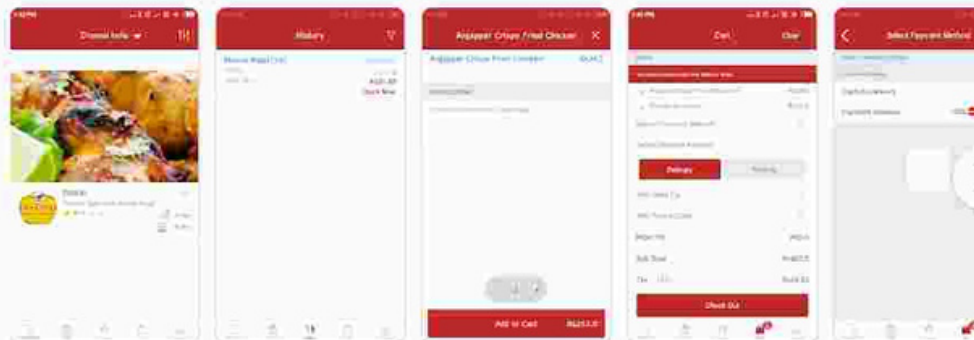
3+

Rated for 3+ ⓘ

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Crisfood
4.7★
-  ZaaroZ Vendor App
ZaaroZ
4.7★
-  Rezoy | Food Delivery ++

About this app →

THANK YOU