



SEO ANALYSIS OF

IPL 2020 ADVERTISERS



XOR Labs

INTRODUCTION

The Indian Premier League took a bigger leap this year. With **30% increase in viewership** and over 7 billion viewing minutes per match, it didn't feel like the match was happening in the empty stadiums.

While we see brands spending crores of rupees on ads and building landing pages for the campaign, there are other marketing activities which are often ignored.

One such channel is: Search Engine Optimization.

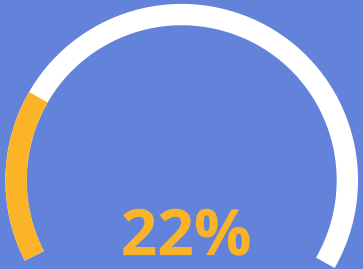
It's interesting to note that **there were more than 32 lakh IPL related queries in 2020**. Even more interesting was to find that while many advertisers and sponsors tapped into these opportunities, most of them didn't extend their efforts to go beyond buying the ad spots.

We analysed 128 brands and sponsors to find how well these brands planned for addressing user queries on search engines and attract traffic once people were away from TV screens.

KEY TAKEAWAYS

- Out of 128 brands that we analysed, 81 brands had no mention of their IPL sponsorships on their website home page.
- Only 22% brands created a dedicated IPL landing page for IPL 2020.

Brands Analysed
128



Brands Created dedicated
IPL Landing Page



brand websites had *poor* loading speed for mobile devices

- 99.3% of brand websites had poor loading speed for mobile device with below 50 score on Google Page Speed Insight.
- Most of the brands did not optimize for technical and on-page SEO elements and consequently, were not able to generate any traffic from search engines.

SEO EVALUATION CRITERIA

To evaluate SEO efforts, we analysed brands on three major evaluation criteria:

- Campaign landing page and website
- Technical, On-Page, & YouTube SEO
- Discoverability on search engines

We used multiple SEO tools to analyze these three parameters. After evaluating them and scoring them on each parameter, we were able to rank them from the first position to one hundred and twenty-eighth.

Sounds interesting? Well, it even gets better. There's an SEO man of the series too.

CAMPAIGN LANDING PAGE AND WEBSITE

The goal of a website is to represent a company, attract more visitors, and get more leads and sales.

Sponsoring events like IPL brings a lot of brand awareness and visibility to a brand.

IPL branding on the website plays an important role as it shows the brand association with IPL and helps in providing more credibility and brand awareness. More so because the sponsor has already paid the sponsorship fee.

Some brands did an excellent job in using IPL branding on their homepage and also created unique content and landing pages to drive more traffic during IPL.

KEY FACTORS FOR RANKING:

- Branding on the home page
- Dedicated IPL Landing Page
- Unique IPL content

KEY POINTS

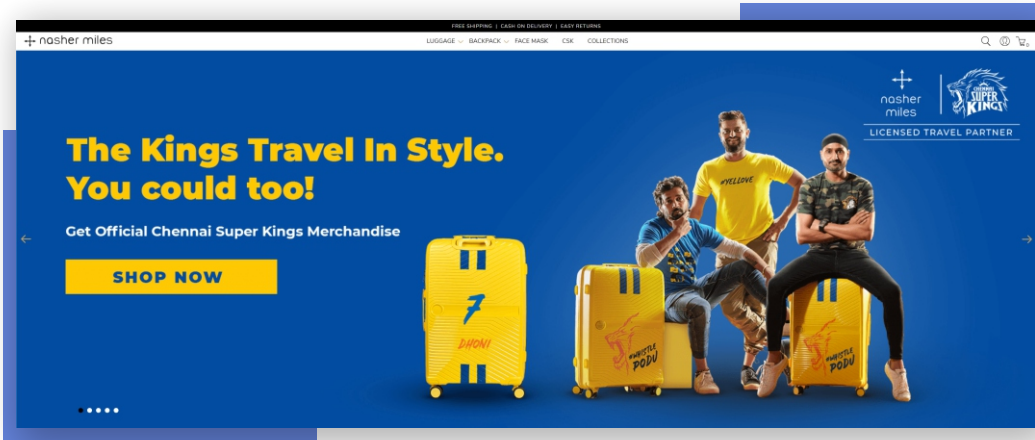
- All the winning brands had IPL branding on the home page, a dedicated IPL landing page, and a unique IPL content and product page.
- Nasher Miles, sponsor of CSK proved to be the real king and stood first followed by Boat by creatively blending IPL with their brand image.
- Brands like Dream 11 did an amazing job in IPL branding and creating unique IPL content but failed to create a dedicated IPL landing page to promote *ye apna game hai* campaign.
- Only 47 brands and IPL sponsors used IPL branding on their homepage and created dedicated content and landing pages for IPL.

[Read How this On-page SEO Strategy Helped Us Rank for 1,391 Keywords on the First Page of Google](#)

**The On-page
SEO Strategy
that works!**



THE WINNERS: TOP FIVE



1. NASHER MILES

- Used Chennai Super Kings team players along with their products on the homepage
- Used campaign hashtag on IPL landing page: **#NashermilesXCSK**
- Created small **creative videos** showing their connection with IPL
- Optimized CSK themed pages on the website.

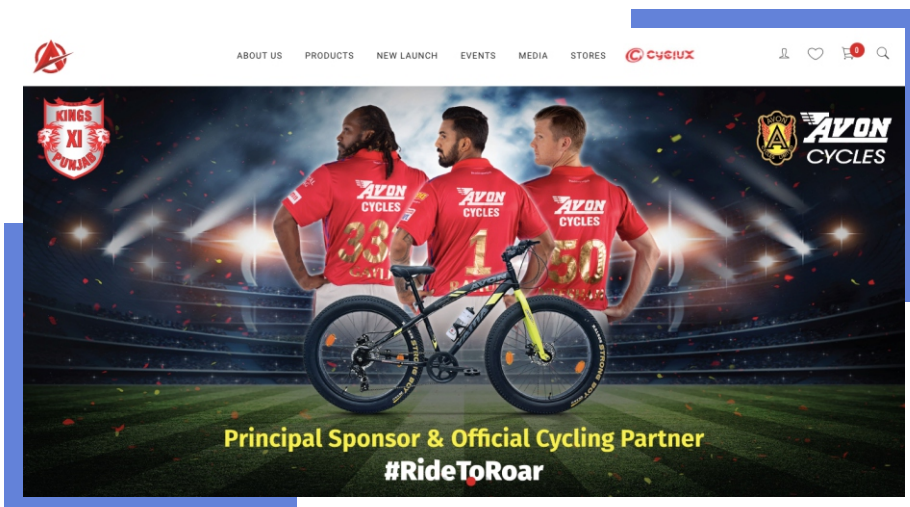
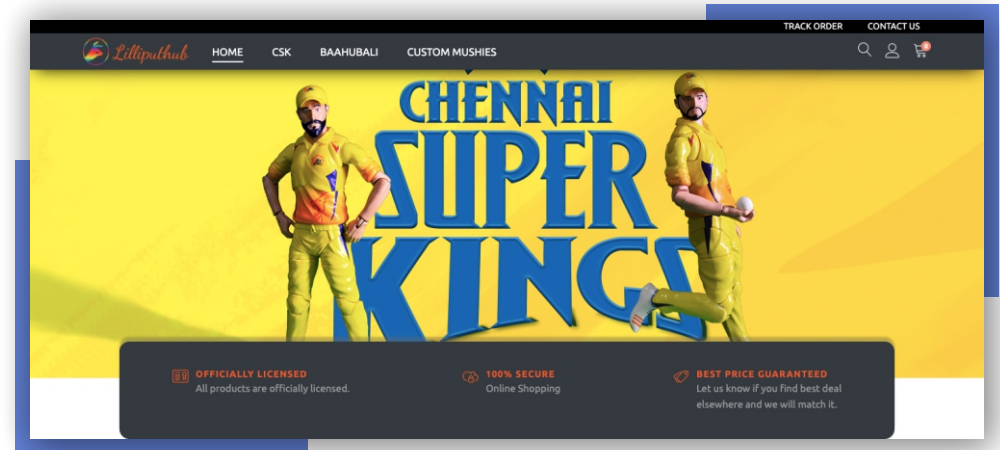
2. BOAT

- Used Boat IPL campaign name on the home page.
- Created dedicated IPL landing page having Boat IPL campaign theme.
- **Failed to create unique and creative content** to connect with users in a unique way.
- Created IPL product page but **failed to optimize them for IPL queries**.



3. LILIPUT HUB

- Used CSK branding and created a dedicated CSK landing page around their sponsorship.
- Association with the team as a sponsor was not clear on the landing page as they used CSK merchandise video on the homepage with no clear message.
- Created a dedicated IPL landing page but had no creative way of connecting with the user. The landing page was a category page of CSK action figure collection.
- Created special merchandise (Action Figures) for IPL.
- Messaging and association with CSK as a sponsor was not clear.

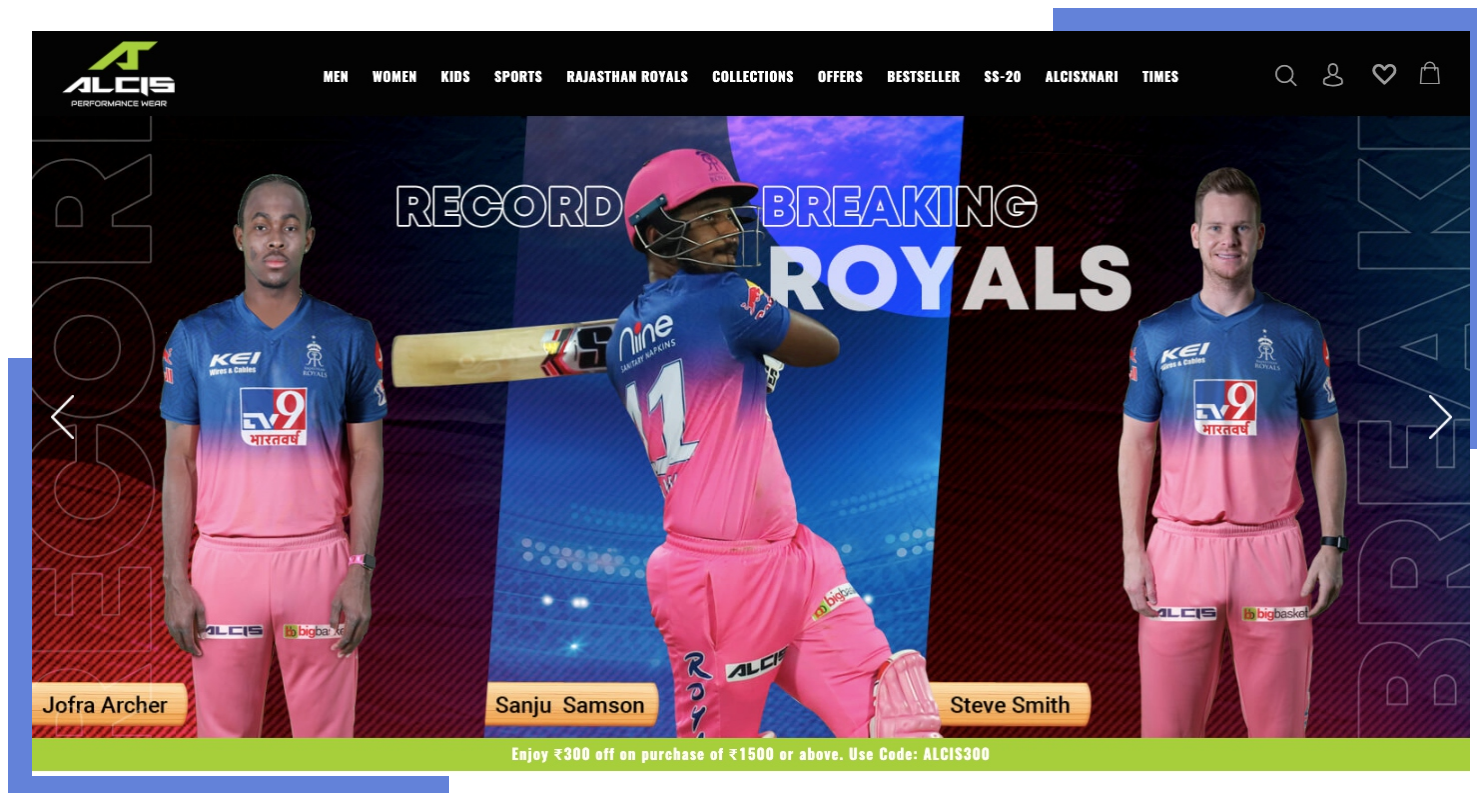


4. AVON CYCLES

- Home Page Banner image showing association with Kings XI Punjab in IPL 2020.
- Promoted Avon cycle IPL campaign hashtag.
- Avon cycle failed to create unique content for IPL to connect with users. Their IPL landing page didn't promote the IPL campaign and was not optimized for search engines. It only showed their IPL offer.
- Except for the banner image, no other content was focused on IPL 2020 or their Kings XI Punjab sponsorship.

5. ALCIS

- Home page branding had Rajasthan Royals players which were also removed during the event as Rajasthan Royals failed to make it to the playoffs
- Although they had IPL branding, dedicated IPL pages and products but failed to use content creatively engage users that visited their website during IPL 2020
- Although they created special merchandise for IPL 2020 but their landing page /product page was not optimized for IPL merchandise query.
- Except for the banner image, no other type of IPL content was seen on their website



THE RUNNER UPS

1. FANCODE

Although FanCode had IPL branding & dedicated IPL page but they failed to win a spot in top 5 as Fancode's SEO & content strategy was not up to the mark.

2. DREAM 11

Dream 11 did an amazing job with home page branding and creating unique IPL content to bag more than 10K visitors per month from IPL search queries.

But they didn't create a unique and dedicated landing page to promote their *Ye Apna Game Hai* campaign that would have created further engagement around the campaign.

Want to increase your organic traffic? Book a free call with Siddharth, Head of Growth at XOR Labs

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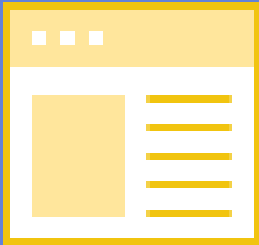
TECHNICAL, ON-PAGE, & YOUTUBE SEO

One of the most important things, when you are looking to rank on the first page of a search engine is to make sure your website is easily indexable by the crawler and is well optimized for search engine queries to rank on the first page.

Apart from that, the on-page elements including title and meta description, and YouTube videos' SEO are key to reach more users organically.

KEY POINTS

- 73 IPL sponsors had no landing page for IPL 2020.
- Cover it Up won this category for their brilliant work in optimizing their website and also their YouTube channel for IPL related queries.
- Tata Altroz, being an official IPL sponsor, created unique IPL landing pages and contests (Altros Super Cricket League) but failed to make it to the top five as their landing page was not optimized for on-page SEO parameters.
- Boat & Wrogn gave a tough fight to TV9 Bharatvarsh in terms of website loading speed and YouTube channel optimization but failed to make it in top 5 due to poor content optimization on the landing page for IPL queries.
- Except Dream 11, all brand websites failed in website loading speed on mobile devices.
- 112 brands showed no landing page optimization for IPL related queries.



57%

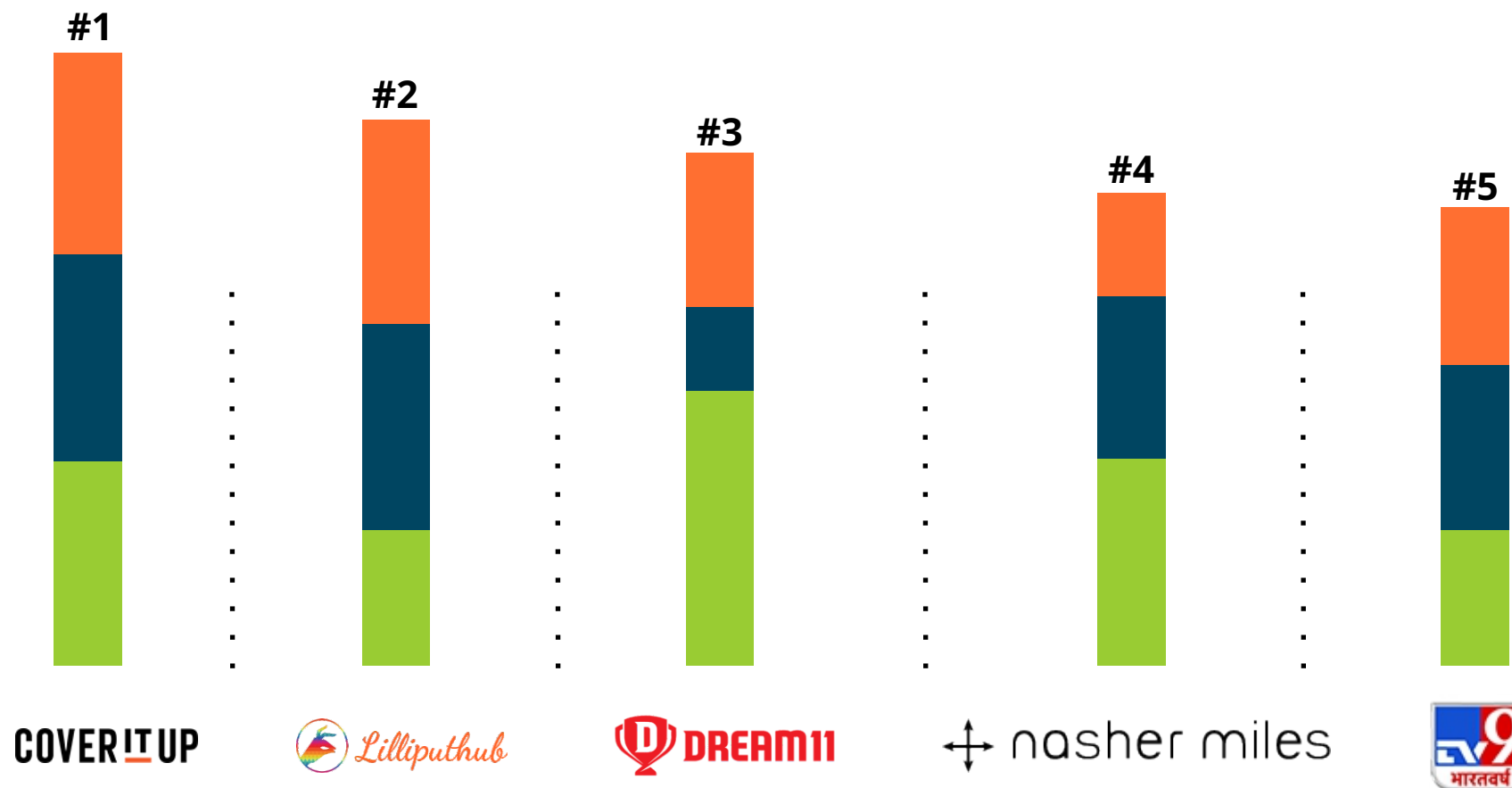
Brands failed to create a landing page for IPL 2020

THE WINNERS: TOP FIVE

YouTube SEO

Website ON-Page SEO

Website Technical SEO



THE WINNERS: TOP FIVE

Interestingly, almost all the brands ensured that their landing page was easy to index and was mobile-friendly. One stark contrast between the winners and the rest were how proactive were the winners to optimize the website for the target keywords.

1. COVER IT UP

- Landing page loading speed was up to the mark on the desktop (80+) while on mobile it was slow (29).
- The IPL landing page was optimized for CSK merchandise keywords as they used target keywords in page URL, title, meta description, page heading, & content.
- Cover It Up's YouTube channel was optimized with IPL branding, had IPL 2020 commercials, and were optimised for IPL related searches.

2. LILLIPUT HUB

- Its IPL Landing page was perfectly optimized for CSK merchandise

queries and keywords as they used target keywords in page URL, title, meta description, page heading & content.

- Like Cover It Up, Liliput Hub's YouTube channel was also planned for discoverability.

3. DREAM 11

- Dream 11 was the only brand which had a website loading speed optimised for both desktop and mobile devices.
- The fantasy gaming app's YouTube channel also had IPL branding and had TV commercials on the channel.
- The reason why it failed to score the first position was On-Page SEO. The brand didn't create a dedicated landing page for IPL 2020 and used their homepage as a landing page resulting in non-optimization of IPL related search queries.

4. NASHER MILES

- Landing page loading speed was up to the mark on the desktop (80+) while on mobile it was too slow.
- The IPL Landing page was also optimized for CSK merchandise queries but they forgot to use their target keyword in H1 heading.
- Apart from this, its YouTube channel was missing IPL 2020 branding.

5. TV9 BHARATVARSH

- The news channel's IPL landing page was optimized for IPL keywords but the brand, like Nasher Miles, missed target keywords in H1 heading.
- They also had a poor landing page loading speed on desktop and mobile devices.
- Apart from this, their YouTube channel had no IPL commercial.

OTHER MENTIONS

1. BOAT & WROGN

Both of these websites did an amazing job with website technical SEO & YouTube SEO and gave tough competition to TV9 Bharatvarsh for 5th position.

However, due to lack of their on-page optimization strategy, they didn't make it to the top five. They didn't update their landing page's title, meta description and content to have targeted IPL keywords.

2. MAKE MY TRIP

Make My Trip, which gets over 32 million traffic from organic search every month, failed to rank in top five, all because they didn't optimize for the on-page SEO.

They have a high domain authority on search engines and could have used this opportunity to generate organic traffic and get more users from this season.

3. COLGATE

We came across Colgate's website content pillar strategy last year and were amazed to see how well they have structured and optimized their website content to make it easy for crawlers to understand the content which in turn helps in improving their rank on search engines.

But in IPL, Colgate failed to outperform other brands on the SEO front as this year, they didn't focus on SEO and did not create a dedicated page for IPL.

Had they built a landing page which was fully optimized for IPL 2020 queries, they could have gotten more brand awareness out of their IPL 2020 ad spend.

DISCOVERABILITY

Discoverability is a measure of how well your content can be discovered on Google and YouTube.

In this report, we analyzed IPL sponsors and see if they ranked for brand and IPL commercial keywords. Or some another brand or channel usurped that keyword.

KEY RANKING FACTORS:

- Discoverability on the Google Search Engine
- Discoverability on YouTube
- Ad Ranking

KEY POINTS

- 40 IPL sponsors had no discoverability on YouTube and were not in top 10 results for keywords related to their brand IPL ads.
- 29 IPL sponsors had no discoverability on Google and were not in top 10 results for the keywords related to brand IPL commercials.
- Dream 11 won this category as they were easily discoverable on both Google & YouTube Search. Apart from strong competition from other websites and YouTube channels that copied and posted dream 11 content on their website, they were able to maintain their position in the top 10 searches.
- Some brands like Lupisafe, Muthoot Fincorp, Max Life Insurance, and Nippon Paint gave a tough fight for the fifth position to DP World but due to lower search ranks on the first search page when compared to DP World, they failed to make it in top five.

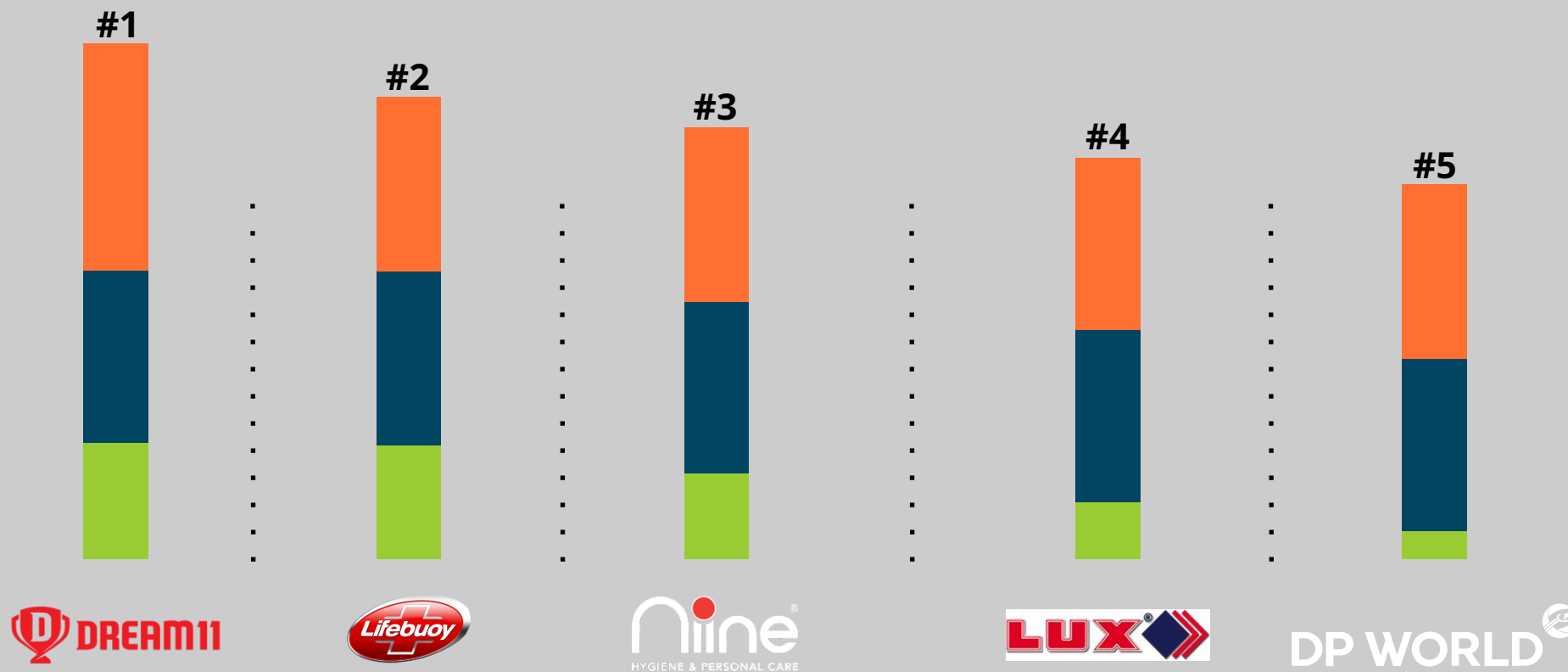


68%

Brands are Discoverable
on YouTube

THE WINNERS: TOP FIVE

Google Discoverability YouTube Discoverability Ad Content



THE WINNERS

1. DREAM 11

Dream 11 was not only outstanding with the *ye apna game hai* campaign but also came out as a winner on the discoverability parameter. They were able to make sure that their IPL ads or commercials were easily discoverable on Google and YouTube search and ranked on the first page.

2. LIFEBUOY, NIINE INDIA, LUX COZI

All the three brands stood second together as they fought for the second position in our discoverability ratings. They all did pretty well with their IPL ads and ranked on the first position for their brand queries related to their IPL ads.

To finalize the second position winner, we had to look at their ad content as it also played a major role in SEO.

Better the content, better will be the average view duration and better the engagement.

Lifebuoy scored the second position for creating an IPL ad which starred RCB players and talked about how to fight corona and thus making a strong connection with the users.

Niine India scored third position with their IPL Ad starring Rajasthan Royal Players and talked about period taboo in India.

Lux Cozi's IPL ad was brilliant and starred bollywood star "Varun Dhawan" but had no IPL star. This ad was an extension of their marketing campaign *suno apne dil ki* which pushed them to fourth position.

3. DP WORLD

DP World, one of the biggest global logistic partners in the world, scored fifth position in the discoverability category. Its IPL ads were easily discoverable on Google and YouTube Search and ranked in the top 10 spots for a brand + IPL commercial keywords.

They failed to make their spot in top three winners as their discoverability was less due to lower position ranks on the first page of Google and YouTube.

SEO MAN OF THE SERIES: DREAM 11

SEO is probably the most dynamic and fluid marketing technique. A lot of variables are not in your control. It's so vast that insights from the same set of data can vary and be numerous.

With this report, we have tried to give our view on how well brands were prepared for IPL related search and brand queries. Interestingly, most of the brands didn't prepare well. Their strategy ended with buying media spots and sponsorships.

For instance, CRED, even with such a powerful messaging, didn't plan for organic traffic. Some brands did get it right. However, almost all the brands didn't have a complete strategy.

The brand which hit all the balls for six was Dream 11. The fantasy gaming app grabbed 10,000 visitors from IPL team-related search queries from search engines. They not only worked in creating IPL content but also focused on distribution and discoverability of that content on search engines clearly stood out among all the sponsors and advertisers.

Nasher Miles gave a tough competition to Dream 11 and

created better and engaging content than Dream 11. But they failed to generate traffic from their content as their strategy lacked initial keyword research to find out keywords that would have been more beneficial for them.

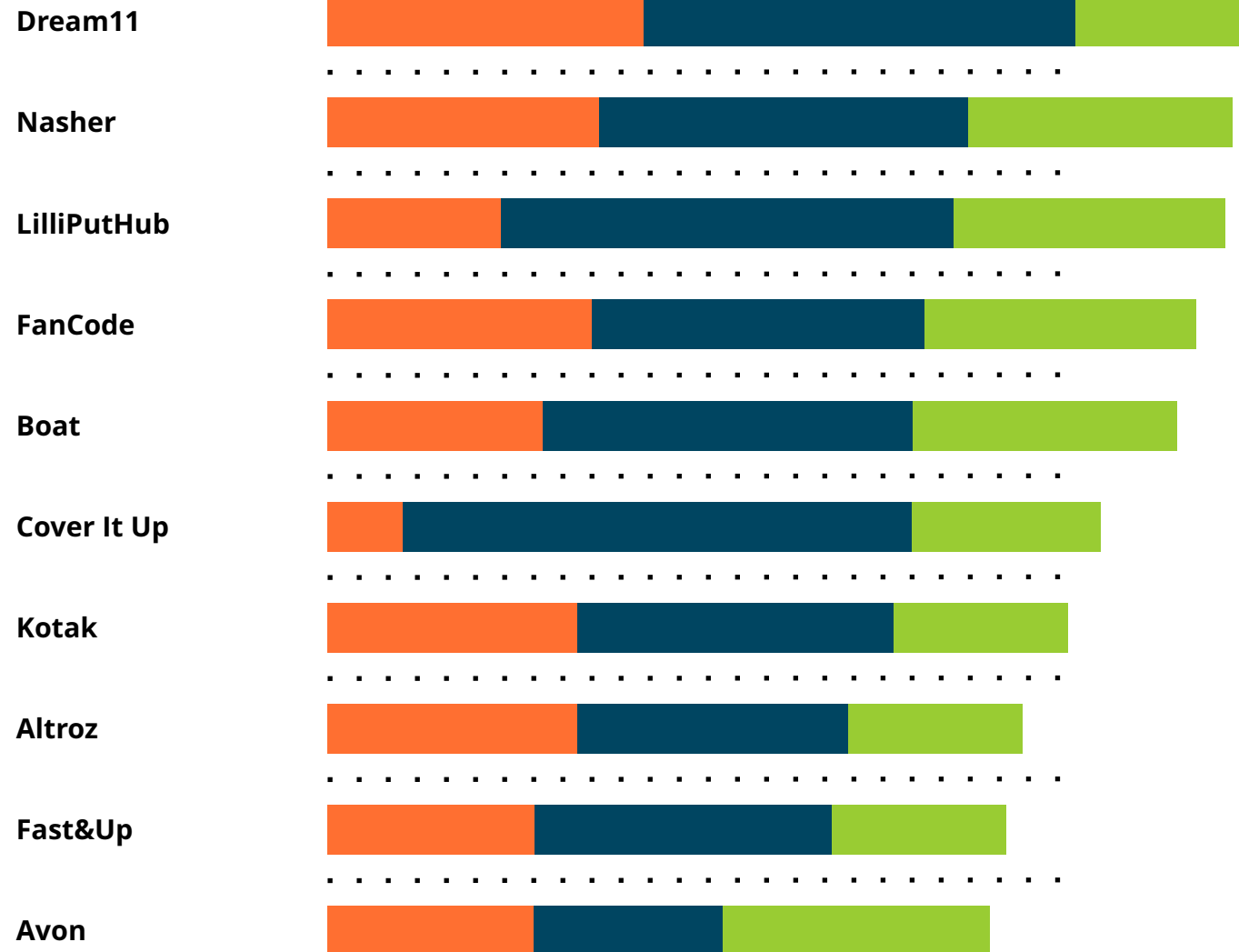
Dream 11's success to generate organic traffic during IPL proved that to generate traffic from Search during IPL, you need a perfect mix of:

- Keywords that a brand should target to catch traffic for IPL-related search queries
- Unique and dedicated IPL content and landing page, and
- A plan to target search queries around their brand's TV or social media campaigns.



TOP 10 WINNERS

■ Campaign landing page and website ■ Technical, On-Page, & YouTube SEO ■ Discoverability on search engines



WHO WE ARE

We are a data-driven marketing company specializing in performance marketing, search engine optimization, and analytics. We help businesses maximize ROI on digital advertising using analytics and data-driven techniques.



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