

Case Study - Groww

By Das Writing Services Private Limited

94338 22497

www.daswritingservices.com

GROWW - COMPANY PROFILE



Groww

The company has made investment Easy, Fast & Transparent for over 40 million people across India. We have further helped them educate their audience by writing Informative On-Page Blogs, Website Content and Backlinking Blogs.

Our collaborations developed out of a shared passion for spreading financial knowledge in a simple manner.

One year down the line, Groww is one of the most popular fintech companies, catering to more than 10 million active investors every day.

In this huge milestone, we made our humble contribution by creating content that not only engages but makes investment a popular choice for the young Indians.

MAJOR ROADBLOCKS

1. Lack of financial literacy in the market
3. Popular sentiment against investments

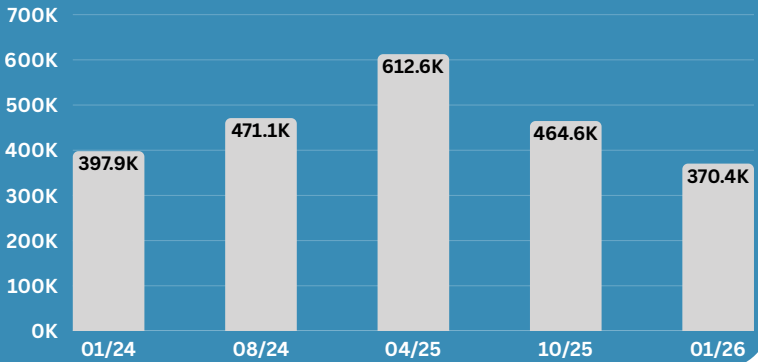
ENTERS DWS IN JAN 2022



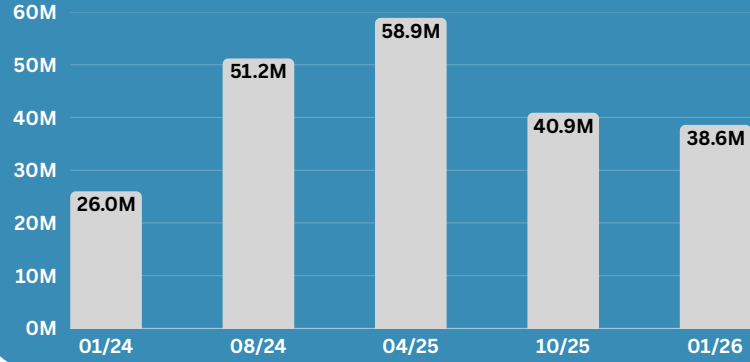
THE RESULTS (AS ON JAN 2026)

COMPARATIVE PERFORMANCE ANALYSIS FROM JAN '24 TO JAN '26

Keywords Ranking in Top 10



Organic Traffic



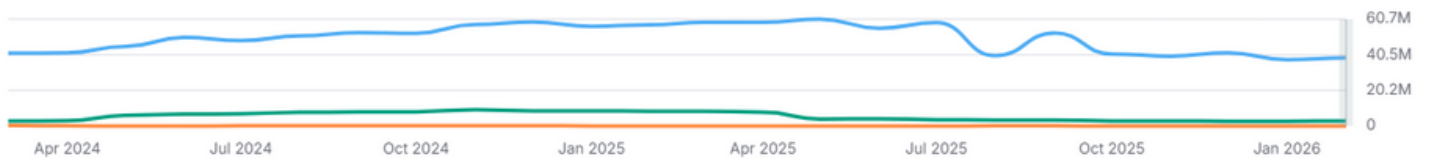
SEMRUSH RESULTS OF GROWW.IN FROM JAN '24 TO JAN '26

1M 6M 1Y **2Y** All time

Days Months [Export](#)

Traffic

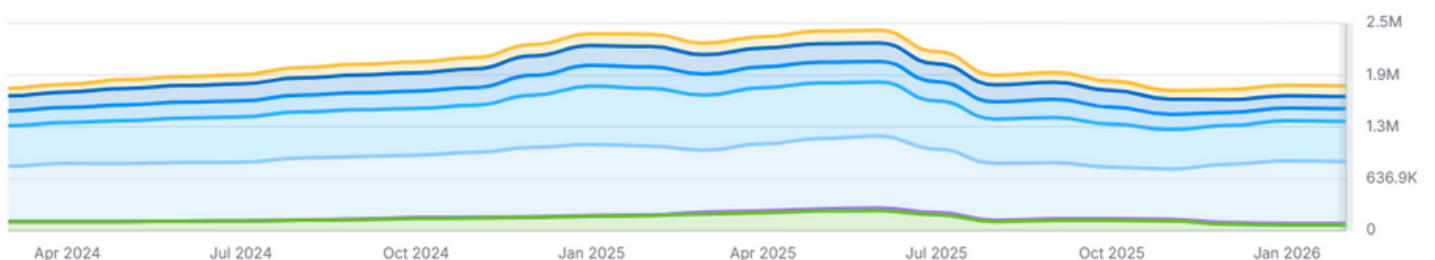
☒ Organic Traffic ☒ Paid Traffic ☒ Branded Traffic



Keywords

Organic Paid

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ AI Overviews ☒ Other SERP Features



GROWW.IN NOW

372.7K

Keywords Ranking in
Top 10

1.02M

Keywords Ranking in
Top 50

465.6K

Total Indexed Pages

50

Domain Authority

HOW WE DID IT IN 24 MONTHS



1250
Blogs



40+
Website
Pages



5
Copies
Daily



100+
Pages/
month

To propagate financial literacy among the target audience, we, along with Groww, listed down every possible topic which investors should know about, in the world of finance. They included:

- *Mutual funds*
- *Commodity trading*
- *Stocks and shares*
- *Bonds,*
- *IPO*
- *Trading strategies*
- *Futures and options*
- *Stock market analysis*
- *Income tax*
- *Credit card*
- *Union Budget*
- *Credit score*
- *Business loans*
- *Bank FD pages*
- *Pension and retirement schemes, etc.*

SOLUTIONS TO THE CHALLENGES FACED



Financial Blogs

We developed blogs which contained all the information a newbie investor needs to know in order to get started. We made it a point to make the language reader-friendly and use as less industrial jargon as possible.



Content Revamps

Creating new content is not enough to sustain performance. We revamped existing content simultaneously to maintain existing users while acquiring new audience regularly.



Frequently Asked Questions

We also included several Frequently Asked Questions in all of the blogs to enable the company's website to rank on Google's People Also Ask section.

WHAT WE LEARNT FROM OUR PARTNERSHIP?

The partnership with Groww taught us several things. We learnt how to:

- Explain critical finance-related topics in easy-to-understand language.
- Maintain knowledge-depth while not compromising on lucidity in user experience.
- Watch a startup become a household name for young investors in India.

Following are 15 keywords on which we have written content for Groww. Please click on these keywords to visit its corresponding blog or webpage live on our client's website.

Sl. No.	Primary Keyword	Search Volume	 SERP Rank	Content Type	Written On
1	SBI mutual Fund	3,01,000	3	Product Page	07/24
2	SIP	2,01,000	1	Product Page	07/24
3	Tick Trading	1,65,000	8	Blog	07/24
4	Intraday Trading	33,100	1	Informational Page	07/24
5	Capital Gains Tax	27,100	6	Informational Page	07/24
6	YTD full form	18,100	1	Informational Page	08/24
7	Short Term Capital Gain on Shares	14,800	2	Informational Page	06/24
8	Liquid Funds	12,100	1	Category Page	08/24
9	Historical Gold Rates	12,100	1	Blog	09/24
10	TREPS	6,600	1	Blog	03/25
11	Difference between SIP and Mutual Fund	4,400	1	Blog	08/24
12	Best AI Stocks in India	3,600	1	Blog	11/25
13	Pivot Point	2,400	3	Informational Page	07/24
14	Rolling Returns	1,900	1	Informational Page	07/24
15	Index Fund vs Mutual Fund	1,600	1	Blog	07/25

*These Google SERP ranks were recorded on January 2026