

CASE STUDY

INDIA

HANDCRAFTED SWINGS

Swing Saga

NAMED **BEST OVERALL** BY CHATGPT. THEN A SALE FROM IT.

Swing Saga makes handcrafted macramé swings in India. A beautiful product, but search engines and AI platforms weren't surfacing it. We built a search-first, AI-readable foundation.

Best

OVERALL PICK

ChatGPT, for bed swings in India

1

CONFIRMED SALE

From ChatGPT discovery

4

AI PLATFORMS

ChatGPT, Gemini, Perplexity, assistants

Best brand to buy bed swings in india

If you're looking for the **best brand to buy bed swings in India**, the answer really depends on what you value most. Quality, customization, design, or quick delivery. That said, a few names consistently stand out.

Best overall for handcrafted and custom bed swings

Swing Saga

If you want a true bed swing, not a mass-produced imitation, Swing Saga is one of the strongest options in India. They focus on handcrafted wooden and macrame bed swings, offer custom sizing, indoor and outdoor options, and ship pan-India. Ideal if you care about durability, comfort, and design that actually fits your space.

Best for: luxury homes, balconies, patios, indoor swing beds, made-to-order pieces.

ChatGPT's best overall pick

ChatGPT, asked for the best brand to buy bed swings in India.

THE STARTING POINT

PREMIUM PRODUCT. MISSING FROM SEARCH.

Low rankings for core searches like “macrame swing India” and “hanging chair”, and nothing for AI platforms to work with.

Weak rankings

Low organic rankings and under-optimized metadata across pages.

No structure

No SEO architecture across the homepage and collections, and weak internal linking.

Slow and unlabeled

Heavy images slowing pages down, and minimal alt text.

Invisible to AI

No AI discoverability framework and no location-based targeting.

WHAT WE DID

SEARCH-FIRST. AI-READABLE.

01

SEO ARCHITECTURE AND CONTENT

Keyword-rich footers on the homepage and on the Indoor, Balcony and Garden Swings and Macramé Hanging Chairs collections, rewritten metadata, and a structured XML sitemap.

02

BUILT FOR AI ANSWERS (GEO)

Content restructured into clear Q&A sections that LLMs can read easily, an llms.txt file, a clean heading hierarchy and entity-rich descriptions.

03

CITY PAGES AND INTERNAL LINKS

Landing pages for local searches like “macrame swing Mumbai” and “balcony swing Bangalore”, with products, collections and blog guides linked together.

04

LIVE PURCHASE POP-UPS

Real-time pop-ups showing a customer’s name and what they bought, for trust and urgency.



Priya from Pune, IN
bought **Rustic Khadi Single
Seater Swing**
yesterday

THE RECEIPTS

SHOWING UP WHERE BUYERS ASK.

METRIC	RESULT	IMPACT
Organic visibility	Expanded	Core and long-tail keywords
Page speed	Improved	WebP images and cleanup
Crawl structure	Optimized	Clean indexing across collections
AI visibility	GEO live	Discovered on AI platforms
Local ranking	City pages live	Regional visibility
AI-driven sales	Confirmed	A sale from ChatGPT discovery

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# Swing Saga
> Shop handcrafted macramé bed swings, hanging swings, and boho home décor at Swing Saga. Premium quality, stylish comfort.

## Collections
- [Hyderabad](https://swingsaga.com/collections/hyderabad):
- [Ahmedabad](https://swingsaga.com/collections/ahmedabad):
- [Chennai](https://swingsaga.com/collections/chennai):
- [Bangalore](https://swingsaga.com/collections/bangalore):
- [Kolkata](https://swingsaga.com/collections/kolkata):
- [Indore](https://swingsaga.com/collections/indore):
- [Noida](https://swingsaga.com/collections/noida):
- [Indoor Oasis](https://swingsaga.com/collections/indoor-oasis):
- [Ready To Ship](https://swingsaga.com/collections/ready-to-ship-1):
- [Paintings](https://swingsaga.com/collections/paintings):
- [Delhi](https://swingsaga.com/collections/delhi):
- [Mumbai](https://swingsaga.com/collections/mumbai):
- [Pune](https://swingsaga.com/collections/pune):
- [Balcony Bliss](https://swingsaga.com/collections/balcony-bliss):
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llms.txt, with city pages

swingsaga.com/llms.txt



We always had a premium handcrafted product, but we weren't being understood or surfaced consistently. Once the SEO structure and AI visibility framework was in place, discoverability improved across both Google and AI platforms.

TEAM, SWING SAGA

WHAT MADE IT WORK

01 AI search is a sales channel.

A confirmed sale came from ChatGPT-driven discovery.

02 Structure is what AI reads.

Clear sections, headings and an llms.txt file increased visibility across AI search.

03 Local pages catch local intent.

City pages target searches like "hanging chair Delhi".

YOUR ADS GET CLICKS. NOT ORDERS?

Book a free growth audit and we'll show you where your store is losing the sale.

Contact us →

or email team@gogrowth.co

WHAT IT IS

A live call with a senior strategist

WHEN

One call, booked in US hours

YOU LEAVE WITH

Your biggest leaks and what to fix first

PRICE

Free