CASE STUDY

Banyan

Turning a mission-driven organic brand into a store that actually sells

Banyan Roots × Sirican

Website Design & Development · eCommerce · SEO · Conversion Optimization

Client Banyan Roots Organics Pvt. Ltd. — organic & natural foods

Market Direct-to-consumer, conscious buyers across India

Prepared by Sirican · sirican.com

Building a modern eCommerce store for Banyan Roots

INDUSTRY	LIVE SITE	WORK DELIVERED
Organic food & D2C eCommerce	**banyanroots.in**	**Website · eCommerce · SEO · CRO**

Banyan Roots is an organic food brand with a genuine mission. Rooted in tribal wisdom and sustainable farming, the company works with a community of over 1,000 organic farmers to bring pure, honest food from the soil to conscious kitchens across India. Years of quality and word of mouth had earned a loyal following — much of it built on an active, engaged social media presence.

What the brand did not have was a website that could carry that reputation forward. The existing site was static and outdated, with no real store to sell through. A large, engaged social audience had nowhere to convert, and the pages did not adapt well to the mobile shoppers who make up most of the traffic. Banyan Roots needed an eCommerce presence built from the ground up — one that could match the quality of the products and turn everyday social interest into actual orders.

> **THE BRIEF**
> This was never just a redesign. It was about turning a trusted brand and a highly engaged audience into a store that actually sells.

Rebuilding the site around the shopper, not the brochure

The old site asked visitors to admire the brand rather than buy from it. Products were hard to find, there was no clear path to purchase, and the story that makes Banyan Roots special was buried out of sight. We redesigned and rebuilt the entire site on WordPress, Elementor Pro and WooCommerce, structured around the way people actually shop for everyday organic food.

Key goals for the new website

- A clear, category-led structure across pulses, spices, oils, flours, cookies, natural foods and dry fruits
- A responsive, mobile-friendly build for an audience that arrives mostly from social media
- Prominent calls to action and a friction-free cart and checkout on every page
- An SEO-ready foundation, with clean structure and search best practices built in from day one

Building a store designed to convert

A good-looking store is not enough if it does not sell. We built the shopping experience around momentum — guiding visitors from first scroll to checkout with as little friction as possible, and giving first-time buyers easy, low-risk ways to say yes.

- A curated **best sellers** section that builds instant confidence for new buyers
- A ready-made **Organic Trial Kit** that lowers the barrier to a first order
- Wishlists and a free-delivery threshold that encourage larger baskets
- A dedicated wholesale & bulk-enquiry flow that opens a B2B revenue channel

Letting the farmer story do the selling

Banyan Roots earns trust through its story, so we gave that story room to breathe. The people, the sourcing and the mission are woven through the experience rather than hidden on an about page — visitors don't just see a price, they understand why the food is worth it and who they support with every purchase.

- Farmer features and brand videos that connect the product to real people
- Product spotlights and recipe content that show the food in everyday life
- Honest customer testimonials placed where they influence the decision to buy

Built for growth beyond the storefront

We delivered more than a shop — the platform gives Banyan Roots the tools to keep growing its audience and revenue over time, all easy for the team to manage without depending on a developer.

- A blog that supports content marketing and long-term organic search
- A newsletter signup that grows an owned audience the brand controls
- WhatsApp chat that keeps help and reordering one tap away

The transformation

Before	After
A static brochure site with no way to sell	**A complete WooCommerce store built to convert**
Social interest with nowhere to go	**A clear path from follower to paying customer**
Pages that did not adapt to mobile	**A responsive, mobile-friendly shopping experience**
The brand story buried out of sight	**Farmer-led storytelling woven through the journey**
No structure to grow on	**An SEO-ready foundation with room to scale**

The results

A modern, search-ready store that finally matches the quality of the products — where a loyal social audience can shop in a few taps, on a clean, optimized foundation built to guide visitors toward a purchase.

92	85	0.008	1.0s
SEO SCORE / 100	ACCESSIBILITY / 100	LAYOUT SHIFT · CWV PASS	FIRST PAINT (DESKTOP)

Source: Google Lighthouse via PageSpeed Insights, homepage, July 2026 (desktop lab data). The SEO score of 92 and near-zero layout shift confirm a clean, search-ready, visually stable build. Growth metrics such as organic traffic, conversion rate and orders to be added from Google Analytics once client-approved.

> *"This is by far the best organic store. The price, the quality and authenticity of claims, the variety, and the passion for good are unique parameters that set this brand apart from the rest."*
>
> — Patrali Chakrabarty, Banyan Roots customer

THE SHIFT

From a static brand site that could not sell, to a modern store that turns an engaged social audience into real, repeatable revenue.

Ready to turn your audience into revenue?

Sirican works with brands serious about growth — website, eCommerce, SEO, content and performance, built as one system.

Let's talk → sirican.com