

SEO Case Study I

Introduction:

- Client's core focus has always been the best user experience and customer satisfaction
- In sustaining this, we have achieved 3 million page views and 2.5 million user visits in less than a year.
- It is a significant achievement making it highly competitive and dynamic for the competitors.

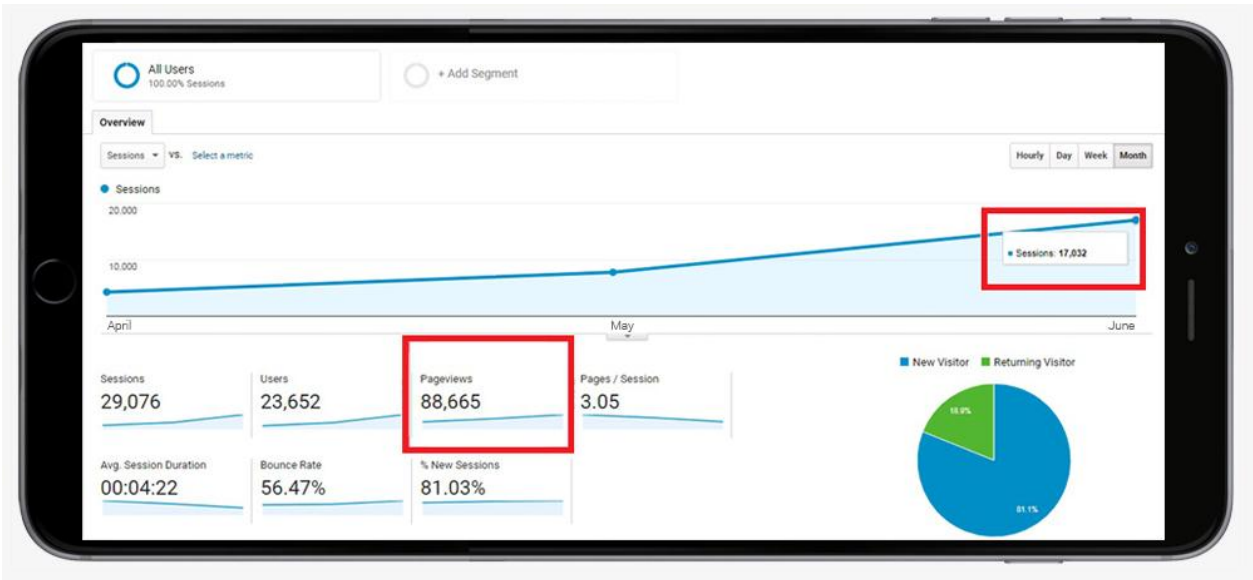
Challenges faced to increase traffic:

Portal was a new launch and well – established competitors were a great challenge. In order to build a strong presence amongst its competitors, it was necessary to differentiate the brand effectively

Below are the major challenges faced :

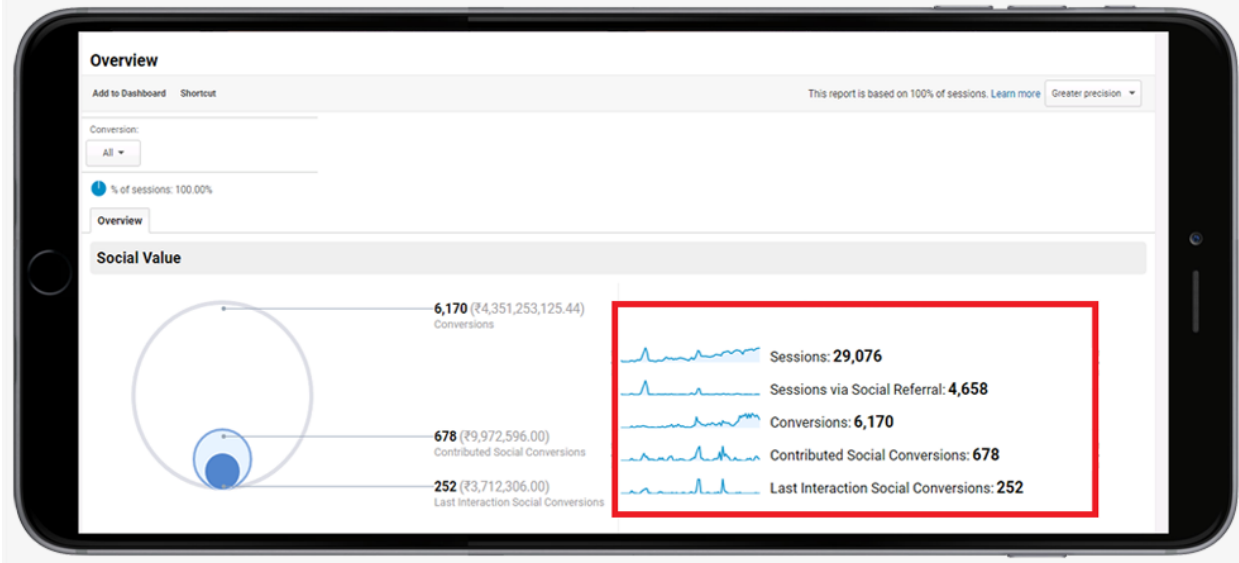
i. SEO Challenges:

- To build its brand and increase organic traffic only through the way of SEO, Social Media Campaigns, Content Marketing. Paid campaign was not an option in the initial year
- After the completion of the first quarter, the maximum session recorded were 454
- The maximum sessions sustained at an average of 568 on a daily basis, which was not going to help Client attain its Goal



ii. Social Media Challenges:

- Social Media being one of the major source for establishing brand awareness and gaining a good number of visitors, creating an account solely made no big difference!



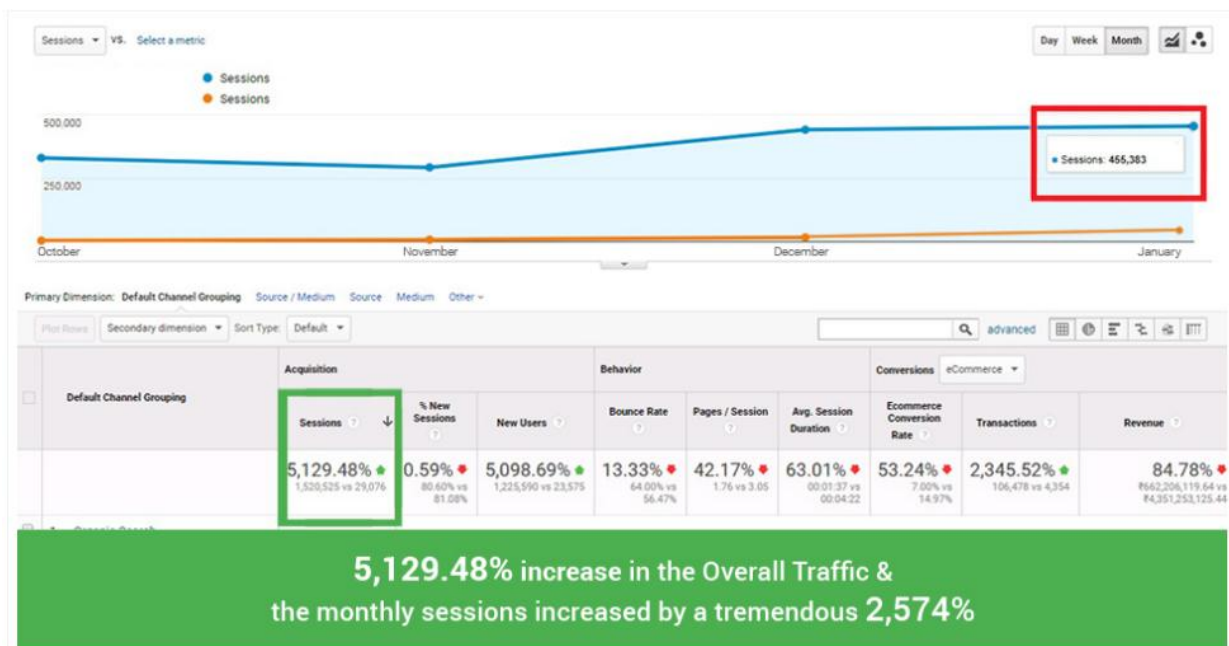
iii. Other challenges to list a few:

- Planning a consistent content strategy
- Taking a holistic approach that includes varied content that's designed to educate, entertain, inspire, and delight new viewers/shoppers.

Strategies adopted to effectively solve these problems:

i. Strategy for SEO

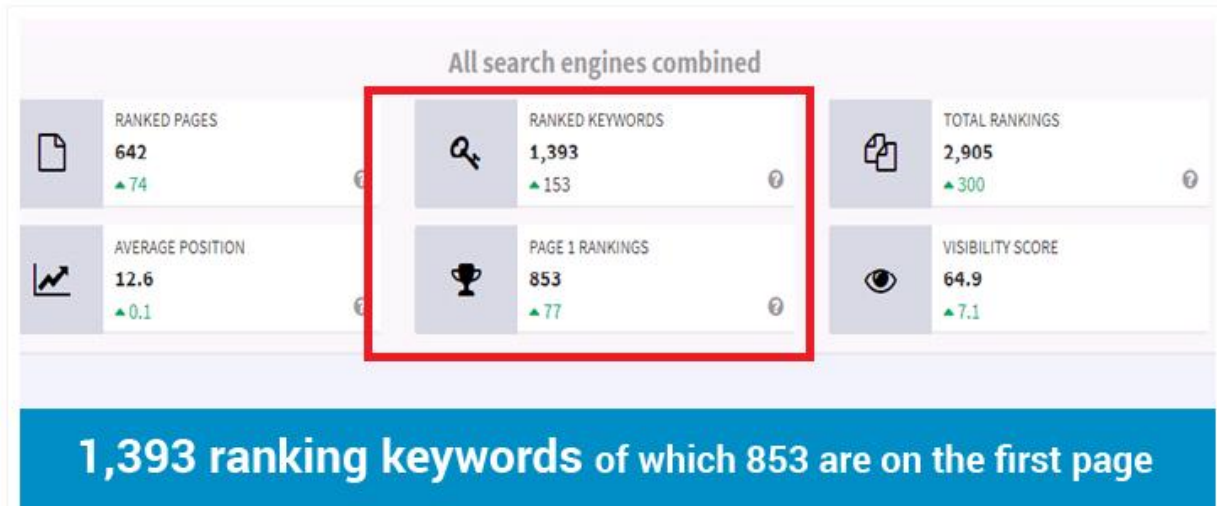
- A comprehensive audit was performed for higher conversion-focus & better rankings
- A focused effort on improving the technical optimization of the site and fixing any issues that affected the user experience
- Loopholes in the conversion funnel were identified and corrected to reduce bounce rate
- Content efforts were guided by delivering detailed quality keyword research and educating them on improved blogging methodologies



Traffic Increase



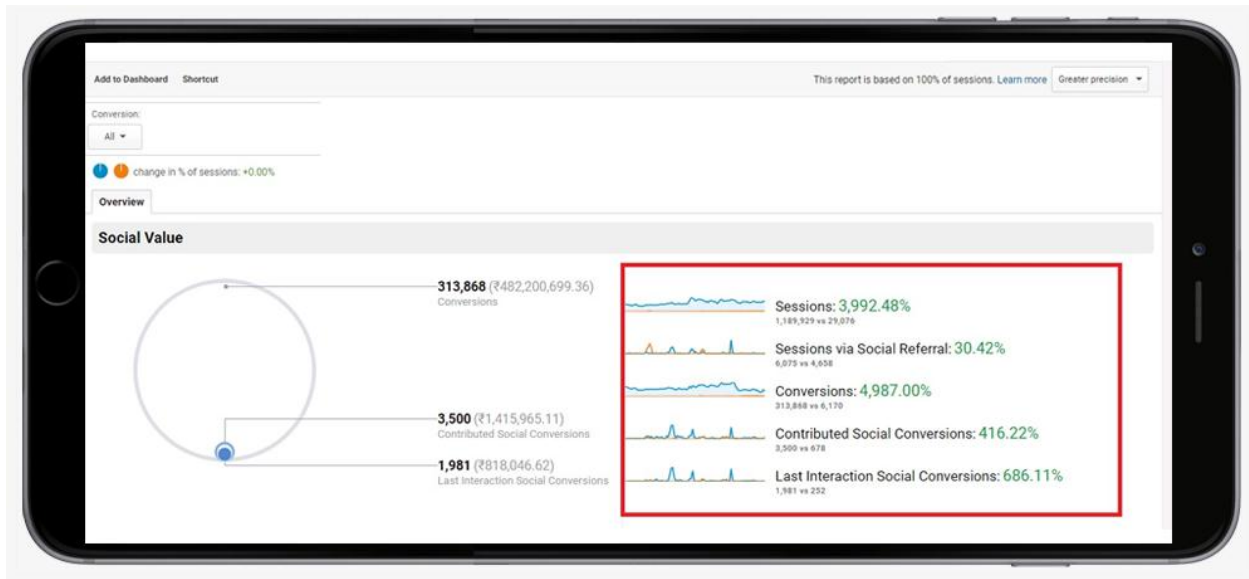
Increase in Page Views



ii. Social Media Strategy:

- We focused on the social media campaigns to make people aware about the unique feature – All-in-one-umbrella
- Various attractive banners, notifying existing fans & followers, post content that gets shared, running viral Facebook contests etc.

Result:

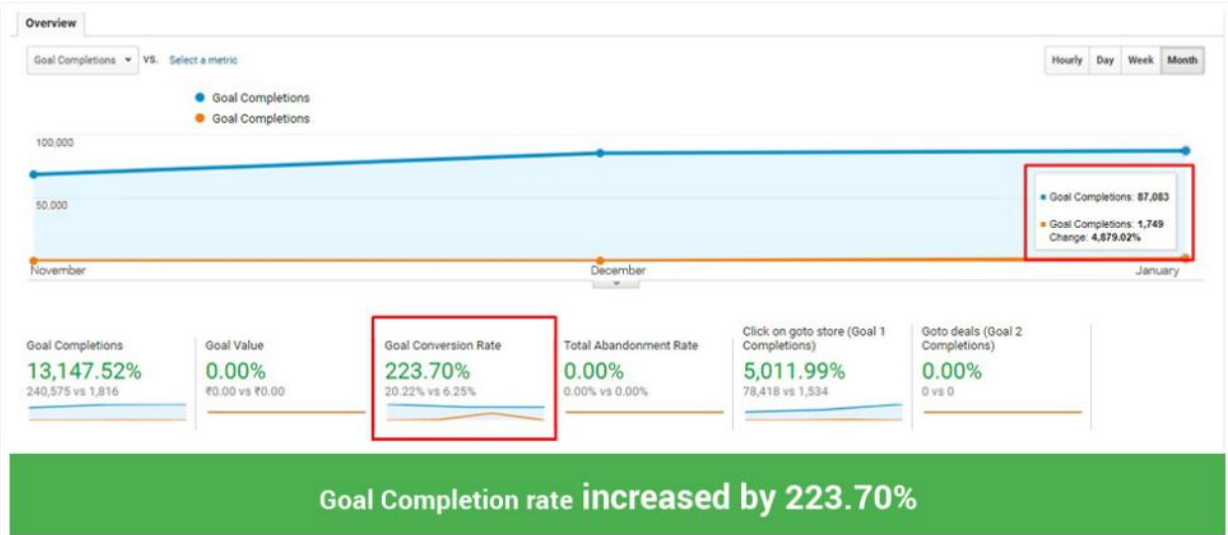


iii. Content Distribution:

- In addition to the above, robust plans were executed including articles writing blogs, Press Releases and Media campaigns to boost curiosity that attracted the shoppers/viewers/users.
- We used the perfect brand promotional contents to glue users/shoppers and this automatically increased new users & returning users.

How did all of above strategies contributed to business:

Goal conversion increased by **223.70%**



SEO Case Study II

Introduction:

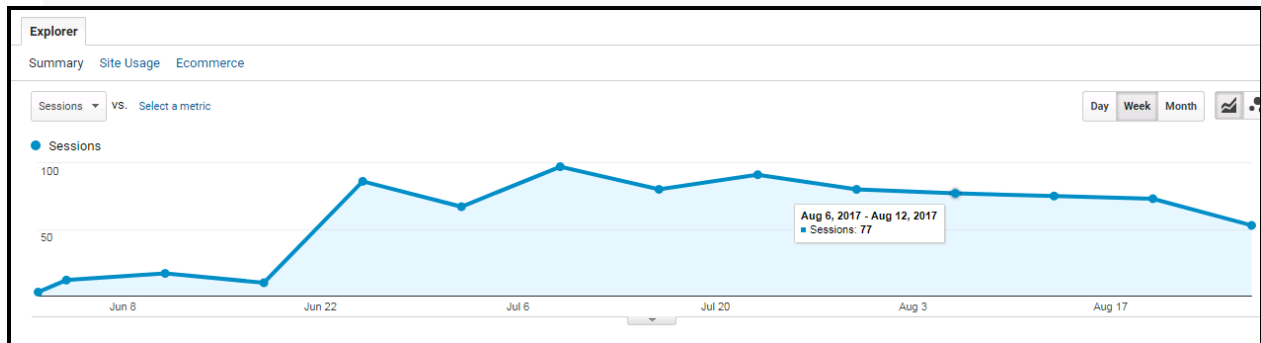
- Our client offers a range of unrivalled aesthetic laser treatments for men & women.
- As a new bee in this highly competitive service it was difficult for them to attract converting leads.

Challenges faced to increase traffic:

Below are the major challenges faced :

i. SEO Challenges:

- When this client approached us their website was not optimized for the search engines.
- None of the priority keywords were ranking in the top 50
- Average no. of daily users on the site was approx. 18. This was not helping their business achieve its goals.



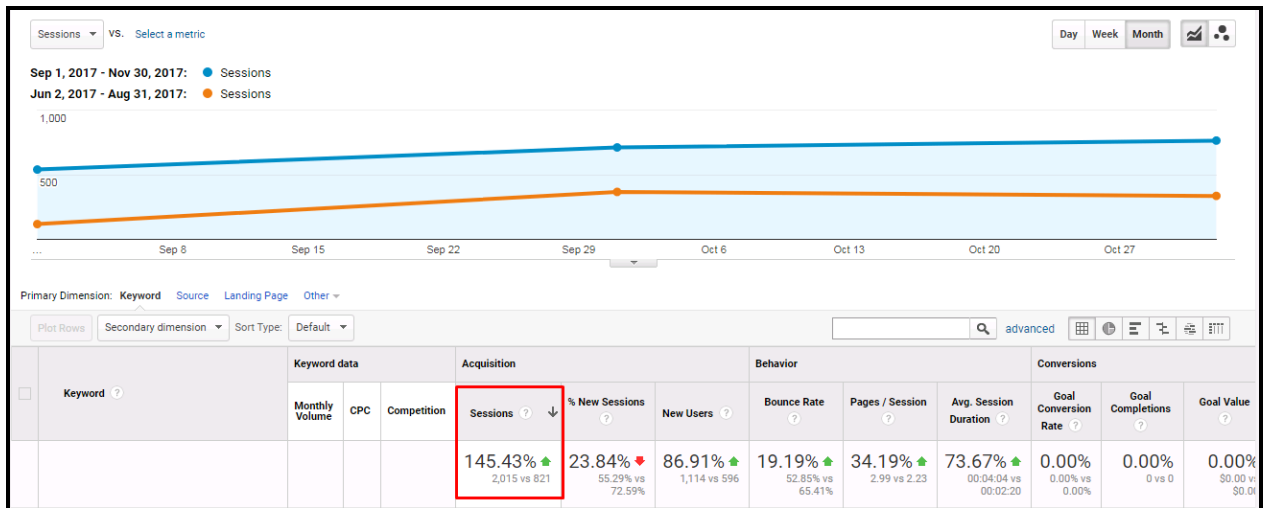
ii. Other challenges to list a few:

- Planning a consistent content strategy
- Taking a holistic approach that includes varied content that's designed to educate, entertain, inspire, and delight new viewers/shoppers.

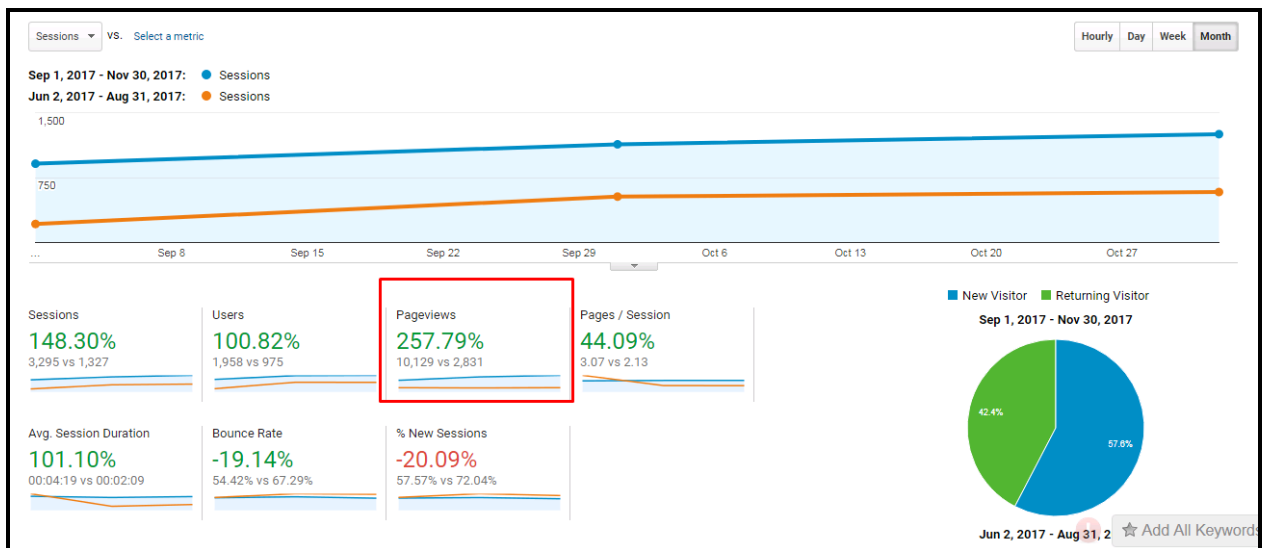
Strategies adopted to effectively solve these problems:

i. Strategy for SEO

- A comprehensive audit was performed for higher conversion-focus & better rankings
- A focused effort on improving the technical optimization of the site and fixing any issues that affected the user experience
- Loopholes in the conversion funnel were identified and corrected to reduce bounce rate
- Content efforts were guided by delivering detailed quality keyword research and educating them on improved blogging methodologies



Traffic Increased by **145.43%**



Page Views increased by **257.79%**

ii. Content Distribution:

- In addition to the above, robust plans were executed including articles writing blogs, Press Releases and Media campaigns to boost curiosity that attracted the shoppers/viewers/users.
- We used the perfect brand promotional contents to glue users/shoppers and this automatically increased new users & returning users.

How did all of above strategies contributed to business:

117 Search Queries were on the **1st Page** of Google!!