

SEO Services for Coupon & Deals Marketplace

PROJECT DETAILS

 Digital Marketing

 Aug. 2020 - Apr. 2021

 \$10,000 to \$49,999

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"They're passionate about delivering results to the client and always thrive to reach our goals in the given timeline."

PROJECT SUMMARY

SEO Yodha provided SEO services for a coupon and deals marketplace. Their goal was to increase the client's conversion rates for the platform.

PROJECT FEEDBACK

Three months since the beginning of their partnership, SEO Yodha has helped the client push the client's website to the top three search engine results. As expected, this also increased their organic traffic and customer engagement. The client called their workflow smooth, helpful, and enjoyable.



The Client

Please describe your company and your position there.

I am Assistant manager Sales Marketing and alliances in GrabOn. GrabOn is a pioneer in affiliate e-commerce to provide the most authentic and updated coupons and deals in India. I am responsible for strategic alliances and partnerships at GrabOn.



Gitesh Aggarwal
Assistant Marketing Manager,
GrabOn



Advertising & Marketing



11-50 Employees



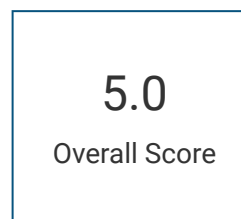
India

The Challenge

For what projects/services did your company hire SEO Yodha, and what were your goals?

We hire SEO Yodha to increase the traffic of our website and generate leads for our clients through CPM, CPA, CPR campaigns. Goals: Increased organic searches and reaching out to the target audience . Increased CR% on the website.

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

How did you select this vendor and what were the deciding factors?

After intensive market research and through linkedin references, I was able to jot down few SEO agencies and SEO Yodha proved to be the most trustable brand to go ahead with.

Describe the scope of work in detail, including the project steps, key deliverables, and marketing tools used.

Initially we started with 35 keywords for our website which includes major proportion of transactional keywords followed by informational keywords. Within the duration of 3 - 4 months, most of our keywords ended up in the first page and even in top 3 searches of Google Search results. Marketing tools used: Paid marketing tools like Ahref and SEMRush

How many resources from the vendor's team worked with you, and what were their positions?

Point Of Contact: SEO Team Lead and Project Manager

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

As mentioned earlier, over the duration of 3 months, most keywords ranked in the first page of the Google Search results with few of them even coming to the top 3 searches. It helped us with increased organic traffic and customer engagement over the platform which helped us with increased convertibility for the brands we partnered with.



How effective was the workflow between your team and theirs?

The workflow was pretty smooth. The POCs were really helpful and TAT was really less for any of the queries raised. Enjoyed working with the team!

What did you find most impressive or unique about this company?

Truely passionate about delivering results to the client and always thrive to reach the goals and target in the given timeline.

Are there any areas for improvement or something they could have done differently?

not really. Wonderful team. Keep the great work on!

