WHO THEY ARE

Top 50 Real Estate Company of Mumbai, India

CHALLENGES

- CPL was almost double
- Low count of website traffic and leads flow

OBJECTIVE

- Increase website traffic and generate leads at low CPL

WHAT SERVICES DO WE OFFER

- Paid Campaign on Google & Facebook, Instagram and Taboola
- Creative Services
**Strategic Overview**

- Started with a paid campaign on Google, Facebook – Instagram to generate leads and increase brand awareness.

**Key Performance Indicators**

- **33% Bounce Rate**
  - Dropped from 70% to 33%

- **88% Website Speed**
  - Increased from 30% to 88%

- **40% Cost Per Lead**
  - Cost dropped by 40%

- **90% Visitor**
  - New 90% Direct: 0.5%
  - Others: 0.5%
WHO THEY ARE

World’s Largest Pharma & Biotech Manufacturer & Exporter

CHALLENGES

- No keywords were ranking on Google
- Poor Website Traffic & traction although largest company

OBJECTIVE

- Increase website traffic
- Rank targeted keywords on 1st Google Page

WHAT SERVICES DO WE OFFER

- Website Maintenance
- Search Engine Optimization
- Content Management

900% Website traffic increased by 900%

39% Bounce rate dropped to 80% to 39%

82% Website Speed increased by from 46% to 82%
1st GOOGLE RANKING
Ranked 40 keywords out of 65 in 5 months on Google's 1st Page.

93% VISITOR
New 93% Direct : 2% and Others: 5%

- Executed strong on page and off page SEO to rank keywords
- Content enhancement
Ranked 40 keywords out of 65 in 5 months on Google’s 1st Page.

<table>
<thead>
<tr>
<th>KEYWORDS</th>
<th>GOOGLE RANKING</th>
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<tbody>
<tr>
<td>MANUFACTURERS OF VITAMIN D3</td>
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<tr>
<td>CHOLECALCIFEROL MANUFACTURER INDIA</td>
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<td>VITAMIN D3 SUPPLIERS</td>
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<td>ACTIVATED DIMETHICONE POWDER</td>
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</table>
**WHO THEY ARE**

One of the India's most reputed and leading manufacturer & supplier of Industrial Garments, Uniforms and all kinds of Safety Products.

- To compete with other leading & known brands
- A new website with lack of good content and targeted keywords
- Website with low mobile speed
- Low count of website traffic and leads flow
- No Conversion through website

**CHALLENGES**

- Increase website traffic and sales enquiries
- Rank keywords on 1st Google Page
- Increase engagement on all top social Media Platforms

**OBJECTIVE**

**WHAT SERVICES DO WE OFFER**

- Website Development and Hosting
- Search Engine Optimization
- Modified the website content
- Executed strong SEO activities to rank targeted keywords
- Increase backlinks

1st
GOOGLE RANKING
Ranked 50 keywords within 2 months on Google's 1st Page.

39% BOUNCE RATE
Dropped to 80% to 39%

40% WEBSITE SPEED
Increased from 30% to 40%

90% VISITOR
New 90% Direct: 5%
and Others: 5%
Ranked 50 keywords within 2 months on Google 1st Page

<table>
<thead>
<tr>
<th>KEYWORDS</th>
<th>GOOGLE RANKING</th>
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</thead>
<tbody>
<tr>
<td>WORKWEAR MANUFACTURERS IN INDIA</td>
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<tr>
<td>WORKWEAR MANUFACTURERS IN MUMBAI</td>
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<td>WORKWEAR SUPPLIERS IN INDIA</td>
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<tr>
<td>WORKWEAR SUPPLIERS IN MUMBAI</td>
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<td>COVERALL MANUFACTURERS IN INDIA</td>
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<tr>
<td>COVERALL MANUFACTURERS IN MUMBAI</td>
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<tr>
<td>COVERALL SUPPLIERS IN INDIA</td>
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<tr>
<td>COVERALL SUPPLIERS IN MUMBAI</td>
<td>1 PAGE</td>
</tr>
<tr>
<td>BOILERSUIT MANUFACTURER IN INDIA</td>
<td>1 PAGE</td>
</tr>
<tr>
<td>BUY SAFETY SHOES ONLINE INDIA</td>
<td>1 PAGE</td>
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<tr>
<td>BUY COVERALLS ONLINE INDIA</td>
<td>1 PAGE</td>
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<tr>
<td>BUY BOILERSUITS ONLINE INDIA</td>
<td>1 PAGE</td>
</tr>
<tr>
<td>PPE MANUFACTURERS INDIA</td>
<td>1 PAGE</td>
</tr>
<tr>
<td>PERSONAL PROTECTIVE EQUIPMENT MANUFACTURERS INDIA</td>
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</tr>
</tbody>
</table>
One of the growing companies offering co-working spaces in Navi Mumbai.

- Start up in 2017
- Website was not user friendly & device compatible.
- Lack of social media & SEO presence
- Poor Website Traffic and no enquiries
- Big Competition with well-established foreign brands Regus, WeWork, 91springboard etc

- Build user friendly website along with payment receiving facility
- Increase website traffic and generate enquiries for office space, shared office and cabin space etc
- Rank targeted keywords on 1st Google Page
- Run goal based digital campaigns

- Website Development and Hosting
- Search Engine Optimization
- Social Media Optimization
- Search & Display Campaigns on Google, Facebook, Instagram and LinkedIn
- Content Management
- Payment Gateway Integration

3X
3x times increase in social media engagement

6X
Organic Enquiry & Calls increased by 6X times

20X
Website Traffic Increased by 20X times
**STRATEGY**
- SWOT analysis, designed strategy
- Developed SEO friendly & mobile responsive website
- Modified the website content
- Started with paid campaign on Google, Facebook – Instagram to generate leads and increase brand awareness.
- Executed strong SEO activities to rank keywords
- Shared engaging content to increase brand followers.

**1st GOOGLE RANKING**
Ranked 20 keywords in 4 months on Google’s 1st Page.

- **80% BOUNCE RATE**
  - Dropped to 80% to 45%

- **40% WEBSITE SPEED**
  - Increased from 40% to 80%

- **1.5K SOCIAL MEDIA**
  - 1.5K+ likes and followers on Facebook

- **40% COST PER LEAD**
  - Decreased by 40%

- **93% VISITOR**
  - New 93% Direct : 2% and Others: 5%

- **50% LOCAL MAP**
  - Ranking 1st on local map listings for 50% of searches
Ranked 20 keywords in 4 months on Google’s 1st Page.

<table>
<thead>
<tr>
<th>TARGETED KEYWORDS</th>
<th>GOOGLE RANKING</th>
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</thead>
<tbody>
<tr>
<td>CO-WORKING SPACE IN VASHI</td>
<td>1 PAGE</td>
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<tr>
<td>CO-WORKING SPACE NAVI MUMBAI</td>
<td>1 PAGE</td>
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<tr>
<td>BEST OFFICE SPACE IN VASHI</td>
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<tr>
<td>SHARED OFFICE ON RENT IN VASHI</td>
<td>1 PAGE</td>
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<tr>
<td>OFFICE SPACE FOR STARTUPS IN VASHI</td>
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<tr>
<td>OFFICE SPACE FOR FREELANCER IN VASHI</td>
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<tr>
<td>BEST CO-WORKING SPACE IN NAVI MUMBAI</td>
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<tr>
<td>SERVICED OFFICE ON HIRE IN NAVI MUMBAI</td>
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<tr>
<td>OFFICE SPACE FOR FREELANCER NAVI MUMBAI</td>
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<tr>
<td>BEST CO-WORKING SPACE IN VASHI</td>
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<tr>
<td>TRAINING ROOMS ON HIRE IN NAVI MUMBAI</td>
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<tr>
<td>SPACE FOR STARTUPS IN VASHI</td>
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<tr>
<td>SPACE FOR STARTUPS IN NAVI MUMBAI</td>
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</table>
DNA Goa are one of the leading and well-known brand for Internet and Broadband Services in Goa.

- Although being an established group of Goa they didn't have a website, Logo and online presence.
- Competition with well-known brands like Tikona, You Broadband, Tata.

**Challenges**

- Increase website traffic and sales enquiries
- Rank keywords on 1st Google Page
- Increase engagement on all top social Media Platforms

**Objective**

- Website Development and Hosting
- Search Engine Optimization
- Social Media Optimization
- Paid Campaign on Google & Facebook- Instagram
- Content Management

**What Services Do We Offer**

**4X**

4X times increase in social media engagement

**7+**

Organic Enquiry 7 to 8 Daily

**3K+**

3K+ Website Traffic per Month
- Developed SEO friendly & mobile responsive website
- Started with paid campaign on Google, Facebook – Instagram to generate leads and increase brand awareness
- Executed strong SEO activities to rank targeted keywords
- Shared engaging content to increase brand followers

1st Google Ranking
Ranked 200+ keywords within 3 months on Google's 1st Page.

39% Bounce Rate
Dropped to 80% to 39%

80% Website Speed
Increased from 30% to 80%

1K Social Media
1K+ likes and followers on Facebook

5K+ Achievement
CPL on FB costed around Rs 11 and generated over 5K+ enquiries in 12 months

90% Visitor
New 90% Direct : 5% and Others: 5%

50% Local Map Listing
Ranking 1st on local map listings for 50% of searches
Ranked 200+ keywords within 3 months on Google 1st Page

<table>
<thead>
<tr>
<th>KEYWORDS</th>
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<tbody>
<tr>
<td>INTERNET SERVICE PROVIDER IN GOA</td>
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<tr>
<td>INTERNET SERVICE PROVIDER IN PANJIM</td>
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<td>INTERNET SERVICE IN MAPUSA</td>
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<td>INTERNET SERVICE PROVIDER IN PERNEM</td>
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<td>INTERNET SERVICE PROVIDER IN VASCO</td>
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<td>INTERNET SERVICE PROVIDER IN ALTINO</td>
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<td>INTERNET SERVICE PROVIDER IN BARDEZ</td>
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<td>INTERNET SERVICE PROVIDER IN COMBA GOA</td>
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<tr>
<td>TRAINING ROOMS ON HIRE IN NAVI MUMBAI</td>
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<td>INTERNET SERVICE IN PORVORIM</td>
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<tr>
<td>INTERNET SERVICE PROVIDER IN CARANZALEM</td>
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</tbody>
</table>
WHO THEY ARE

India’s 1st Make in India initiated Product Company specializing in Guitar amplifiers

- Lack of good content and targeted keywords
- Website with low mobile speed
- Lack of strong social media presence
- Low count of website traffic and leads flow
- Big Competition with Well Knows foreign brands

CHALLENGES

OBJECTIVE

- Increase website traffic and sales enquiries
- Brand building and positioning
- Increase engagement on all top social Media Platforms

WHAT SERVICES DO WE OFFER

- Ecommerce store
- Social Media Optimization
- Paid Campaign on Google & Facebook- Instagram
- Digital Campaigning

600%
Sales increased by 600%

3X
3x times increased in engagement and impressions

20K+
Increase in Website Traffic per Month
- Developed SEO friendly & mobile responsive website
- Modified the website content
- Started with paid campaign on Google, Facebook – Instagram to generate leads and increase brand awareness
- Executed strong SEO activities to rank targeted keywords
- Shared engaging content to increase brand followers

35% BOUNCE RATE
Dropped to 80% to 35%

80% WEBSITE SPEED
Increased from 30% to 80%

10.5K SOCIAL MEDIA
10.5k likes and followers on Facebook

95% VISITOR
New 95% Direct: 1% and Others: 4%
WHO THEY ARE

One of the growing Diagnostics center in Navi Mumbai, India

CHALLENGES

- No Website
- No online presence

OBJECTIVE

- Increase website traffic and inquiries
- Increase engagement on all top social Media Platforms

WHAT SERVICES DO WE OFFER

- Search Engine Optimization
- Social Media Optimization
- Paid Campaign on Google & Facebook - Instagram
- Content Management

2X

2X times increase in social media engagement

6X

Organic Calls Increased by 6X times

10X

Website traffic Increased by 10X times
- Developed SEO friendly & mobile responsive website
- Modified the website content
- Started with paid campaign on Google, Facebook – Instagram to generate leads and increase brand awareness
- Executed strong SEO activities to rank targeted keywords
- Shared engaging content to increase brand followers

1st GOOGLE RANKING
Ranked 25 keywords in 5 months on Google's 1st Page

39% BOUNCE RATE
Dropped from 80% to 39%

90% WEBSITE SPEED
Increased from 30% to 90%

1.5K+ SOCIAL MEDIA
1.5+ likes and followers on Facebook within a period of 4 months

50% LOCAL MAP LISTING
Ranking 1st on local map listings for 50% of searches

98% VISITOR
New 98% Direct: 1% and Others: 1%

20+ ACHIEVEMENT
Successfully generated 20+ enquiries in day
Ranked 25 Keywords within 5 months on Google 1st Page

<table>
<thead>
<tr>
<th>KEYWORDS</th>
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<tbody>
<tr>
<td>DIAGNOSTIC CENTRE IN KAMOTHE</td>
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<tr>
<td>DIAGNOSTICS CENTER IN KHANDESHWAR</td>
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<tr>
<td>SONOGRAPHY CENTRE IN KAMOTHE</td>
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<tr>
<td>SONOGRAPHY CENTRE IN KALAMBOLI</td>
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<tr>
<td>SONOGRAPHY CENTRE IN KHANDESHWAR</td>
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<td>COLOR DOPPLER TEST IN KHANDESHWAR</td>
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<td>3D/4D SONOGRAPHY IN KALAMBOLI</td>
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<td>3D/4D SONOGRAPHY IN KHANDESHWAR</td>
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<td>ECG TEST IN KALAMBOLI</td>
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<tr>
<td>ECG TEST IN KHANDESHWAR</td>
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</table>
WHO THEY ARE

One of the leading and known Multi-specialist Hospital in Navi Mumbai, India

CHALLENGES

- No Website
- No Online Presence although having world class super specialty hospital

- Build Website
- Increase website traffic and increase calls
- Brand building
- Rank keywords on 1st Google Page
- Increase engagement on all top social Media Platforms

OBJECTIVE

WHAT IDIGITALISE CONTINUES TO DELIVER

- Search Engine Optimization
- Social Media Optimization
- Paid Campaign on Google & Facebook- Instagram
- Content Management

2X

2x times increased in engagement and impressions

10X

Calls through Website increased by 10X times

2K+

Website Traffic 2000+ per month
Developed SEO friendly & mobile responsive website
Modified the website content
Started with paid campaign on Google, Facebook – Instagram to generate leads and increase brand awareness
Executed strong SEO activities to rank targeted keywords
Shared engaging content to increase brand followers

1st GOOGLE RANKING
Ranked 10+ keywords in 2 months on Google’s 1st Page.

55% BOUNCE RATE
Dropped to 79% to 55%

73% WEBSITE SPEED
Increased from 30% to 73%

1K+ SOCIAL MEDIA
1K+ likes and followers on Facebook

30% COST PER LEAD
Decreased by 30%

80% VISITOR
New 80% Direct : 10% and Others: 10%

50% LOCAL MAP LISTING
Ranking 1st on local map listings for 50% of searches
Ranked 10+ keywords within 2 months on Google 1st Page

<table>
<thead>
<tr>
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<td>MATERNITY HOSPITAL IN KAMOTHE</td>
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<tr>
<td>VACCINATION CENTERS IN KAMOTHE</td>
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<td>VACCINATION CENTRE IN KHANDESHWAR</td>
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<tr>
<td>ABORTION CENTER IN KHANDESHWAR</td>
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<tr>
<td>LAPAROSCOPIC SURGEON KAMOTHE</td>
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</table>
One of the leading and well-known brand for Internet and Broadband Services in Pune.

**Challenges**
- No Website even having 2000+ customers
- Big Competition well established giant market player Tikona, Hathway etc
- Build user friendly website which can receive online payments
- Brand building
- Rank Services on 1st Google Page
- Increase engagement on all top social Media Platforms

**Objective**
- Website Development and Hosting
- Search Engine Optimization
- Social Media Optimization
- Paid Campaign on Google & Facebook- Instagram
- Content Management and Newsletters
- Newsletters Campaigns

**What Services do we offer**

**3K+**
- 3K+ Website organic visitors

**6X**
- Organic Enquiry Increased by 6X times

**1K+**
- Social Media Generated 1K+ enquiries in week through campaigns
Developed SEO friendly & mobile responsive website.
- Started with paid campaign on Google, Facebook – Instagram to generate leads and increase brand awareness.
- Executed strong SEO activities to rank targeted keywords
- Started with paid campaign on Google, Facebook – Instagram to generate leads and increase brand awareness
- Shared engaging content to increase brand followers
- Run periodic newsletter campaign based on goals

1st
GOOGLE RANKING
Ranked **50** keywords in **4 months** on Google's 1st Page.

- **39%** BOUNCE RATE
  - Dropped to **80%** to **39%**

- **82%** WEBSITE SPEED
  - Increased from **30%** to **80%**

- **1K** SOCIAL MEDIA
  - 1K+ likes and followers on Facebook within a period of 4 months

- **₹8/-** COST PER LEAD
  - CPL on facebook costed around **₹8/-**

- **78%** VISITOR
  - New 78% Direct : 8% and Others: 14%

- **8+** ORGANIC INQUIRIES
  - Generated roughly 8-10 inquiries daily
Ranked 50 Keywords within 4 months on 1st position on Google

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>INTERNET SERVICE PROVIDER IN KALYANI NAGAR</td>
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<td>INTERNET SERVICE PROVIDER IN VIMAN NAGAR</td>
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<tr>
<td>BROADBAND SERVICE PROVIDER IN KALYANI NAGAR</td>
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<tr>
<td>BROADBAND SERVICE PROVIDER IN VIMAN NAGAR</td>
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<tr>
<td>ISP SERVICE PROVIDER IN KALYANI NAGAR</td>
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<td>WIFI SERVICE PROVIDER IN VIMAN NAGAR</td>
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<td>4G INTERNET PLANS KALYANI NAGAR</td>
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<tr>
<td>4G INTERNET PLANS KOREGAON PARK</td>
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<td>4G INTERNET KALYANI NAGAR</td>
<td>1 PAGE</td>
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<tr>
<td>4G INTERNET KOREGAON PARK</td>
<td>1 PAGE</td>
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<tr>
<td>4G INTERNET VIMAN NAGAR</td>
<td>1 PAGE</td>
</tr>
<tr>
<td>INTERNET SERVICE PROVIDER IN KOREGAON PARK</td>
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</tr>
</tbody>
</table>
WHO THEY ARE

One of the growing manufacturer & supplier of ladies designer suits, palazzo and salwar kameez.

CHALLENGES

- No website
- Lack of online presence

OBJECTIVE

- Develop a Landing page for Campaigning
- Increase website traffic and generate B2B leads
- Increase engagement on all top social Media Platforms

WHAT SERVICES DO WE OFFER

- Social Media Optimization
- Paid Campaign on Google & Facebook- Instagram

3X
3x times increased in engagement and impressions

40+
Organic Enquiry

5K
Website traffic 5K+ Monthly
**STRATEGY**

- Developed SEO friendly & mobile responsive website
- Modified the website content
- Started with paid campaign on Google, Facebook - Instagram to generate leads and increase brand awareness
- Shared engaging content to increase brand followers

---

**45%**

**BOUNCE RATE**

Dropped to **80%** to **45%**

---

**70%**

**WEBSITE SPEED**

Increased from **30%** to **70%**

---

**1K+**

**ACHIEVEMENT**

CPL was Rs. 11 and generated **1K+** enquiries in one week

---

**100%**

**VISITOR**

New **99%** Direct : **1%**

---

**40+**

**ORGANIC INQUIRIES**

Daily *7-8* daily
WHO THEY ARE

One of the growing Audio companies in India.

CHALLENGES

- No Website
- First time launching new & own product in India
- Big competition with well-known multinational brands like Boss, Marshall

OBJECTIVE

- Increase website traffic and generate sales
- Brand building and positioning
- Increase engagement on all top social media platforms

WHAT SERVICES DO WE OFFER

- Ecommerce Store
- Social Media Optimization
- Sales Campaign on Google & Facebook, Instagram, Taboola, and other platforms
- Content Management

500%

Generated Sales 500%, Achieved
monthly sales target within 15 days

4X

4X times increased in engagement
and impressions

25K+

Website Traffic 25000+ per month
**STRATEGY**

- Developed SEO friendly & mobile responsive ordering website
- Started with paid campaign on Google, Facebook - Instagram to generate leads and increase brand awareness
- Have done campaigning in 3 phases PreLaunch, Launch and Post Launch
- Run various goal based campaigns

---

**50% BOUNCE RATE**
Dropped to **80%** to **50%**

**75% WEBSITE SPEED**
Increased from **40%** to **75%**

**2.6K ACHIEVEMENT**
2.6k + likes and followers on Facebook

**99% VISITOR**
New **99% Direct : 1%**
WHO THEY ARE
One of the leading and trusted hair transplantation clinics in UK

- Lack of good content
- Website with low mobile speed
- Lack of social media presence
- Low count of website traffic and leads flow

CHALLENGES

OBJECTIVE

- Increase website traffic and sales enquiries
- Rank keywords on 1st Google Page
- Increase engagement on all top social Media Platforms

WHAT SERVICES DO WE OFFER

- Website Development and Hosting
- Search Engine Optimization
- Social Media Optimization
- Paid Campaign on Google & Facebook- Instagram
- Content Management

1.6K+
1.6K likes and followers on Facebook

2X
Organic Enquiry Increased by 2X times

3X
Website Traffic Increased by 3X times
- Developed SEO friendly & mobile responsive website
- Modified the website content
- Executed strong SEO activities to rank targeted keywords
- Started paid campaign on Google, Facebook – Instagram to generate leads and increase brand awareness.
- Executed strong SEO activities to rank targeted keywords
- Shared engaging content to increase brand followers.

1st GOOGLE RANKING
Ranked 10 keywords in 2 months on Google's 1st Page.

42% BOUNCE RATE
Dropped to 80% to 42%

74% WEBSITE SPEED
Increased from 30% to 74%

2X SOCIAL MEDIA
2X times increased in engagement and impressions

30% COST PER LEAD
Decreased by 30%

100% VISITOR
New 65% Direct: 10% and Others: 25%

1ST LOCAL MAP LISTING
Ranking 1st on local map listings for 50% of searches
Ranked 10 keywords with 2 months on Google 1st page

<table>
<thead>
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<tr>
<td>FUE HAIR TRANSPLANT CLINIC IN ISTANBUL</td>
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<tr>
<td>FUE SAPPHIRE HAIR TRANSPLANT IN ISTANBUL</td>
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<tr>
<td>DHI CHOI PEN HAIR TRANSPLANTS IN LONDON</td>
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<td>DHI CHOI PEN HAIR TRANSPLANTS IN TURKEY</td>
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WHO THEY ARE

One of the growing Tea Brand in Navi Mumbai, India

- No Website
- No online presence
- New brand
- Big Competition with well established brand

CHALLENGES

- Increase website traffic and B2B sales inquiries
- Brand Building and positioning
- Increase engagement on all top social Media Platforms

OBJECTIVE

- Website Development
- Social Media Optimization
- Paid Campaign on Google & Facebook- Instagram

WHAT DIGITALISE CONTINUES TO DELIVER

- 2x times increased engagement and impressions
- Organic Enquiry Increased by 7x times
- Website Traffic increased by 20x times
STRATEGY

- Developed SEO friendly & mobile responsive website.
- Started with paid campaign on Google, Facebook - Instagram to generate leads and increase brand awareness.
- Modified the website content.
- Shared engaging content to increase brand followers.

60% BOUNCE RATE
Dropped to 80% to 60%

70% WEBSITE SPEED
Increased from 30% to 70%

6K+ ACHIEVEMENT
Sold 6x franchisee within a month

100% VISITOR
New 94% Direct: 1%
and Others: 5%
WHO THEY ARE
One of the fastest growing real estate company

CHALLENGES
- No online presence
- No Website

OBJECTIVE
- Increase website traffic and generate leads
- Increase engagement on all top social Media Platforms

WHAT SERVICES DO WE OFFER
- Web Development
- Social Media Optimization
- Paid Campaign on Google & Facebook- Instagram
- Content Management

50%
Bounce rate dropped to 80% to 50%

5K+
5000+ Organic Enquiry Per month

1M+
Website Traffic 10,00,000+ Per month
**STRATEGY**

- Developed SEO friendly & mobile responsive website.
- Started with paid campaign on Google, Facebook – Instagram to generate leads and increase brand awareness.
- Executed strong SEO activities to rank targeted keywords.
- Shared engaging content to increase brand followers.

**83%**

**WEBSITE SPEED**

Increased from **30%** to **83%**

**5K+**

**ACHIEVEMENT**

CPL was between Rs. 30-90 and generated **5000+** enquiries in **2 months**

**90%**

**VISITOR**

New **90%** Direct : **2%** and Others: **8%**