

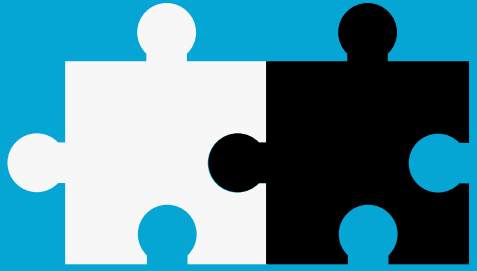


CASE STUDY

FROM COLD CALLING TO CONVERSATIONS.

How the real estate division of one of India's top five conglomerates transformed the way it did business

Duration: 6 Months | Services Provided: Digital Marketing Services



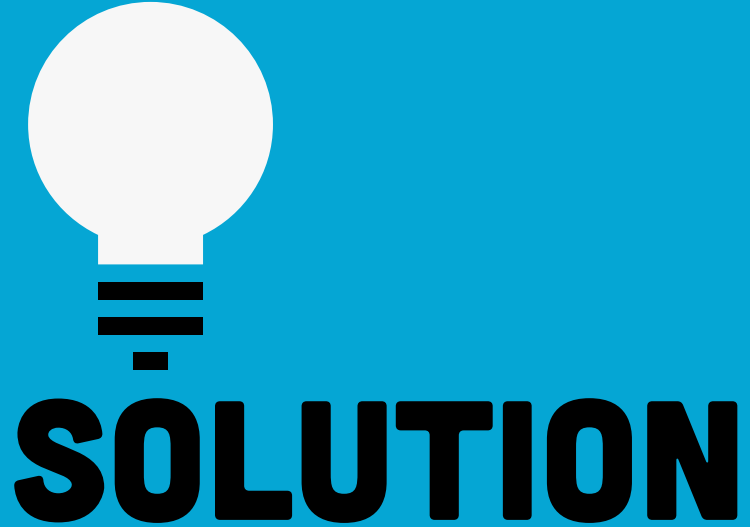
CHALLENGE

This company offers integrated, web-based solutions to life science research organizations at universities, hospitals and pharma companies. Their solutions automate and simplify the key components of research compliance, animal research, and research administration.

With a large and fragmented market, this company needed to shift gears and focus on inbound customers as opposed to outbound sales.

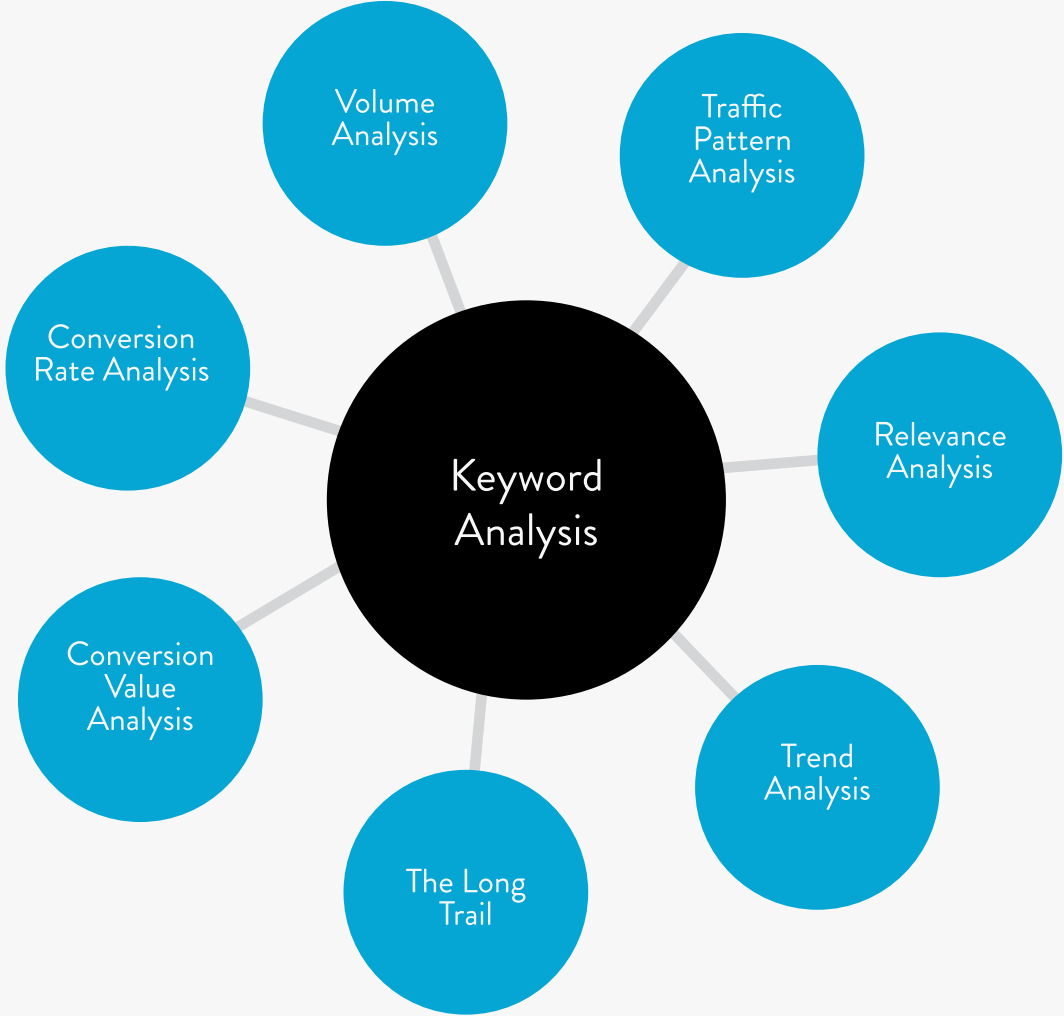
With sparse industry activity on social media and blogs, the most suited lead generation mechanism for this client was SEO.

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Challenge	Solution
Website not well recognized by search engines	<ul style="list-style-type: none">● Website Audit and On-Page optimization● SEO friendly URL structure● Heading Inclusions● Code optimization● Meta tags/Sitemap/Robots.txt
Redirection issues with website	<ul style="list-style-type: none">● Resolved 301 (permanent), 302 (temporary) redirection issues.● Test for canonicalization issues● Identified & Remedied duplicate content.
Absence of Landing pages	<ul style="list-style-type: none">● Created high conversion landing pages● Wrote compelling content● Matched keywords to landing pages

KEYWORD RESEARCH FRAMEWORK

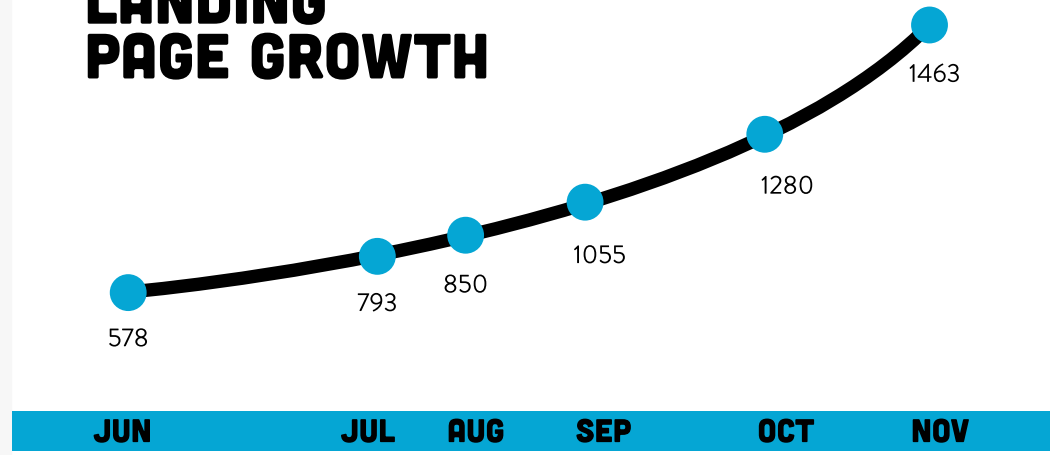


COMPETITOR ANALYSIS FRAMEWORK

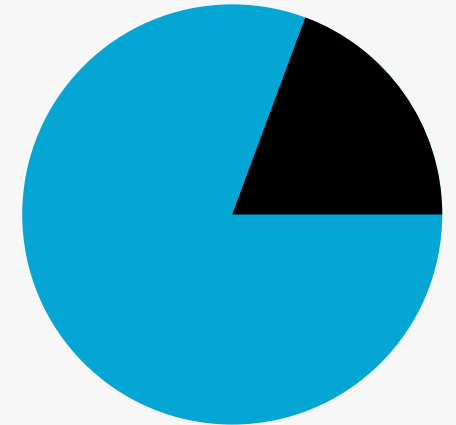


THE SUCCESS GRAPH

LANDING PAGE GROWTH



In 6 months we saw a: ● 60% increase in Visits ● 20% increase in qualified leads



82.20% New Visitor

11,831 Visits

17.80% Returning Visitor

2,562 Visits