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
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.
With spare industry activity in social media and blogs, the most suited lead generation mechanism was SEO

<table>
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<tr>
<th>Challenge</th>
<th>Solution</th>
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| Website not well recognized by search engines | - Website Audit and On-Page optimization  
- SEO friendly URL structure  
- Heading Inclusions  
- Code optimization  
- Meta tags/Sitemap/Robots.txt |
| Redirection issues with website  | - Resolved 301 (permanent), 302 (temporary) redirection issues.  
- Test for canonicalization issues  
- Identified & Remedied duplicate content. |
| Absence of Landing pages        | - Created high conversion landing pages  
- Wrote compelling content  
- Matched keywords to landing pages |
Keyword Research Framework

- Keyword Analysis
- Volume Analysis
- Traffic Pattern Analysis
- Relevance Analysis
- Conversion Rate Analysis
- Conversion Value Analysis
- Trend Analysis
- Long Tail
**COMPETITOR ANALYSIS FRAMEWORK**

1. **IDENTIFY**
   Identifying broad and niche competitors to analyze

2. **ON PAGE**
   Analyzed Competitors Sites On-Page Analysis

3. **BACKLINK**
   Researched competitors backlinks & PR

4. **RANKING**
   Established the domain authority of competitors

5. **TRAFFIC**
   Analyzed keywords used by the competition

6. **BENCHMARKING**
   Checked other SEO Factors like domain age, the number of unique backlinks, and domain authority and page authority
In 6 months we saw:

- 60% increase in Visits
- 20% increase in qualified leads

**LANDING PAGE GROWTH**

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<tr>
<th></th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
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<tbody>
<tr>
<td>Visits</td>
<td>578</td>
<td>793</td>
<td>850</td>
<td>1055</td>
<td>1280</td>
<td>1463</td>
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</tbody>
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82.20% New Visitor
11,831 Visits

17.80% Returning Visitor
2,562 Visits

THE SUCCESS GRAPH