

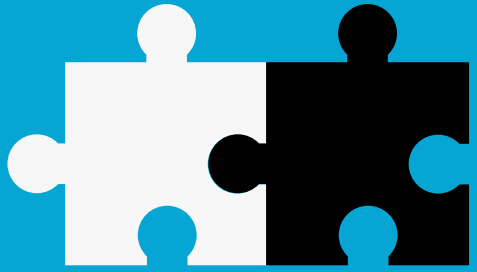


CASE STUDY

FROM COLD CALLING TO CONVERSATIONS.

How a construction giant redefined the market

Duration: 6 Months | Services Provided: Digital Marketing Services



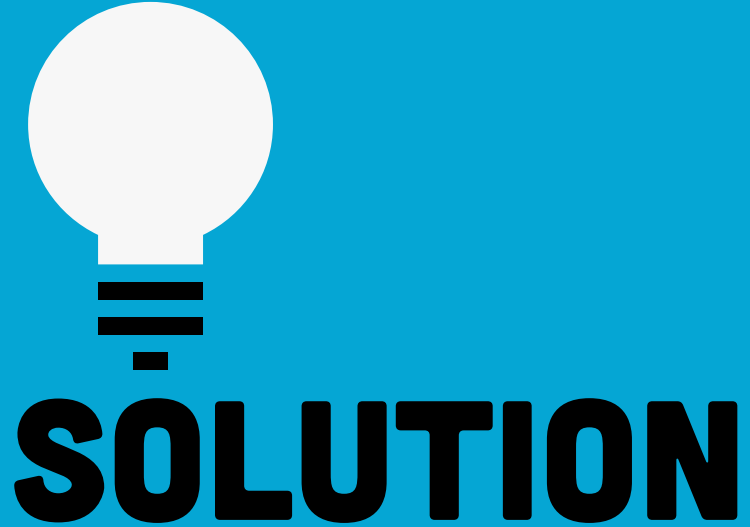
CHALLENGE

A leading real estate company in India has made its reputation in building residential housing – condominiums and town-homes – and also offers excellent property management services and real estate investment opportunities.

While the company had a very strong offline brand presence, it wanted to increase its online presence and reflect its superior offline brand in natural search results. This was primarily because the younger demographic, which was a large proportion of their customer base, uses the Internet to research properties even before making the first phone call. Therefore, the key words that the client aimed to rank for were some of the most competitive key phrases in the real estate industry.

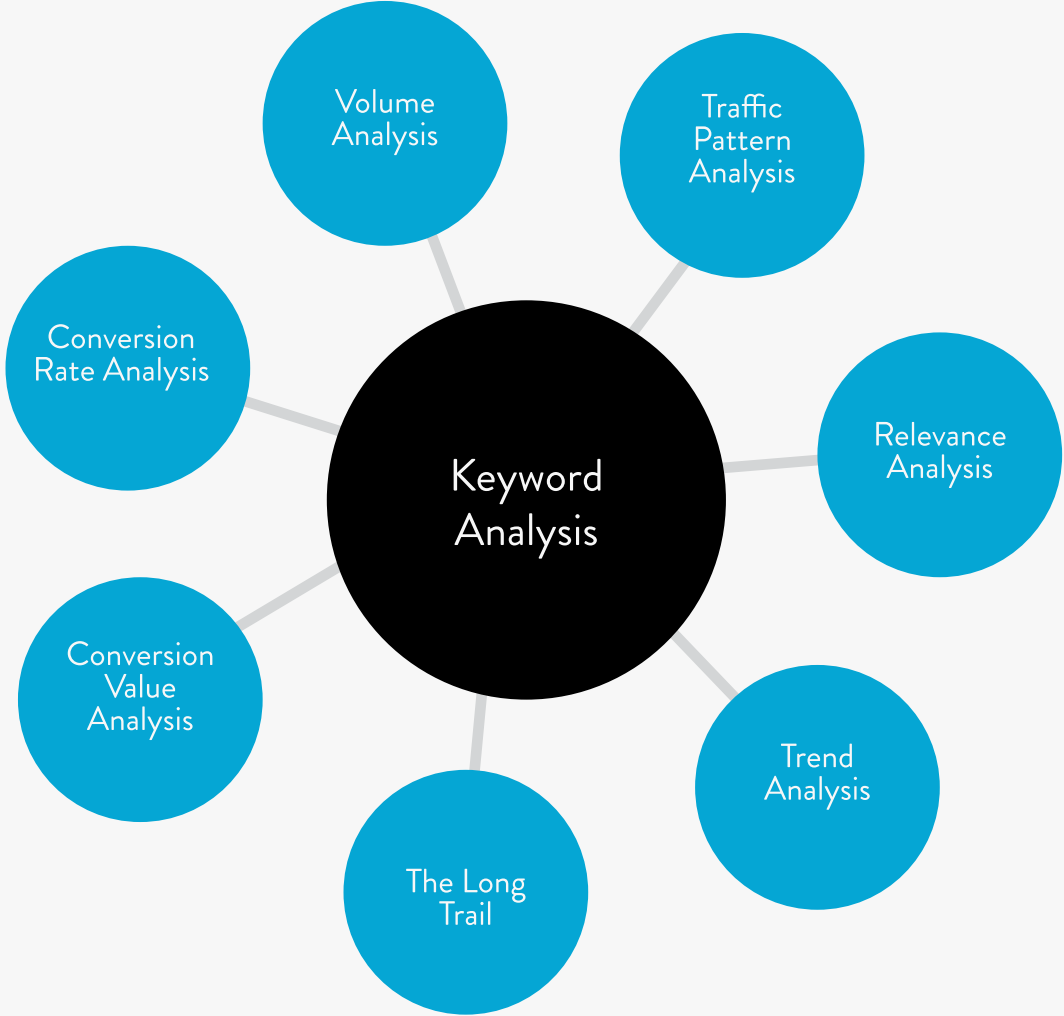
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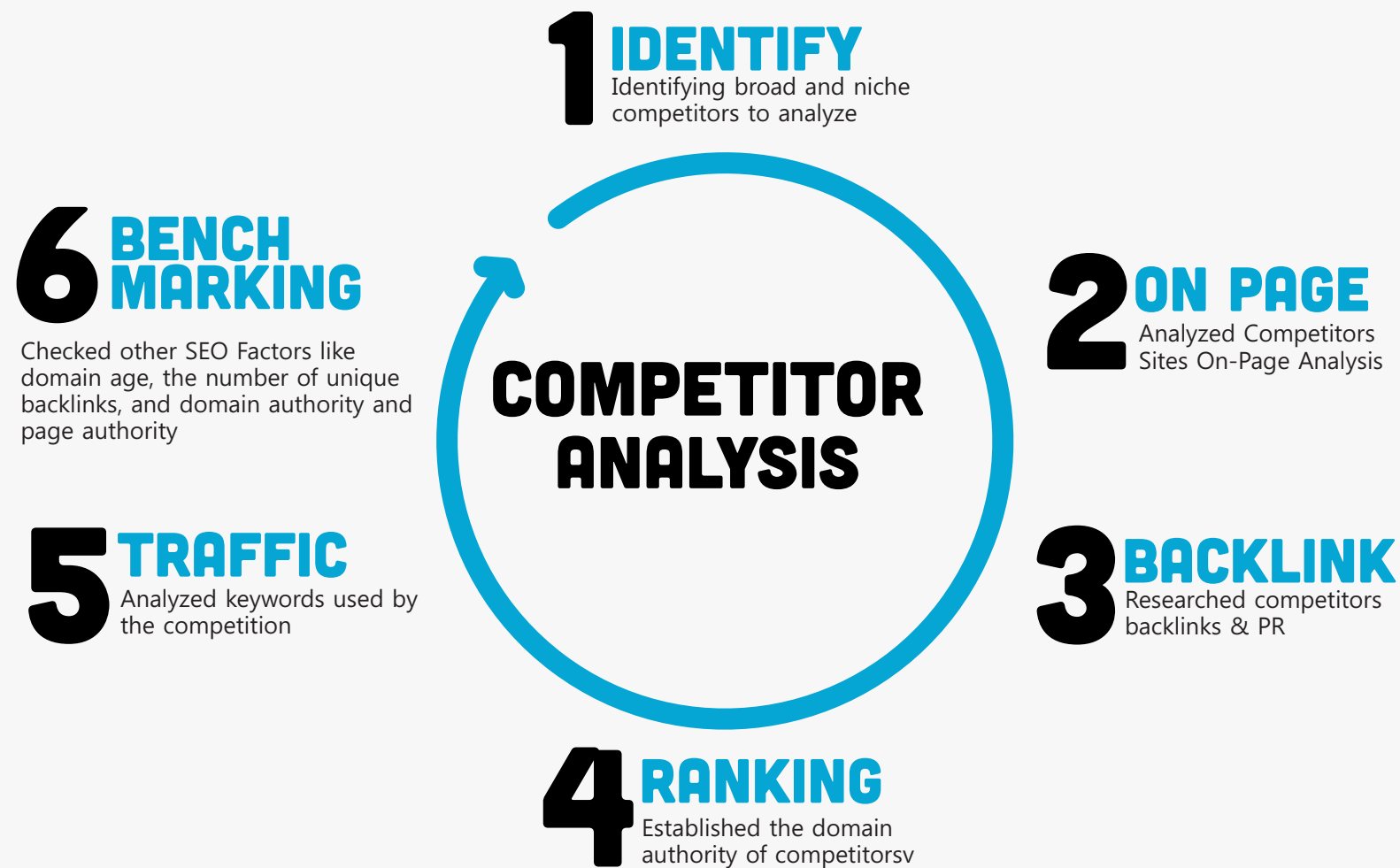


Challenge	Solution
Website not well recognized by search engines	<ul style="list-style-type: none">• Website Audit and On-Page optimization• SEO friendly URL structure• Heading Inclusions• Code optimization• Meta tags/Sitemap/Robots.txt
Redirection issues with website	<ul style="list-style-type: none">• 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

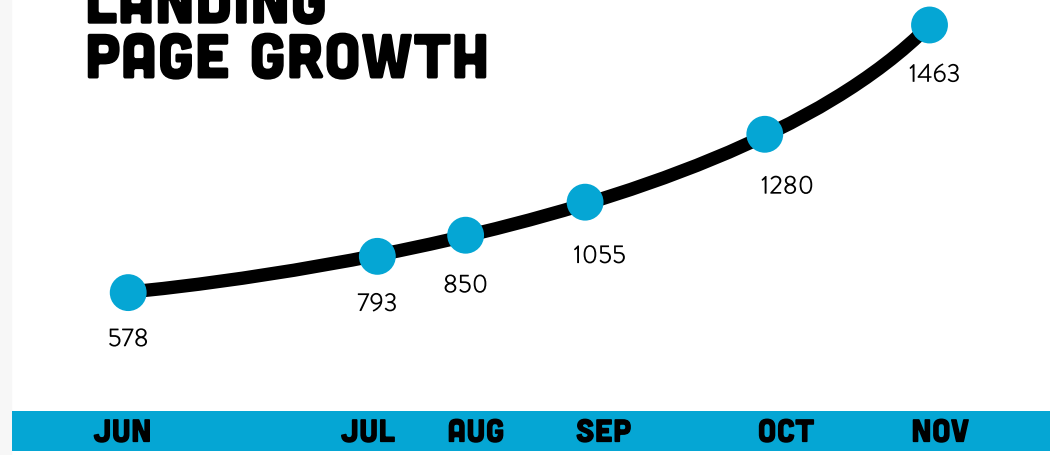


COMPETITOR ANALYSIS FRAMEWORK

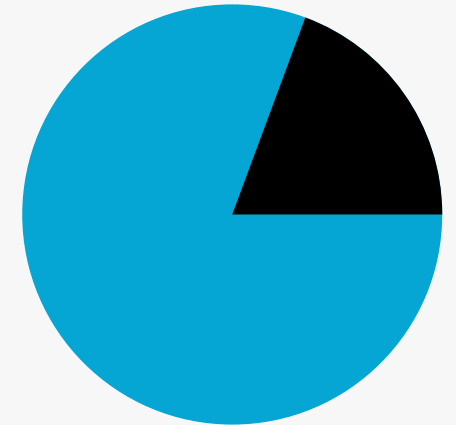


THE SUCCESS GRAPH

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