

# Different Types of SEO Activities & Case Study

Digital  
Marketing  
Solutions



Name: [www.thewanderers.travel](http://www.thewanderers.travel)

Industry: Travel & Tourism

Target Country: All countries (Focus was India)

Time Frame: 6 Months

### Requirements:

The client wanted to improve the rankings in search engines in order to generate greater traffic and thus more sales.

### What we did

We noticed that the website was quite large in size; hence it was pretty difficult to do onpage SEO for it. It was more like a travel eCommerce website. So we started doing structural SEO. Structural SEO is completely different from Onpage and Offpage methods.

### Results that we have got

Increase in organic traffic which resulted in higher number of leads. For this client the website traffic was increased over 700% in less than 6 months.



Keyword	Initial Ranking	Current Avg. Position
italy tourism	Not in Top 200	6.8
arunachal pradesh tourism	Not in Top 300	7.6
brazil tourism	Not in Top 300	7.5
indonesia tourism	Not in Top 200	9.5
seychelles tourism	Not in Top 300	10
morocco tourism	Not in Top 400	9.4

\* Data taken from Google Webmaster Tools

**Name:** [www.koimoi.com](http://www.koimoi.com)

**Industry:** Movie Industry

**Target Country:** India

**Time Frame:** 6 Months

### Requirements:

This client wanted to increase number organic visitor and wanted to rank for some relevant keywords. They gave us few keywords but we found out it was very hard to rank for them since the movie market was very competitive and many established and authority websites were already ranking.

### What we did

We then took help of Google's Universal Search feature. We observed that when it comes to movie Google has a tendency to rank news items on top because probably Google believes that people would be more interested about movie related news, gossips etc. So we focused on Google News and started updating the news section of the website during specific times of the day (will not reveal more than this here). Soon the website started ranking for those keywords which increased the traffic by great extent.

Later we concentrated on a particular area of the website which deals with 'Movie Review'. We started working vigorously on movie reviews. Now search for any Bollywood movie review in Google, the website is there in the first page.

### Results that we have got

The result we got from this was amazing. We started ranking on many keywords. We started this work when the website traffic was at close to 40k per month level. Within 2 months, we took to 120k per month. We even got public testimonial from them.



**Rohit Nair** shared Mukul Kumar Sharma's photo.

July 4 at 5:45pm · 🌐

Great stuff! Proud of the team. Congrats Mukul , Mahesh , Bhushan , Reena. And thanks a lot Mrigank , Roshni, Vikrant for the foundation!



Numbers speak louder than words - KoiMoi.com up by 131%

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1

👍 10 people like this.



**Alpa Bhatt** Great stuff!:) good job

July 4 at 5:46pm · Like



**Rohit Nair** Shelly - New team and the transformation! Its helped :)

July 4 at 7:02pm · Like · 👍 1



**Shelly Jain** Ya I can see that :) Congos !

July 4 at 7:03pm via mobile · Like · 👍 1



**Aji Issac Mathew** thats great!

July 14 at 9:56am · Like · 👍 1



**Rohit Nair** Aji - Definitely your inputs have played a big part here :)

July 17 at 12:38am · Unlike · 👍 1

**Name:** [www.LinenClub.com](http://www.LinenClub.com)

**Industry:** Linen Manufacturer

**Target Country:** India

**Time Frame:** 3 Years

## Requirements:

This client wanted to do social media marketing only. They wanted branding mainly for their business.

## What we did

We started with social media marketing for them. We increased the no. of fans, we improved the visibility, we also increased participation and user engagement. We did a lot of hard work indeed.

We also did complementary SEO for them. They were not ranking for any keywords when we started the work but now they are ranking for their main keyword “linen” which has a search volume of 4,090,000 globally and 90,500 in India per month. We also optimized their website for many other keywords relevant to their business and they started ranking for all of them.

Linen Club has store all over India. So recently we also started doing Google Places listing for them and now the local stores have started ranking.

## Results that we have got

When we started the work the fan base was zero and now the fan base is 420k.



**Linen Club**  
420,189 likes · 3,103 talking about this

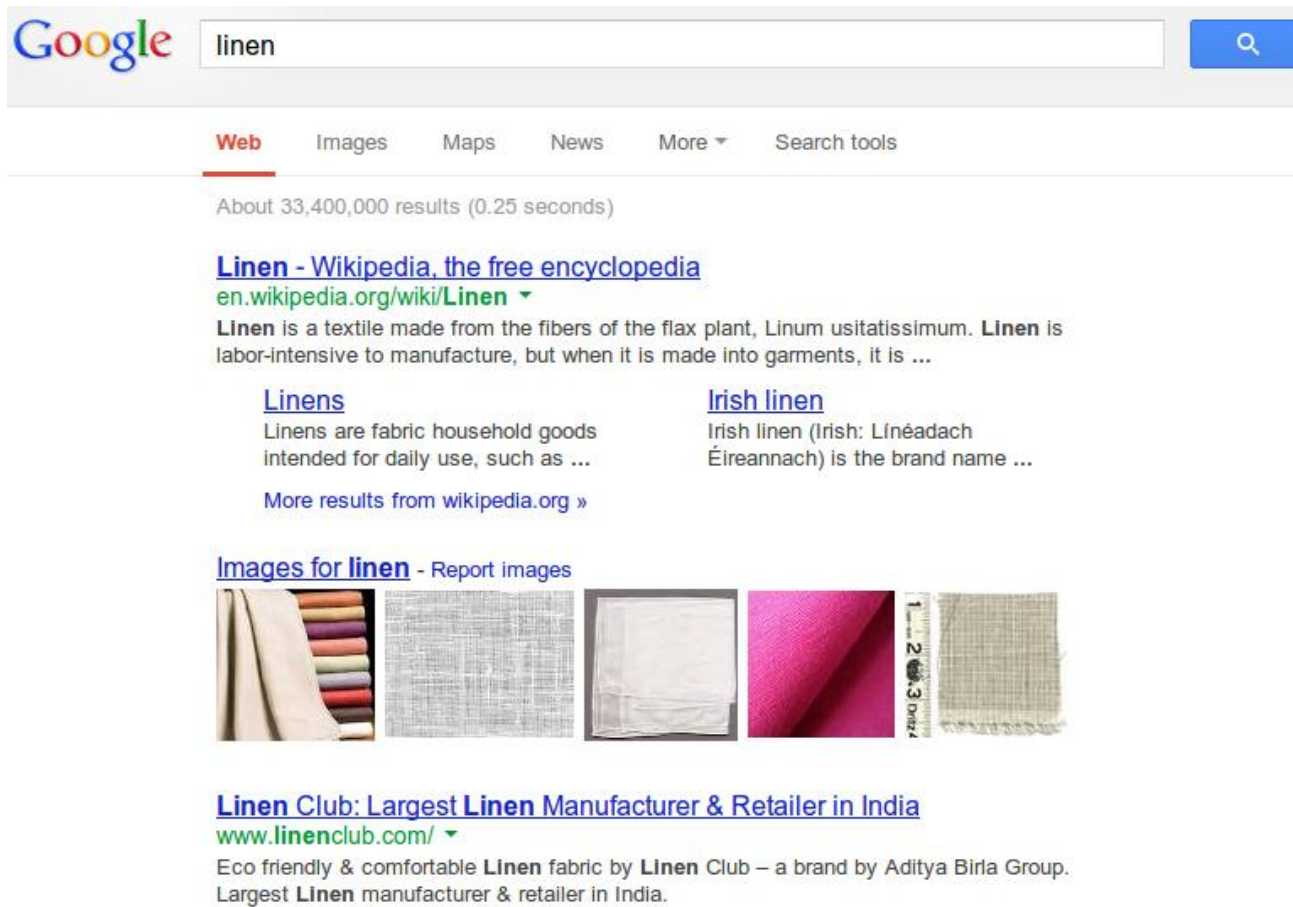
✓ Liked Message

420k

Photos Likes Holi Contest Thank You Women



They also started ranking for their main keyword “linen” along with many other keywords.



They get traffic almost 11,000 every month. They have also started ranking for in Google local.

