



Case Study : Search Engine Optimization

Customer Details

The client is a leading serviced apartment owner located in Delhi. The client already has hotels in Delhi for international as well as domestic tourists, and looking for extending their services for those tourists who are looking for monthly stay and home away from home facilities in serviced apartments.

Business Problem

The client was looking for trusted internet marketing to increase the occupancy in its serviced apartments located in and around Delhi. The target was to bring the site on 1st rank of major search engines including Google, Yahoo, MSN, AOL.

Challenges:

1. There were already 3 major players from Delhi itself having their online presence for last 5 years and were also placed in top 10 rank at major search engines.
2. Two International travel portals were also present at top 4 positions to add more competition and making us to add more efforts.
3. The results for each suggested keyword were in 0.5 millions.
4. The website was having only 12 pages.



Our Solution

We decided to go in 3 phases and to pick each phase monthly with preset milestones. We asked 3 months from client to bring the website on Top of the search engines.

Phase 1:

- We worked on adding Meta Keywords, Meta Tags, Meta Description, Images Alt Tags, Sitemap, and Page Title in all the pages.
- We then optimized the keywords density in the content of the web pages to make them relevant for specified Meta keywords.
- We then also added discussion forum into the website to add few dynamic pages on the website which in turn increased the page density of the website.

Milestones Completed:

- We got the page 3 position for almost 50% keywords in 1 month.
- We also started getting genuine users on our newly made discussion forum.

Phase 2:

- We then started doing Link submission, Directory Listing, Article Submission on major websites to bring more and more visitors and link backs to our website.
- This practice has been continued for 1 month to see the performance of the website as it takes 10-15 days for approval of links and articles from webmasters.



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Milestones Completed:

- We reached page 2 upper position at the end of second month.
- Our visitors count increased to 250 users per day.

Phase 3:

- Link Exchanges, RSS Feeds, News Feeds had been done to bring more targeted customers on the website.
- Various Discussion topics had been initiated to popular travel discussion boards to make the website noticeable among users.

Milestones Completed:

- We got the Rank 3 on page 1 at maximum search engines for 90% of the suggested keywords.
- Our visitors count crossed 450 visits per day.

Customer Benefits

- Our client has now 60% occupancy of its serviced apartments from Internet queries and bookings.
- Various MNCs has also approached our client for quarterly and half-yearly bookings for their foreign delegates in Delhi.
- Client is now seeing tremendous response from tourist from Japan, UK, USA, and Australia.