

SEO CASE STUDY



How Organic Traffic surged by
1164%

BRANDSTORY

When you enter into a highly competitive yet booming market like interior design in Bangalore, all knives have to be sharpened to cut out even a small piece of the pie. That was when Atom Interiors decided to collaborate with BrandStory to create a samurai sword forged in the furnace of Google.

To make notable SEO improvements, effective strategies had to be put in place. This meant that digital experts and online marketing strategists with experience from BrandStory had to be handpicked to facilitate a strong thrust towards business enhancement.

How do I increase my popularity in search?

-Can we become celebrities overnight?

How can I build relevant search traffic?

-Are there opportunities that have been left untapped ?

Why is it so difficult to engage customers?

-Bounce , Bounce and more Bounce

What can we do in short term to see tangible results?

- Patience ~~pays~~, paid



The Method to the Madness

Competitor Analysis

Major players were well ahead in the race and investing a lot on paid ads to dominate the space. Head on collision would have only resulted in damage. That is when BrandStory had to strategize to hit the competitor's achilles.

Keyword Research

Search intent was the key and a mix of medium competition- medium search volume keywords and a high number of low search volume – high relevance keywords were the chosen as the soldiers. Longer the tail, wider the reach.

Content is King

Website is like prime real estate property where every inch counts. Keywords were woven like fine silk into the content keeping user experience as key.

SEO Checklist

All boxes ticked to ensure Google indexes the website.

Link Building

Backlink profile needs to grow your at a natural pace but how many is not too many? The most important thing for building links is to create great content that's worth linking to. Our key to doing it the right way though is not to worry about the quantity of where you publish, but worry about the quality.

Goal Tracking

Monitor the funnel of customers from entry to exit (lead generation) and optimize the engagement to maximize the conversion potential.

Think Global,Go Local

The power of Local SEO was leveraged to ensure all possible avenues of Brand visibility was covered. This also provided the initial traffic thrust.

Garner Support

Emailers, Social handles, Ad Campaigns, Blogs to drive traffic.

Brandstory's strategy has proven to

Organic Traffic

Organic search traffic to website through non Brand keywords increased by 1164% in 5 months

Lead Generation

Enquiries through chat, phone calls, lead forms and emails increased by 563%

Customer Engagement

Bounce rate decreased by 37% and Page views increased by 235%. Average time spent on the website also increased by 2.3 minutes. Traffic from relevant geographic location increased by 340%.