

## SEO Case Study Bookonspot

### About us

Avignyata Inc is a Mumbai based digital marketing agency for developing websites, mobile applications and marketing them through Search Engine Optimization.

### Client

Bookonspot (BOS) offers a convenient platform to travellers for online bus ticket booking.

### Challenge

The competition for the keywords was very high. There was a great delay in approvals and implementations due to which were restrained.

### Objective

To optimize the site for top, quick and local rankings.

### Strategy

We used heavy on page activity to optimize the environment of the site to make it SEO friendly and complimented it with offline activity.

### Result

We generated an average of 3-4 leads each day via search engines and increased ROI. Exceedingly higher success rate with minimal investment. We optimized there website by bringing excess traffic that transformed their business from small or medium levels to a larger space.

### Google keywords rank:

Keywords	Project On Start (Oct 2015)	Complete after 3 month (Jan 2016)
volvo bus booking	NA	3
upsrtc online booking	NA	3
upsrtc volvo	NA	4
book bus tickets	NA	5
bus ticket booking	NA	6
bus reservation	NA	7
msrtc online booking	NA	7
bus booking	NA	8
online bus booking	NA	9
online bus ticket booking	NA	9