

SEO Case Study Growels101

About us

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

Client

Growel 101 is consider to be the best shopping mall in Mumbai and also complete package of family entertainment center.mall have non stop events and its one of the best entertainments in Mumbai.This mall has banquet, wedding halls and is famous for shopping malls in Kandivali

Challenge

The site was quite new and not properly indexed in Google. Achieving top rankings for a new website is difficult.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 inorder to differentiate from other malls.

Strategy

We used heavy on page and off page activity to optimize the environment of the site to make it SEO friendly and complimented it with offline activity. We go through growels101 website and generate a report which documented non recommended SEO techniques. After client approval, the site was cleaned and fresh SEO work was done.

Result

After initial first 3 to 4 months of work, results began to show and there was a big increase in website traffic. Full fledged SEO services have helped their portal to gain higher rankings on major search engines

Google keyword rank:

Keywords	January 2016	June 2016
activities for kids in mumbai	NA	3
ladies footwear in mumbai	NA	1
growels mall kandivali	3	1
malls in mumbai	NA	3
shopping malls in mumbai	NA	3
best malls in mumbai	NA	3
shopping centre in mumbai	NA	4
banquet halls in mumbai	NA	10
latest fashion trends in mumbai	NA	10
mens fashion in mumbai	NA	19