

SEO Case Study PPZ

About us

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

The Client

PPZ is a India's leading Mall Management Company, offer mall management solutions in India to maximize your asset's potential. Mall Management Solutions are spread across major cities like Mumbai, Delhi, Bangalore and Hyderabad apart from upcoming cities like Pune, Dehradun & Amritsar.

Challenge

In the real estate sector, the buzz about any particular launch stays for only a short period after which the focus shifts to recently launched projects.

Objective

To get top and quick rankings for keywords and optimization of the site for local rankings.

Strategy

We used our resources to improve site on page factors and generate effective Meta Tags for each page. We then focused on generating Sitemap.xml for faster crawling and generated relevant links via various medium. We worked towards making the site more SEO Friendly.

Results

We received an average of 5-10 leads each day via search engines and an increased ROI when compared to PPC advertising. The success rate was exceedingly higher with minimal investment. The client's business has transformed into a larger space, driving business deals with people outside their usual space. The client is now at the verge of referring clients to their colleagues due to overcrowding of internet based leads in a particular day.

Google Keywords Rank :

Keywords	Project On Start (2014)	Complete after One Year (2015)
mall management company	Not in 100	1
mall marketing companies	Not in 100	1
retail mall management	Not in 100	2
retail asset management companies	Not in 100	1
mall design company in India	Not in 100	1
leading retail property management company	Not in 100	1
lease management in India	Not in 100	1
mall designing company	Not in 100	1
mall management	Not in 100	1
Shopping mall management in India	Not in 100	1
mall management company	Not in 100	1
Shopping center management services	Not in 100	3
Shopping center management in India	Not in 100	6
commercial asset management company in India	Not in 100	5
mall management company in India	Not in 100	1
solution for mall management	Not in 100	2
lease management company in india	Not in 100	3
mall maintenance company	Not in 100	7
mall marketing	Not in 100	10
asset management company	Not in 100	15