

## SEO Case Study DLF Promenade

### About us

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

### Client

DLF promenade is consider to be the best shopping mall in Delhi and also complete package of family entertainment center, mall have non stop events and its one of the best entertainments in Delhi

### Challenge

The website was hacked on various occasions causing a drop in the traffic and keyword ranking. Delay in approval for recommended on-pages changes and implementation of suggested changes. There were multiple technical issues like CSS, Broken links and 404 crawl errors

### 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

Due to regular on-page and off-page optimization, there is reduction in number of technical issues like CSS, Broken links and 404 crawl errors compared to past. Indexing Frequency improved, the Website is cached on an average of 5 days which is better then the industry average. Compared to initial position in Jan 2015, keyword ranks for targeted keywords and website traffic have considerably improved in Google search

Google keyword rank:

Keywords	Project On Start (Jan 2016)	Complete (July 2016)
Mall in delhi	NA	2
Events in delhi today	NA	2
Best mall in delhi	NA	2
Events in delhi	NA	2
Delhi restaurants	NA	6
Shopping mall in delhi	NA	3
Best restaurants in delhi	NA	10
lifestyle online shopping	NA	10