



# SEO CASE STUDY



Bhura

consultancy

[www.bhuraconsultancy.in](http://www.bhuraconsultancy.in)

## Client – Bhura consultancy

Our Client is India based having Government Incentives Advisory Company.

Our services – Search Engine Optimization

### Business Background

This website is highly experienced in Government Incentives Advisory and also well conversant with Govt. regulations and legislations. It has fulfilled the Government Incentives Advisory requirements of large number of units. Government Incentive Advisory in Surat, Gujarat.

### Market competition

The online Competition was too high as the website was competing with well-known Government Incentive consultancy and Industrial Incentives Consultancy. Online rivalry websites was “atharvaconsultant.com”, “agroconsultant.org”, “sumerconsultancy.com” and many more and it was excessively solid.

### Project Goal

Important Keywords which leads to organic traffic with the help of Search Engine Optimization.

- Subsidy Consultants for industrialist
- TUF Consultant in India
- EPCG document Consultant
- IEC Consultant in Surat
- CLCSS Consultant
- CLCSS Consultant in India
- Gujarat government subsidy scheme
- TUF Consultant
- Tuf consultant in Gujarat
- subsidy consultant in Ahmedabad

And other keywords and utilize organic search (SEO) to increase lead volume and market share.

## Task & Challenges

- Increase the ROI of their Business
- Keyword research for effective Internet Marketing
- Make the website SEO friendly to get crawl frequently
- Optimize the targeted keywords in Major Search engines

## Actions

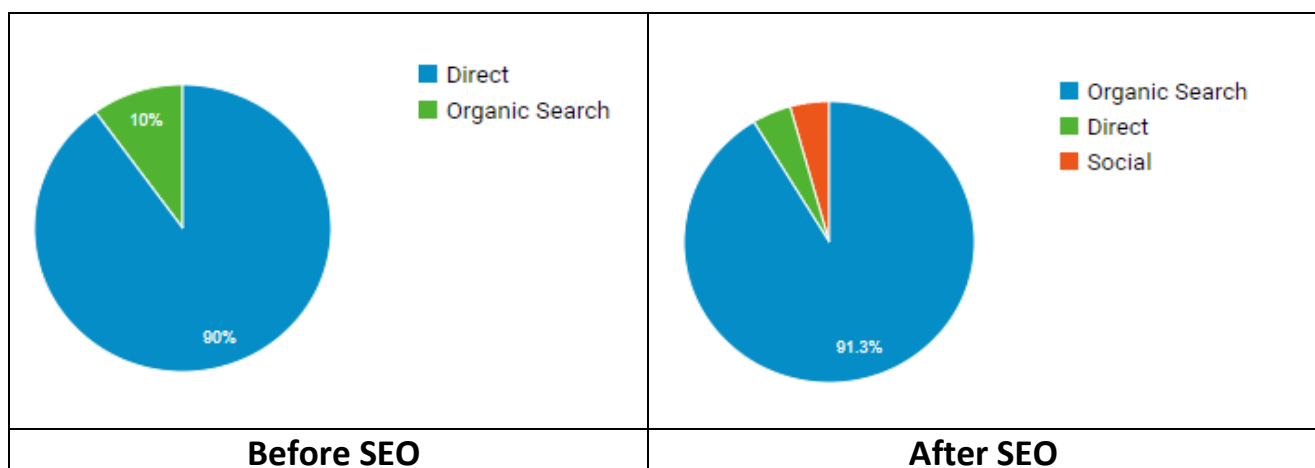
The project of Bhura Consultancy of SEO was started on March, 2017. Global Web Guru initiated with the highly searched keywords, effective content and executed with some quality link.

**Time Frame** - March 2017 – November 2017

## Results

Within short span of time execution we boost their business by increasing organic traffic. After SEO We increased their organic traffic by **85%**.

Below Snapshot describes the increase in Organic Traffic.



## Rank Report

Below Keywords are well optimized for the Client's website and are ranking in Top 10 i.e. the first page of Google.co.in

Keywords	Rank	Average Monthly Searches
Subsidy Consultants for industrialist	4	800
TUF Consultant in India	3	1200
EPCG document Consultant	1	975
IEC Consultant in surat	9	493
CLCSS Consultant	3	733
gujarat government subsidy scheme	24	1086
TUF Consultant	1	500
subsidy consultant in Ahmadabad	15	777

And other 60 keywords and utilize organic search (SEO) to increase lead volume and market share.

## Clients Remark

"We sincerely appreciate Global Web Guru efforts in positioning our website ranking in India. Sales of products have gone up compared to previous months; overall it's a satisfactory experience with Global Web Guru. Thanks to Ravi for the kind coordination. Cheers!" – Client Words.

## Conclusion

The overall traffic of website increased by 93% compared to past months. Traffic from Search Engines has been the main source of Success. New Leads is generating from SEO.