

Case Study for Digital marketing of largest state run catering services in India



About the Client

Client is well known accredited travel brand in India. With a huge share in travel industry, their site has an established consumer share & presence over the web.

Business Need

The primary objective for the company was to generate traffic to the site, bring potential leads & increase reach. The biggest challenge was to bring up on top positions from nowhere in Google search, bring conversions through multi-channel marketing within a defined budget in a competitive domain of travel and to bring real traffic that can convert.

Technical Solution provided

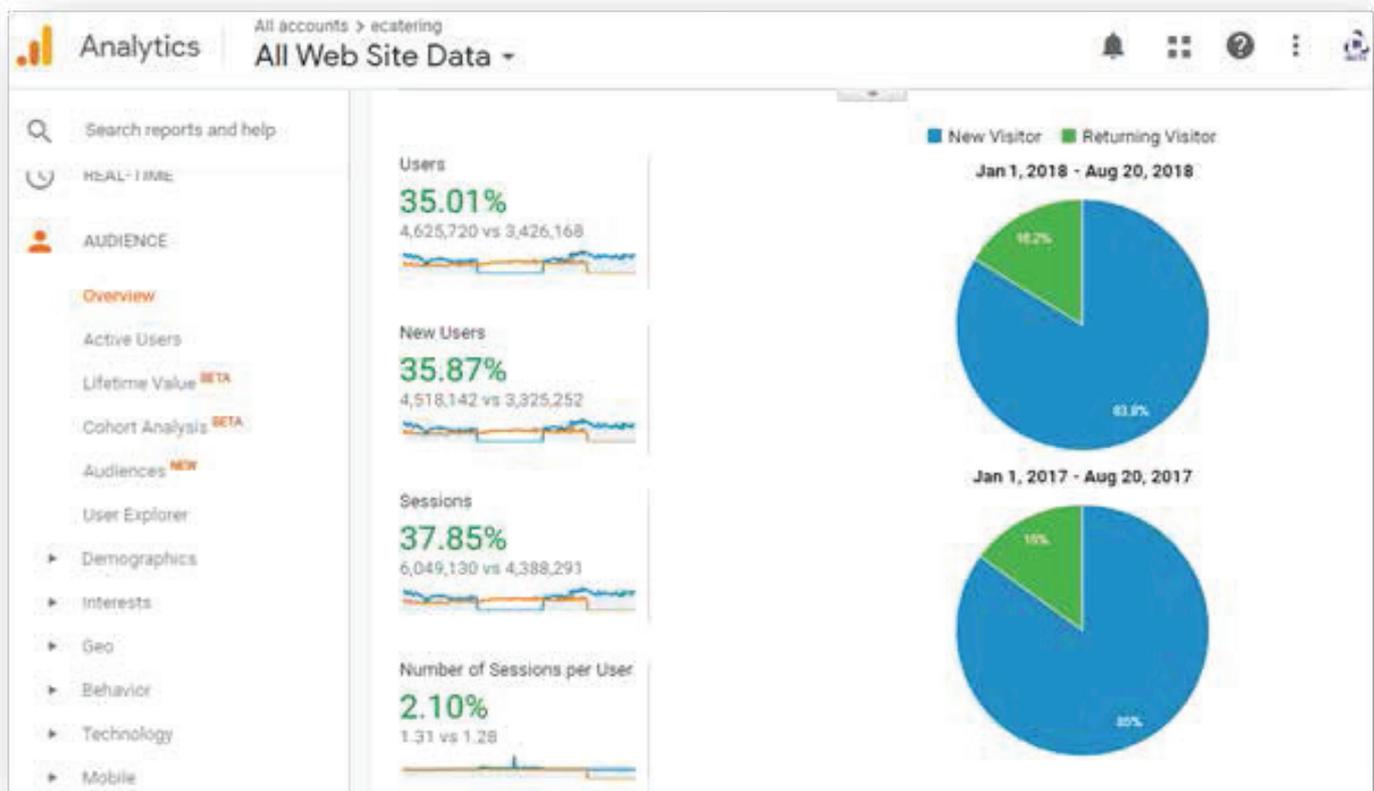
Site Optimization & Content Marketing: We selected productive keywords for the site & optimized it for users considering the latest search engine algorithms. In this process, we restructured the site to improve the user experience, optimized the content, added more information, & published user centric interesting content to bring new visitors, engage them and convert.

SEO: We also optimized the site for SEO, since it had a lot of scope of driving traffic through search. We pitched the travel articles to relevant media and combined these PR efforts with some blogger outreach.

Paid & Social: Along with strategic organic search marketing, we also executed several other campaigns like Paid advertising (search and display) & social media marketing to boost up the user engagement & conversions. Initiated Google Play store downloads "Food on Track" on social media.

Business Results

Overall traffic increased by 35 percent



Google Analytics Visit Data	Jan 01- Aug 20, 2017
Total Visit	3,426,168
Direct Traffic	2,828,684
Referring Traffic	251,718
Social	36,518
Search Engines Traffic	321,445
Other	20,893
Pageviews	33,973,456
Pageviews/Session	7.74
Avg. Time on Site	3:18
Bounce Rate	11.76%

Google Analytics Visit Data	Jan 01- Aug 20, 2018
Total Visit	4625720
Direct Traffic	4072986
Referring Traffic	158218
Social	16287
Search Engines Traffic	349342
Other	121
Pageviews	3707838
Pageviews/Session	2.55
Avg. Time on Site	1:56
Bounce Rate	54.91%