

About IAI

The Indian Art Ideas is an esteemed online art gallery that works with a vision to bring artists and art lovers closer to each other. The online dais has around thousands of paintings from renowned artists of India.

Business Need

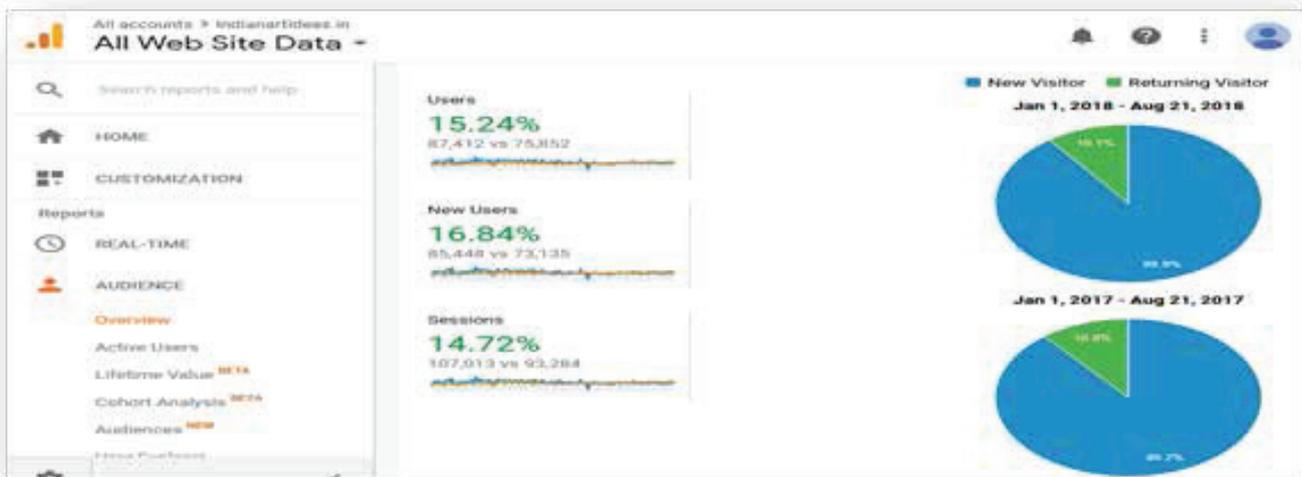
The client required SEO services from us. The requirement includes an increase of visibility & reach of their website by sustaining an apex rank on Google.com. The client rendered specific keywords so as to elevate the rankings and bring more traffic to its website. The main challenge was to provide the required service within the set budget limit.

Technical Solution provided

With effective on page and off page optimization, we devised a strategy to improve the ranking of client's website and draw more traffic. We offered resolution to SEO technical issues, content optimization, chat support solutions, and brand reputation management. We also did link building for the project. Idea was to increase the visibility of the website through various sources.

Business Results

We observed a 15 % of total traffic growth over a period for eight months with increased queries.



Google Analytics Visit Data	Jan 01- Aug 21, 2017
Total Visit	75,852
Direct Traffic	16,004
Referring Traffic	1,968
Social	5,143
Search Engines Traffic	52,444
Other	324
Pageviews	257,632
Pageviews/Session	2.76
Avg. Time on Site	0:02:33

Google Analytics Visit Data	Jan 01- Aug 21, 2018
Total Visit	87,412
Direct Traffic	20,687
Referring Traffic	2,297
Social	8,135
Search Engines Traffic	56,627
Other	118
Page views	242,179
Page views/Session	2.26
Avg. Time on Site	0:01:55

Keywords	Ranking - Aug'17	Ranking - Aug'18
indian art collectors	4	1
durga painting	10	1
indian contemporary art	7	2
indian art gallery online	9	2
online art gallery	12	2