

Digital Marketing Agency

SEO Case Studies



Who **We** Are

There are two simple ideologies in life - follow the path or create you own path. At DigiMark Agency, we are dedicated worshipers of the latter.

MyMoneySage

- Financial Industry -



Client

A premium wealth management and financial planning platform with 25+ years of experience in the industry. With their easy plans and pricing model, they help customers to build a strong wealth management system.

Challenge

- Completely new website with zero traffic.
- No digital exposure to the brand.
- Website changes and UI/UX changes.
- Out ranked by the competitors on Google search engine.

Solution

- From 0 - 80,000 traffic per month, achieved in 1 year of SEO implementation.
- 36,000 keywords rank on Google search engine across mobile and desktop devices.
- Started SEO from scratch with a brand new website and able to generate traffic within a month.
- 11,00,000+ Impressions per month delivered.

Insights



3,560, 598
Impressions

Overall with the related keywords search terms on google search engine

14.3
Avg. Position

Across the search terms on Google for related keywords

270,170
clicks

Achieved in 90 days across the web on mobile, PC, and other devices.

7.59%
Avg. CTR

obtained by the organic search traffic to the website including quality link clicks

1000
Keywords

+ keywords were ranking on Google first page. Sending more traffic to the website

GlossNGlass

- Beauty & Fashion Industry -



Client

Certified by the centre of City & Guilds. GlossNGlass is a makeup academy and celebrity makeup artists in Bangalore. Offering workshops and training for personal grooming which can be taken up exclusively by appointments.

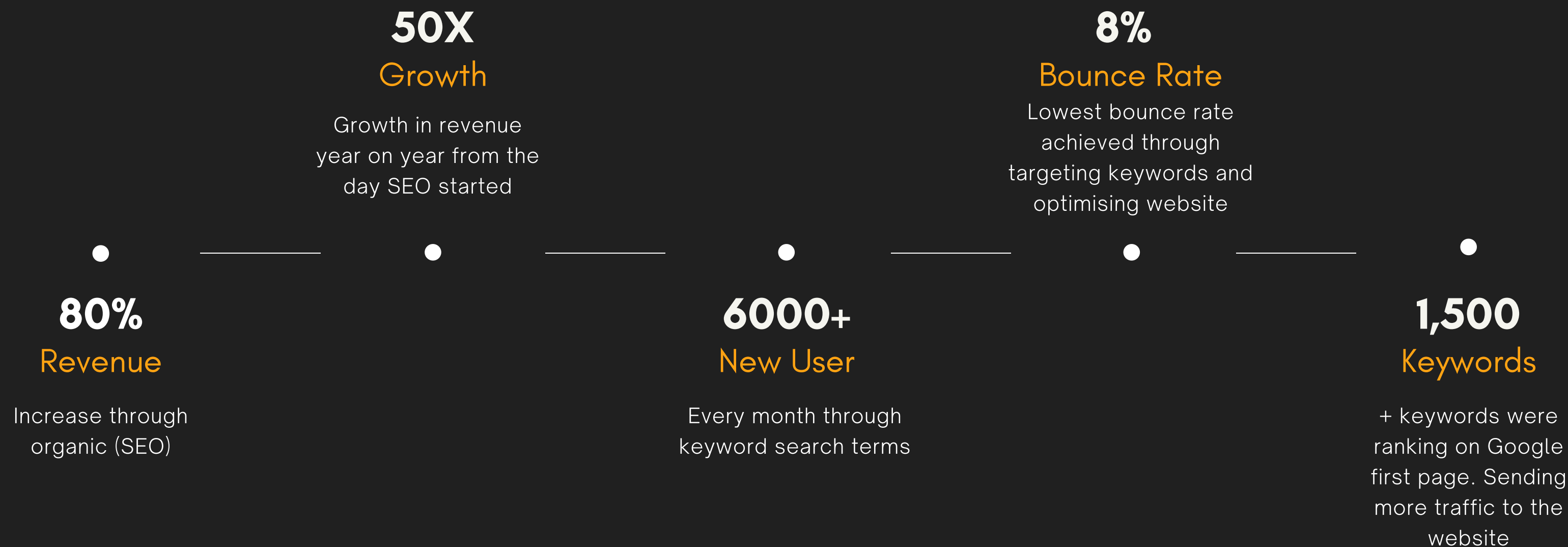
Challenge

- Started with a lot of hassles on the website
- Logo, brand and content had to be revamped
- No visibility of the brand to a nearby location and Google my business optimisation had required
- DA and PA was below average

Solution

- Re-branding the company and website structure
- Digital consulting for the brand to grow its business
- Able to launch multiple branches in Bangalore after the good revenue.
- 80% revenue increase through organic traffic (SEO)

Insights



ZipHop

- Bikes & Car Rental -



Client

ZipHop is an online travel platform offering bike and car rental services in Goa, Mumbai and Bangalore. The ZipHop app makes it easy and convenient to customer to book their ride.

Challenge

- A new start-up in the industry.
- Due to budget constrains the client had to depend on only organic traffic.
- Completely new website with zero traffic.
- No digital presence.
- Out ranked by the competitors on Google search engine.

Solution

- From 0 - 20,000 traffic per month, achieved in 8 months of SEO implementation.
- Major traffic from business intent keywords.
- More than 5200 keywords ranking for the website on Google search.
- Started SEO from scratch with a brand new website.
- Ranked #1 in Goa and Mumbai, top 3 in Bangalore.

Insights



#1

Rank

Top most rank in Goa
with specific bike
rental keywords

\$2,100

Traffic Value

Through organic
search results on
Google

23+

User Rating

On the website with
quality content and
increased page per
session

13,100

Organic Traffic

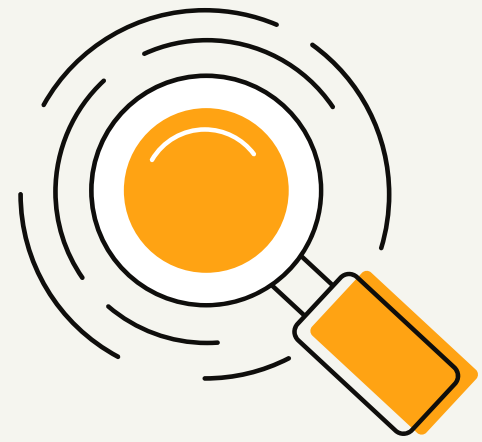
Obtained by the
organic search traffic
to the website
including quality link
clicks

5,200

Keywords

+ keywords were
ranking on Google
search engine Sending
more traffic to the
website

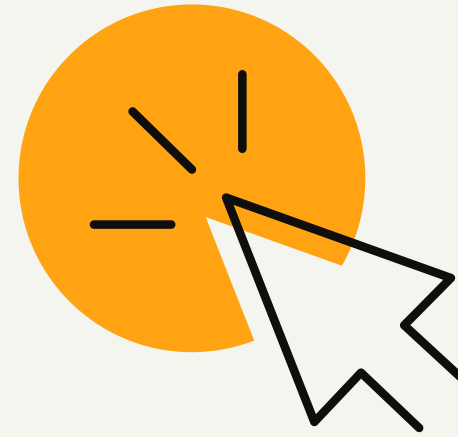
We Believe In



Research



Idea



Results



Service Oriented

Our Clients



MINISTRY OF SLEEP.IN



CAPITA

ATTITUDE





Questions?



Get In Touch

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