

The logo for Verve Media features the word "VERVE" in a large, bold, black, sans-serif font. Below it, the word "MEDIA" is written in a smaller, black, sans-serif font. The letters are spaced out. To the left of the word "VERVE" is a small, solid purple L-shaped icon. To the right of the word "VERVE" is a small, solid purple icon that is a mirror image of the L-shape, rotated 90 degrees clockwise.

VERVE
M E D I A

SEO CASE STUDIES

SEO HAS SEVERAL BENEFITS FOR A BRAND, LIKE

- **SUSTAINED RETURNS :**

SEO initially requires investment, but the returns a company receives after SEO is exponentially high. Thus, SEO guarantees a continuous flow of leads.

- **STRONG CUSTOMER BASE :**

SEO ensures constant inflow of leads, creating and sustaining a strong and loyal customer base.

- **TARGETED MARKETING :**

Through SEO, certain keywords may be targeted, which can directly lead the audience to the company's website providing the services.

- **COMPETITIVE ADVANTAGE :**

Having an SEO strategy could be of advantage amongst other competitors as more leads may be generated and conversion inflow.



An online music education platform, Artium Academy makes learning fun for people of all ages. The brand has collaborated with numerous music maestros to design performance-based courses for vocals, strings, keyboards & percussions.

Problem Statement:

Learning music online is not a new concept; to be discovered in this space is a challenge for a new entrant. While lockdown made Indians more familiar with concepts of working and learning from home but getting people to learn music from is still a challenge as Indians still prefer a more traditional set up of having to physically visit a guru in order to learn the craft.

The Approach:

Making a new website rank in SEO is a challenge in itself. However, it gives us a clean slate to work upon. Using new SEO techniques becomes easier when the website doesn't have a history of non-standard SEO implementation. Moreover, getting visibility on the search results of people looking for traditional solutions becomes easier. We targeted keywords which were widely used by people looking for an offline music learning solution and created content that can show them the benefits of learning music online.

THE IMPACT

KEYWORDS	SEARCH VOLUME	EARLIER POSITION	IN 180 DAYS
ONLINE GHAZAL CLASSES	100	66	1
ONLINE MUSIC CLASSES IN TAMIL	140	NA	2
ONLINE MUSIC ACADEMY	2600	NA	2
MUSIC ONLINE CLASSES	1000	NA	5
GUITAR LEARNING CLASSES NEAR ME	1300	NA	8

CONCLUSION

In six months, organic traffic increased sevenfold. For a few of the targeted keywords, Artium Academy was able to rank higher than their direct competitors.

68%

Increase in
targeted
keyword
ranking

43%

Keywords
started ranking
in google

38%

Increase in
average
keyword
ranking



HiCare is a digital, responsible, and hygiene company for complete home and institutional solutions in India. As a national brand with a legacy of 3 decades, they have served over 30 lakh homes and 300+ corporations.

Problem Statement:

HiCare, being in the market for over 2 decades, was striving to compete with new-age pest control service providers. When facing a pest crisis, be it at home or the office, Google is the primary medium to search for solutions. Hence it became mandatory for them to show up first on the search result to ensure every opportunity was leveraged.

The Approach:

It was important to understand the consumer psyche before we approached them. Conclusive research revealed that consumers often search for DIY solutions before approaching professionals. Instead of directly asking them to avail HiCare's services, the brand provided them with a first cut solution to help them eradicate the unwanted guest in their personal and professional spaces. Thereby increasing HiCare brand visibility and positioning them as an expert solution provider.

THE IMPACT

KEYWORDS	SEARCH VOLUME	EARLIER POSITION	IN 365 DAYS
BIRD NETTING	12000	12	1
CURTAIN STEAM CLEANING	600	25	1
COCKROACH PEST CONTROL SERVICES	26000	8	1
FRIDGE CLEANING SERVICES	17000	15	1

CONCLUSION

More organic traffic resulting in more organic leads. Increased visibility on search helped HiCare in generating more leads, bringing them one more step closer to becoming the thought leaders in the pest control space.

67%

Keywords
ranking
on number 1

48%

Increase In
organic traffic
from targeted
keywords

56%

Increase in
targeted
keyword
ranking

The International by Tunga offers you the most splendid hotel rooms having all modern day amenities, fine restaurants and service above reproach, leaving the busy traveler simply ecstatic.

Problem Statement:

Many businesses were affected by the lockdown, including the hospitality industry. By lowering their cost per sale, The International by Tunga hoped to maximise the post-lockdown period. Aggregators, in addition to direct rivals, also become a significant element impacting the CPS. In such a scenario, the need for organic leads becomes a key differentiation.

The Approach:

To increase the website's credibility for short-tail keywords, we developed an off-page content strategy that focuses on long-tail keywords. Being listed in local listings has a positive effect on the brand's ranking in the search engine. Popular local listing services like Google My Business were part of our strategy.

THE IMPACT

KEYWORDS	SEARCH VOLUME	EARLIER POSITION	IN 365 DAYS
BANQUET	7.1 K	NA	7
MARRIAGE HALL	2.4 K	NA	9
FUNCTION HALL	1.3 K	NA	9
BANQUET HALLS	9K	NA	10

CONCLUSION

SEO being a long term but highly valuable marketing strategy, proves to be effective even in highly competitive situations. Our approach resulted in the brand appearing on the first page for generic keywords.

90% Increase in average ranking

60% Targeted keywords started ranking on google within 30 days

50% Targeted keywords ranking on the first page



Naagin was founded with a rebellious spirit and no small objective: to offer instant taste upgrades to people (of passion) who want better food, and to bring a modern twist to India's historic and passionate relationship with spices. Representing India's rich culture, Naagin Sauce offers spicy, vegan sauces that are sure to set your plate on fire.

Problem Statement:

Hot sauce is not a new product in the Indian market; many international brands have already established themselves at the dinner table. The primary challenge that Naagin was investigating was not competing with international brands. They desired to show up whenever a spicy food enthusiast was experimenting with new recipes and ingredients. The goal was to become the preferred hot sauce brand among chefs, paving the way for end consumers to try this Indian take on hot sauce.

The Approach:

We selected keywords that were frequently searched by chefs. We began incorporating content pieces into recipe blogs as well as answering questions about hot sauce and spicy recipes on popular platforms such as Quora.

THE IMPACT

KEYWORDS	SEARCH VOLUME	EARLIER POSITION	IN 180 DAYS
HOT SAUCE BEST	3600	40	5
CONDIMENTS FOR INDIAN HOT SAUCE	1200	28	2
BEST CONDIMENTS FOR LAVANGI CHILLIES	300	33	3
BEST CONDIMENTS FOR BHAVNAGRI CHILLIES	600	46	6

CONCLUSION

Naagin Sauce began ranking on the first page of Google for long tail keywords, resulting in organic branding on these terms

68%

Increase in average ranking

36%

Keywords ranking on first page

55%

Increase in targeted keyword ranking

A popular name in the Indian sports and nutraceuticals market, Bigflex aims at helping people achieve a healthy and fit lifestyle using their well-formulated and research-backed products.

Problem Statement:

Being a heavy spender on paid platforms, Bigflex wanted to cut back on their advertising while still maximising organic results. Although the website is well-suited to handling traffic, it required fixing from an SEO perspective. The website lacked information for users looking for more than just product and brand information.

The Approach:

Our SEO team became a part of Big Flex's website migration, ensuring the website meets all the standards set by search engines to get the best results. A content-based SEO strategy was also made to showcase information beyond just the product details. We also included blogs dissecting celebrities' fitness regime and the kind of supplements required to achieve similar results.

THE IMPACT

KEYWORDS	SEARCH VOLUME	EARLIER POSITION	IN 90 DAYS
EAA	24000	41	7
MUSCLE GAINER SUPPLEMENT	118000	76	22
MASS	96000	57	19

CONCLUSION

Starting a blog section on the website resulted in increased average session duration and also contributed in getting better ranking on Search Results.

65% Keywords started ranking in google

54% Increase in targeted keyword ranking

33% Increase in average keyword ranking

PropReturns's core value lies in providing investors with a platform that uses data and analysis to help them invest transparently in real estate. We utilise data-driven insights at every step of the investment process, leaving nothing to chance. This helps investors make safe and calculated investments with the aim of building a long-term investment portfolio.

Problem Statement:

Launching a new platform in highly cluttered marketing is a challenge in itself. Moreover in an industry where scams and invalid information is a common issue, for a new brand which promises transparency it becomes essential to take a marketing approach which is different or more reliable than what the direct and indirect competitors are doing. When it comes to discovering new brands or companies, Google stands as the first and foremost platform on which people rely on. Considering this, it was essential for PropReturns to quickly make their presence visible on search results.

The Approach:

To accelerate the SEO process, especially in a competitive market, it is critical to target keywords that are niche and most relevant to the brand and its goal. We devised a strategy that enabled us to achieve faster results within the niche audience before gradually expanding it to high search volume keywords.

THE IMPACT

KEYWORDS	SEARCH VOLUME	EARLIER POSITION	IN 60 DAYS
PRE LEASED BANK PROPERTY FOR SALE IN MUMBAI	1600	17	3
PRE LEASED PROPERTY FOR SALE IN MUMBAI	1600	13	4
COMMERCIAL PROPERTIES FOR INVESTMENT	72000	24	6
INVESTMENT PROPERTY FOR SALE	60000	64	25

CONCLUSION

SEO is a game of patience, but in this case, the brand saw significant improvements in rankings and traffic in just 60 days. The strategy of targeting niche keywords paid off for the brand, as 52% of the targeted keywords quickly ranked on the first page.

88%

Targeted keywords started ranking on the first 3 pages

52%

Targeted keywords started ranking on the first page

63%

Increase in average ranking

Problem Statement:

Operating in a cluttered market with goliaths like Amazon, Flipkart, Healthkart, HealthXP was a David punching above its weight. They wanted to be a preferred portal with health and fitness enthusiasts for all their recurring supplement requirements. But the challenge was to rank higher in the searches among its competitors on keywords that are basically open for all to bid, portals and brands a like.

The Approach:

While a seasoned health and fitness enthusiast will be loyal towards their regular channel for nutritional supplements, curiosity of a new entrant always leads them to research best products and practices. We identified the opportunity and focused our synergies towards tapping them to make them our recurring customers. We created a plethora of content addressing challenges faced by new entrants and how they can overcome them to achieve their desired goal.

THE IMPACT

KEYWORDS	SEARCH VOLUME	EARLIER POSITION	IN 365 DAYS
SUPPLEMENT STORE	500	43	4
PROTEIN ON WHEY	7,500	44	4
SUPPLEMENTS BUY ONLINE	100	49	4
PRE WORKOUT SUPPLEMENTS	150	33	8
GOLD STANDARD WHEY PROTEIN	1.7K	NA	8
DYMATIZE	2.7K	NA	8
DYMATIZE ISO 100	2.4K	34	9

CONCLUSION

David beat Goliath, HealthXP ranked higher than Amazon and Flipkart on some keywords, giving the brand more relevant traffic and ultimately increasing the sales.

70%

Targeted
Keywords
Ranking on the
First page

46%

Increase in
Organic Traffic
from Targeted
Keywords

34%

Increase in
Targeted
keyword
Ranking



Originating in France, Desjoyaux Pools is one of the world's largest swimming pool builders. They are known for the superior quality they provide, a hassle-free experience and long-term cost-effective solutions.

Problem Statement:

Desjoyaux Pools India (a franchise of Desjoyaux Pools) were facing 2 major challenges; First, they were ranking way below the global website of Desjoyaux Pools in Indian search results, making it difficult for the Indian consumers to get in touch with the relevant pool builders. Second, their primary target audience, that is, High Networth Individuals, Resort / Villa / Penthouse Owners and people who can afford to build a pool in their abodes.

The Approach:

We created local listings and made directory submissions to increase the visibility of the domestic website over the global counterpart. To tackle the second hurdle we deep dived into researching and understanding the TG inorder to reach out to them organically. Our research revealed that the luxury of a swimming pool was enjoyed by HNI, the decision to install it remained with architects and interior designers. So we refocused our strategy to target the decision makers.

THE IMPACT

KEYWORDS	SEARCH VOLUME	EARLIER POSITION	IN 180 DAYS
DESJOYAUX POOLS	230	2	1
SWIMMING POOL BUILDERS	1200	34	6
SWIMMING POOL FOR RESORT	7200	NA	3
BEST SWIMMING POOL	160000	NA	7
SWIMMING POOL ACCESSORIES	72000	NA	9

CONCLUSION

Desjoyaux Pools began receiving direct inquiries from India. Requests for swimming pool accessories and maintenance began to pour in.

60%

Targeted keywords ranking on the first page

39%

Increase in organic traffic from targeted keywords

20%

Increase in number of leads from the website



Wine & Dine by Pilade Khilade, a multi-cuisine restaurant and bar, offers an exciting combination of ambiance, aroma and appetizers to its guests. It is the perfect place for those who want to enjoy some leisure moments with their friends and family.

Problem Statement:

Experiential Restaurants like Wine & Dine depend highly on footfalls. Being present in the organic search becomes crucial to get new customers especially people who are exploring the location. Even in this industry, aggregators have taken over the search from both paid and organic standpoint. Competing with such heavy spending competition becomes an impossible challenge for local players. The only cost-effective way remains organic ranking even for the local marketing.

The Approach:

Local listings like Google My business was to be focused to ensure high ranking in local search results. Along with this, creating quality content to guide the target audience becomes crucial. We devised a strategy focusing on local search behavior and trending topics based on upcoming events and topics.

THE IMPACT

KEYWORDS	SEARCH VOLUME	EARLIER POSITION	IN 60 DAYS
BEST RESTAURANT AT MALL ROAD	60	NA	1
BEST RESTAURANT FOR DINNER DATES	90	NA	1
RESTAURANT FOR ORIENTAL SPECIAL	70	NA	1
BEST RESTAURANT FOR AMRITSAR	80	NA	1
INTERNATIONAL PLATTER	60	NA	1

CONCLUSION

We were able to achieve top ranking in locally searched queries focused on the brand's offerings.

90%

Targeted keywords ranking on the first page

37%

Increase in local organic traffic / calls / queries

20%

Average ranking of the targeted keywords



V E R V E
M E D I A



THANK YOU