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SEO Case Study: Boosting a Clients Online Presence:



HDFCSALES.COM

Industry: Finance

Learn how we helped a client in the Finance Industry to improve their visibility, and ranking and drive more traffic to their website.



Client Background

HDFC Sales is a subsidiary of HDFC Bank Ltd., established as a distribution arm with the goal of providing doorstep services to potential clients within the HDFC group. Established in January 2004, HDFC Sales has grown over the past 19 years to become a workforce of over 13,000 employees, spanning across more than 370 branches in various locations throughout India.



A Dedicated and Focused Team

We collaborated with HDFC Sales to understand their brand vision, USP and values, to create an effective SEO strategy for them.



In-Depth Website Analysis

Using our proprietary tools, we identified gaps in the website's structure, content, and metadata to optimize it for search engines.



Custom Creative Solutions

We devised an innovative approach that catered to our client's niche TG to build a foundation for their website.

Strategy Implementation

Our strategy involved an extensive overhaul of the client's website content, blog content generation, and UI/UX to make it more search engine-friendly and user-friendly.

Keyword Research & Optimization

For HDFC Sales, our approach to the keyword strategy differed significantly. In this case, we initiated by prioritizing branded keywords over generic ones, a focus we intensified during phase II.

Link Building

We built high-quality, relevant backlinks to the website to increase domain authority and improve search rankings. Various profile building activities has been conducted.

Content Creation

We developed a comprehensive content plan that focused on educating and informing the target audience and addressing their pain points through blogs

Blog Integration

We incorporated a blog for HDFC Sales, leading to a substantial increase in traffic generated through the production of high-quality blog content.

Results and Metrics

The strategy resulted in significant improvements in HDFC Sale's online visibility, ranking, website traffic, and blog traffic.



Organic Traffic

Website traffic increased by 70% in the first 12 months all organic



Ranking

76% of the keywords were ranking in first and second page of Google



Conversions

75% Growth in overall conversion

Challenges Faced

The process was not without its challenges. Big brands come with big challenges but we manage to overcome and achieve our client's goals.

Website Content Updates

As a subsidiary of HDFC Bank, HDFC Sales initially presented challenges regarding content updates on the website due to significant limitations. However, we successfully persuaded the HDFC Sales team about the importance of incorporating keywords within the content.

Their supportive collaboration enabled us to overcome constraints and implement the necessary changes.

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Content Development

The creation of unique and engaging content that resonated with the client's target audience was a challenge. We conducted extensive research and implemented feedback from the client to ensure that the content delivered on their expectations.

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Measuring and Reporting

The challenge here was to avoid outranking the parent company, HDFC, for the identified target keywords as HDFC Sales. This was successfully addressed through a strategic blend of on-page and off-page techniques.



Lessons Learned

Our experience with this case study taught us invaluable lessons that we can apply to future projects.

1 Collaboration

Closer collaboration with clients leads to better outcomes. It is important to understand their goals, provide regular feedback and keep them informed of our progress & red flags on timely basis.

2 Communication

Clear communication is important in ensuring that all members of the project team are on the same page (SEO Team & Dev Team), and that project milestones are reached efficiently.

3 Flexibility

Flexibility is crucial in creating effective SEO strategies and tactics that cater to the unique needs of each client.

Future Recommendations

We have recommendations for how our client can continue to build on our initial successes and keep growing their business.

Local SEO

- a. Create a Google My Business page for their local branches to drive traffic on their respective locations
- b. Optimize local citations

Content Marketing

- a. Create and publish content (blogs) on their website
- b. Targeting secondary list of keywords through their blog to attract their TG

Web Maintenance

- a. Regularly update the website with fresh content
- b. Improve server speed and focus on page loading time
- c. Implement responsive design to improve mobile compatibility



Client's Feedback

"We developed a very meaningful collaboration with Cations Digital and the team's hard work and dedication to the SEO of our Website has fetched remarkable results over a year and a half. We really appreciate their attention to detail, pro-activeness, and creative approach to making our ROI so rewarding.

A special mention to the Cations Team for investing unfaltering time and effort in our project that helped the SEO pick up speed and get genuine leads. We wish Cations Digital all the very best for all their future endeavors."



Conclusion

The journey with HDFC Sales involved overcoming distinct challenges, such as content limitations and the delicate balance of not outranking the parent company, HDFC. The success was achieved through strategic approaches, including prioritizing branded keywords, convincing the HDFC Sales team of the importance of keyword incorporation, and implementing a balanced mix of on-page and off-page techniques. This underscores the adaptability and effective collaboration needed in navigating the unique dynamics of SEO within a subsidiary framework. The outcomes reflect the achievement of traffic growth, keyword optimization, and overall success in the digital landscape for HDFC Sales.