



Client Name: MMR Group India
 URL: <http://www.mmrgroupindia.com/>
 Nature of Business: Real Estate

The Challenge

Based in Noida, this client has successfully built a reputation in realty companies in India. With their dedication to service, they were looking to grow and strengthen their online presence through the use of Search Engine Optimization.

They were taking service of some other online marketing company for placing their important keywords like “Real Estate Company” in natural search results. But even after working for 2 years, none of the keywords including the most important keyword “Real Estate Company” appeared on the first page of search results. They approached Pratham Vision to get their website on first page of Google.

The Solution

Pratham Vision researched their website as well as their competitor’s website. After in-depth analysis, it was concluded that this client’s website lacks optimized content and link popularity.

Pratham Vision devised a SEO, Off Page & Social Media strategy to effectively implement and promote the important keywords. On Page optimization was carried out by optimizing meta tags, content, header tags & images. Off Page & Social Media optimization was done using link building, article submissions etc.

The Results

Within 2 months of campaign, this client achieved first page ranking for many keywords including the most important keyword “Real Estate Company”. Their website now comes on 1st position on Google for “Real Estate Company” keyword.

SN	Key word	Ranking
1	Real estate Companies in Noida	1
2	Real Estate Company In Noida	1
3	Best Real Estate Company In Noida	1
4	Real Estate Company At Noida	1
5	Top Real Estate Company In Noida	1
6	Top 10 Real Estate Company in Noida	1
7	Top Real Estate Firms In Noida	1
8	Real Estate Companies In Delhi/Noida	1
9	Best Real Estate Companies In Noida	1
10	Noida Top Real Estate Companies	1
11	Real Estate Companies	1
12	Noida Real Estate Companies	1
13	Top Real Estate Companies in Noida	1
14	Construction Group Noida	2
15	Top Five Real Estate Companies In Noida	2
16	Infrastructure Company in Noida	2
17	Real Estate Developers In Noida	2
18	Shopping Mall In Bulandshar	3
19	Bulandshahr Shopping Mall	3
20	New Shopping Mall Bulandshahr	3

SN	Keyword	Ranking
21	Real Estate Developers Noida	3
22	Real Estates Companies In Noida	1
23	Top Construction Companies In Noida	5
24	Delhi Real Estate Group	6
25	Bulandshahr Mall	7
26	Mall In Bulandshahr	8
27	Mall In Bulandsher	8
28	Top 10 Real Estate Project in Noida	8
29	Real Estate Company	10
30	Corporate Space in Noida	10
31	Builder Company In Noida	11
32	Real Estate Groups In Delhi	13
33	Construction Company In Noida	14
34	construction company noida	15
35	Construction Company In Delhi Noida	19
36	Real Estate Noida	22
37	Construction In Noida	23
38	Real Estate Companies In Delhi NCR	23
39	Hospitality Projects in Noida	24
40	Real Estate Company In India	29