



Client Name: RBA (Raghvendra Bisen Architects)
 URL: <http://www.rba.net.in/>
 Nature of Business: Architecture consultancy firm

The Challenge:

RBA is a multidisciplinary consultancy firm based in Noida involved in Architecture, Interior Design, Green and Sustainable Building Design and Project Management. With their services they wanted to increase the online visibility of their site on search engine with help of Search Engine Optimization. They were looking to get their most important keyword “Best Architects” on first page of Google and they approached Pratham Vision to get there website on first page of Google.

The Solution:

Pratham Vision team first analyzed the client’s website as well as their competitor’s website. After the deep analysis we got the conclusion that client’s website is not well optimized and lack of link popularity as compared to the competitor’s website.

After the whole conclusion we made a special strategy to work on <http://www.rba.net.in/> including OnPage, OffPage and Social Media strategies. We worked on OnPage Optimization that includes creation of optimized Meta tags, header tags & images etc. And OffPage and Social Media activities include link building, forum posting, press release, article submissions etc.

After completion of 1st month SEO campaign on RBA, we were far away from the actual results as per client expectations and the keyword was visible on the 4th page on Google. But it was not meeting client’s requirements, as he wanted the keyword to be visible on first page of Google.

Then the Pratham Vision team analyzed the client’s website over again and designed more proven techniques to get the most important keyword on top. The team also started commenting on relevant blogs and articles online to achieve their target.

The Benefit

The RBA SEO campaign was truly a success. As a result of the campaign, RBA website received a tremendous amount of traffic.

The Result

Within the period of 3rd month of Our SEO campaign we achieved the desired results and now Rba.net.in appears on first page of Google for the Keyword “best architects”.

SN	Keyword	Ranking
1	Best Architects In Noida	3
2	Top Architects In Noida	3
3	Top Architects In Ncr	3
4	Top Architects In Delhi Ncr	4
5	Best Architects In Delhi Ncr	4
6	Architectural Consultancy	4
7	Architectural Firms In Noida	5
8	Architects In Ncr	6
9	Architects In Delhi Ncr	6
10	Architectural Firms In Delhi Ncr	6
11	Green Architect	7
12	Architects Noida	7
13	Architecture Firms In Delhi Ncr	7
14	Top Architects	8
15	Architecture Firms In Noida	8
16	Architecture In Delhi Ncr	8
17	Architect Delhi Ncr	8
18	Green Building Architects In India	8

SN	Keyword	Ranking
19	Architect In Delhi Ncr	9
20	Architects In Noida	9
21	Architect Consultant	9
22	Architectural Consultancy Services	11
23	Delhi Top Architects	11
24	Architect Consultants In Delhi	11
25	Hospital Architects In Delhi	13
26	Best Architects	14
27	Best Architects In Delhi	14
28	Top Architects In Delhi	15
29	Architecture Consultants In Delhi	15
30	Best Architecture In Delhi	16
31	Architects	18
32	Architectural Firm In Delhi	18
33	Best Architectural Firms In Delhi	19
34	Commercial Office Designs	19
35	Industrial Architects In Delhi	19