

# SEO Case Study



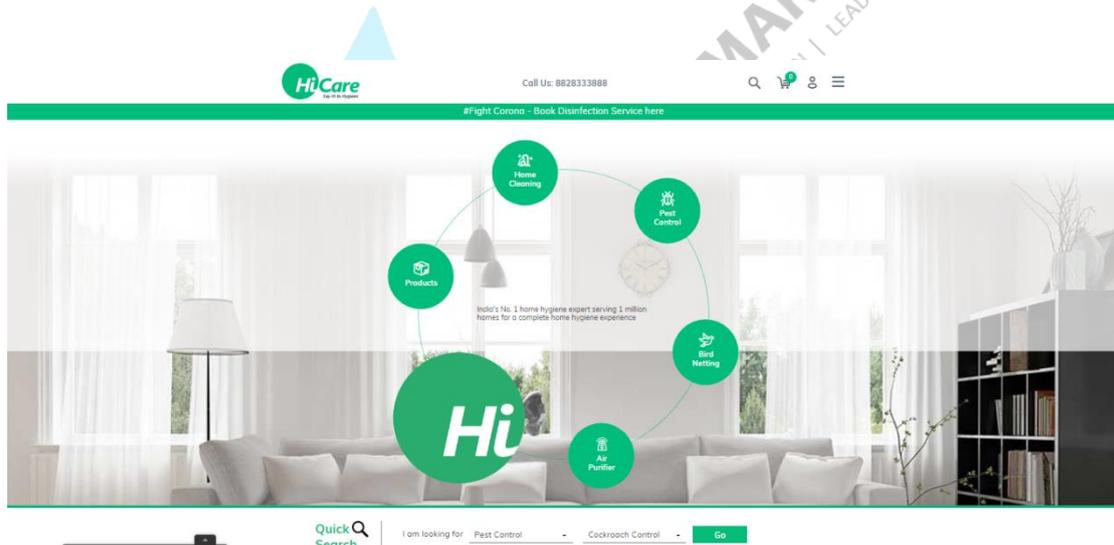
**Project Name:** SEO Campaign

**Company Name:** HiCare

**Target Location:** India

## Client Profile:

HiCare is India's No.1 home and institutional hygiene company that delights customers with its advanced pest control, home cleaning, bird management, air purifiers and product solutions. Serving over 10 lac homes across 30 cities and 5 million sq ft of commercial complexes.



## Challenges:

Before we talk with a client about prices or proposals, we do some digging to find out what they really need. In HiCare's case, initial research pointed to signs that prior SEO tactics had left them with a lot of poor quality & irrelevant backlinks, moreover the overall SEO score was bad due to technical errors and poor site structure, that was negatively affecting

search rankings. Since HiCare has business in many cities in India, they were struggling to get users from all other cities except few.

### Solutions:

We created an SEO strategy to improve site structure and simultaneously spammy backlink removal and were able to show substantial gains in traffic in the first 3 months.

Because HiCare has locations in several metropolis cities, we developed a content strategy that included creating specific city pages and adding location-specific content to the client's website, targeting unique sets of keywords for each city.

### Results:

Soon, the results of SEO started to show up.

- High Searches keywords ranked on Google's 1<sup>st</sup> page, from 4<sup>th</sup> month
- Organic User traffic has increased by 2x.
- The leads on the site have increased from monthly 150 to 280.

Website URL	Keywords	Page
<a href="http://www.hicare.in">www.hicare.in</a>	Home Cleaning Services	1
	Pest Control	
	Cockroach Control	
	Sofa Spa	
	Kitchen Cleaning	
	Bird Netting	

## Results by the numbers:

45%

Increase in Organic Traffic

280/Month

Increase in Leads



**Ravindra Patidar**

“Young team is extremely professional, flexible and hard working. Zareen had been very receptive & responsive to the requirements. They have good understanding of SEO unlike other agencies & bring great value on the table.”

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