

# SEO Case Study



How we turned customer  
**PAIN POINTS** into **PLUS POINTS**

## Company Overview



Chunda Palace, the best boutique heritage hotel in Udaipur offering luxurious accommodation with splendid hospitality near Lake Pichola. Feel the full strength of the Rajasthani culture and heritage as you enter the doors of Chunda Palace. Traditional architecture, exquisite artwork and outstandingly sophisticated rooms await you. The design of this luxury boutique hotel in Udaipur incorporates the elements of an authentic Palace, where guests can stroll around and discover sensual delights.

*Chunda Palace, Boutique Heritage Property*

## Challenges From The Client's perspective

**Ranking Issues** → The client is struggling with low rankings on search engine results pages (SERPs), which is impacting their visibility and organic traffic. This can be due to various factors such as poor SEO optimization, lack of quality backlinks, user friendly issue, or outdated content.

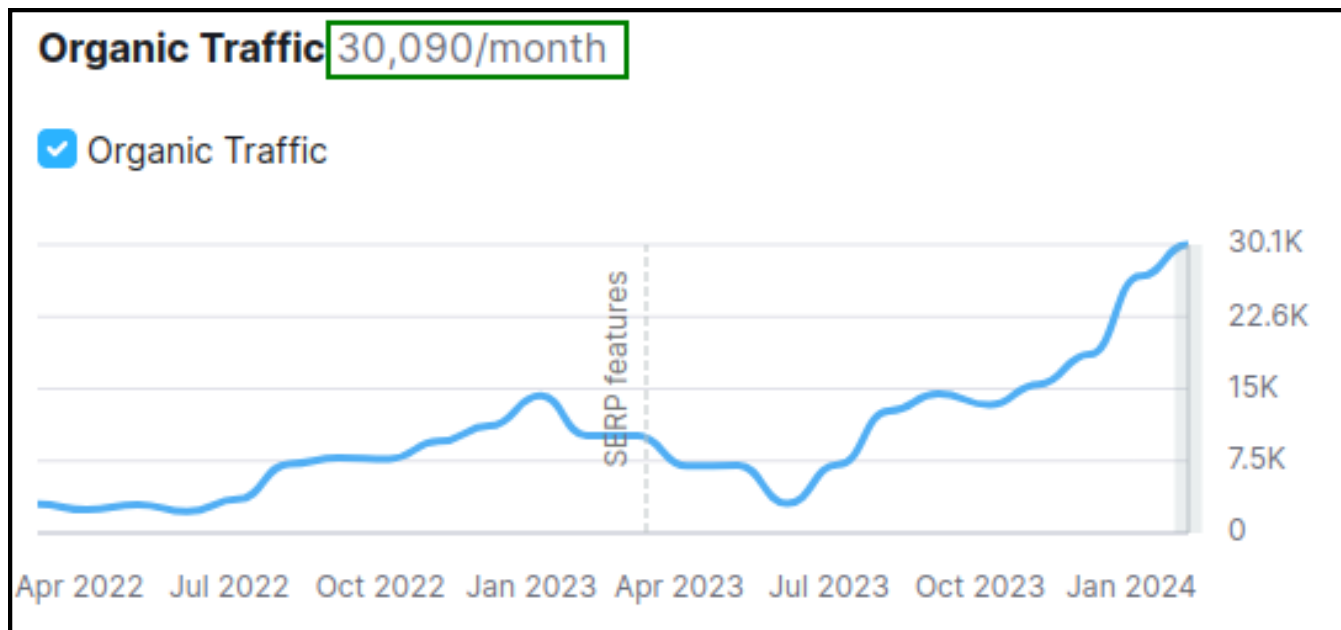
**Lead Problems** → The client is facing difficulties in generating leads for their business. This could be attributed to ineffective marketing strategies, inadequate targeting of the right audience, or to attract potential customers.

**Low Traffic Volume** → The client's website is experiencing low traffic volumes, resulting in limited online visibility and reduced opportunities for engagement and conversions. This issue could stem from insufficient content promotion, slow website performance, etc.

## Our Approach - How we helped

Chunda Palace were competing in an increasingly crowded market when they came to Elixir, and though they were an established name it was becoming harder for them to compete for key organic traffic.

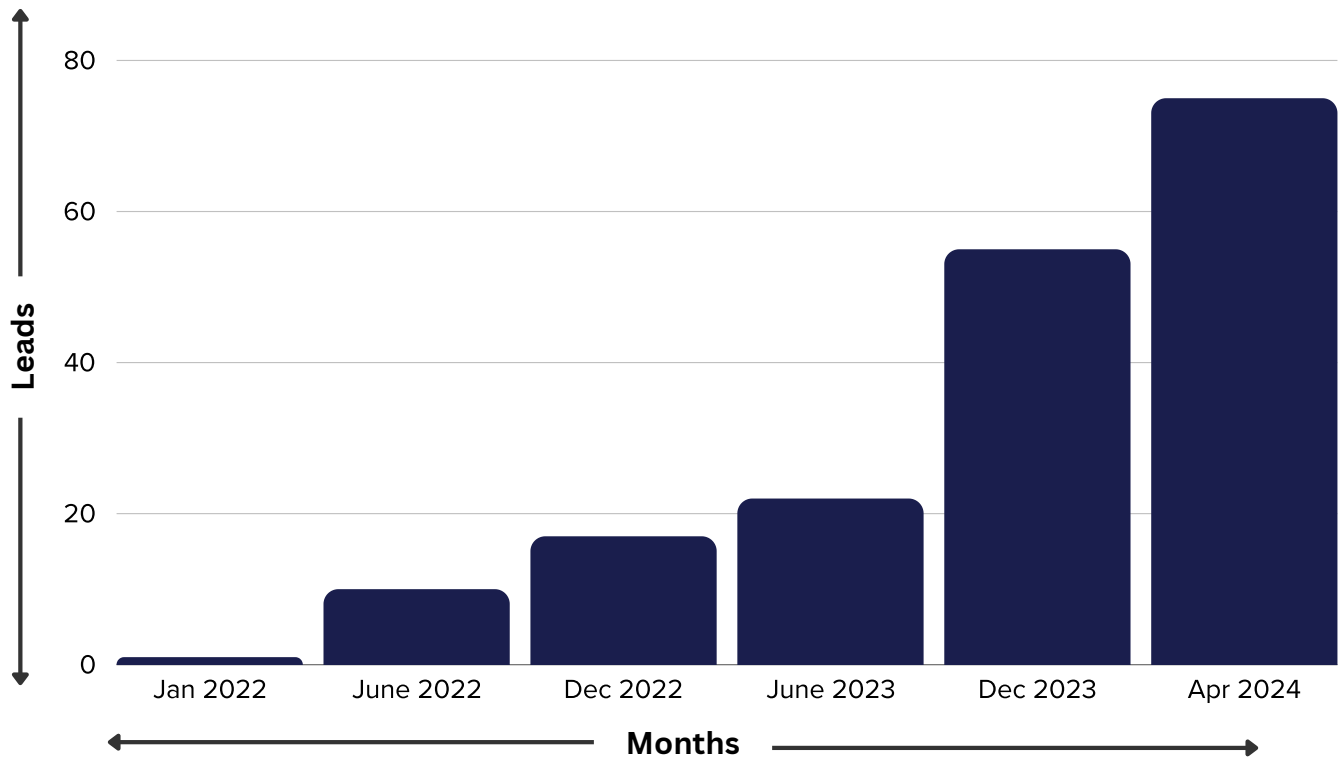
Through a process of thorough research/audit, technical implementation, and content creation, Elixir was able to provide Chunda Palace with an SEO service that delivered such good results that dramatically increased its organic visibility and sales.



## The Results

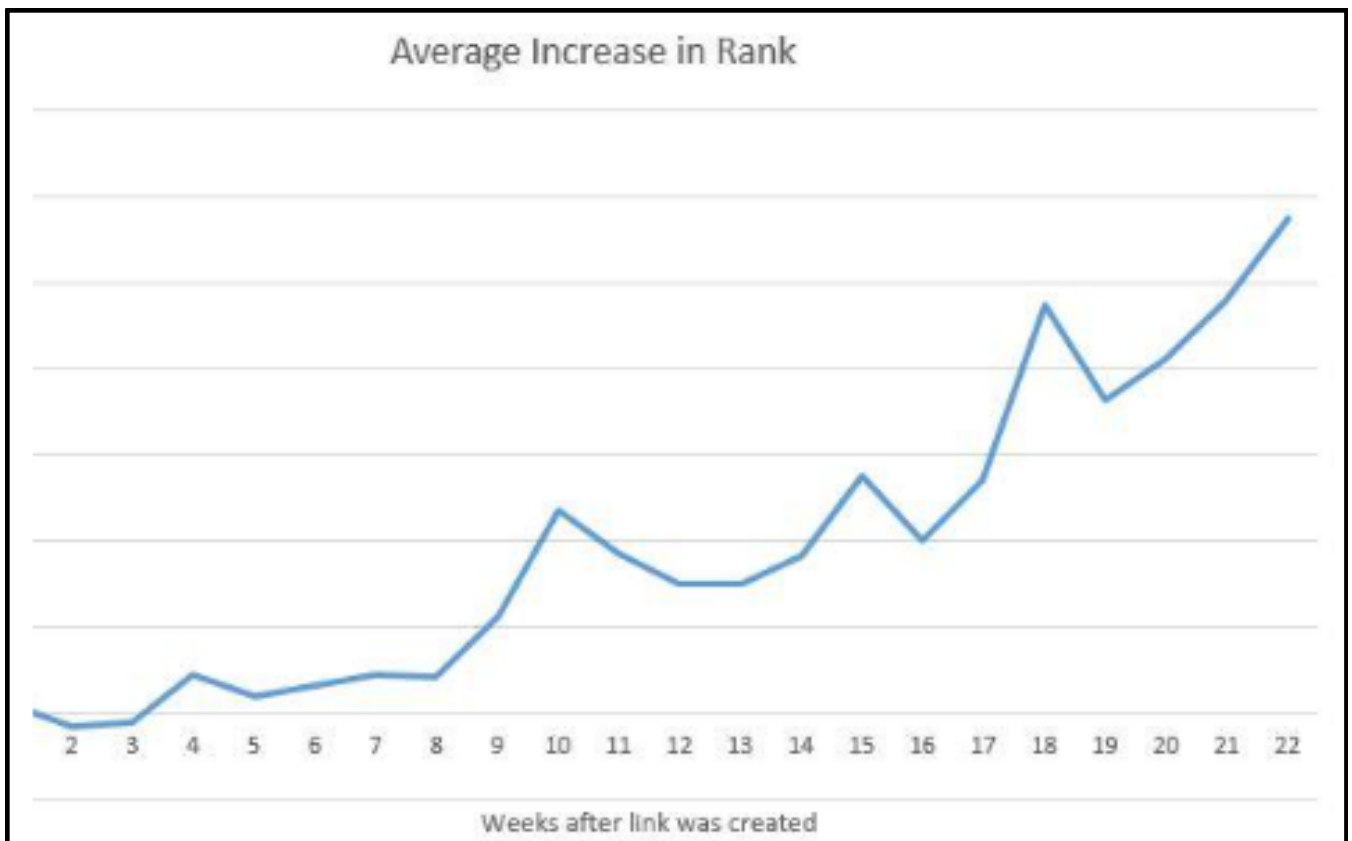
The client seeks to achieve an average of **30k+** visits per month to their website, indicating a steady flow of organic traffic driven by their enhanced search engine presence. Alongside this, the client aims to generate a substantial number of inquiries and leads, with a target of at least **60+** inquiries per month initially, and Google Listing Calls **2k+** inquiries per month. This demonstrates the client's desire not only to attract visitors to their site but also to convert them into actionable leads, ultimately contributing to the growth and success of their business.

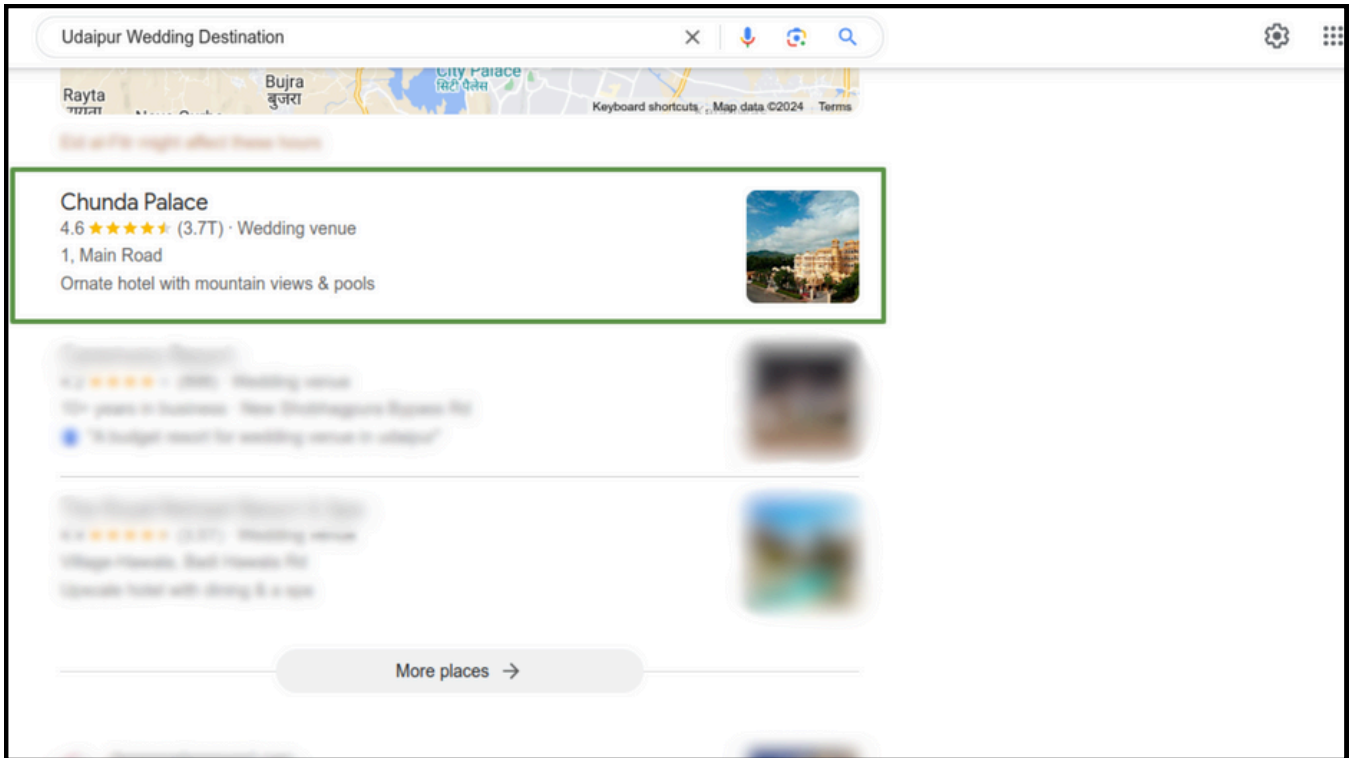




## Keyword Ranking

Ranks on Google for over more than 15 keywords:





## NOTE:

1. Alphabetic words show Google Places Listing of the site (A, B, C) on the 1st page of Google Search.
2. Each Page of Google has 10 Organic Results. So if we wrote 6 then it means 1st page of Google Search and 6th position.
3. Log out from Google account and clear browser's cache, before checking keywords ranking.

# READY TO GROW YOUR BUSINESS?

Contact us to work with a results-driven digital marketing agency

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