SEO Case Study

How we turned customer PAIN POINTS into PLUS POINTS

Company Overview

Nexus Select Trust

Nexus has emerged to be biggest retail real estate platform in India, ever since its penetration in the dynamic and competitive market in 2016. Today, with 17 malls spread across 14 cities, Nexus has established a portfolio of approximately 10 million square feet of Grade A in the country. With values of innovation, customer centricity, caring and excellence, Nexus Malls is on the forefront to maximize synergies between brands and customers, adding immense value to the partnership.

Nexus Celebration Mall

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 This can be due to various factors such as poor SEO optimization, lack of quality backlinks, user friendly issue, or outdated content.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

When Nexus came to us looking to improve all facets of their search and digital marketing, we knew that we would have to create some of our most bespoke work to date. The multifaceted nature of this campaign meant that we had to spread budgets across various services in order to get the most traction possible.

We decided that the best course of action would be to run a series of campaigns focused on delivering SEO performance and engagement. We needed to improve the rankings in search engine results pages (SERPs). To do this we agreed to run a full on-page SEO strategy including technical audits, as well as a off-page link acquisition campaign and that this would be backed up with ongoing social media campaigns.

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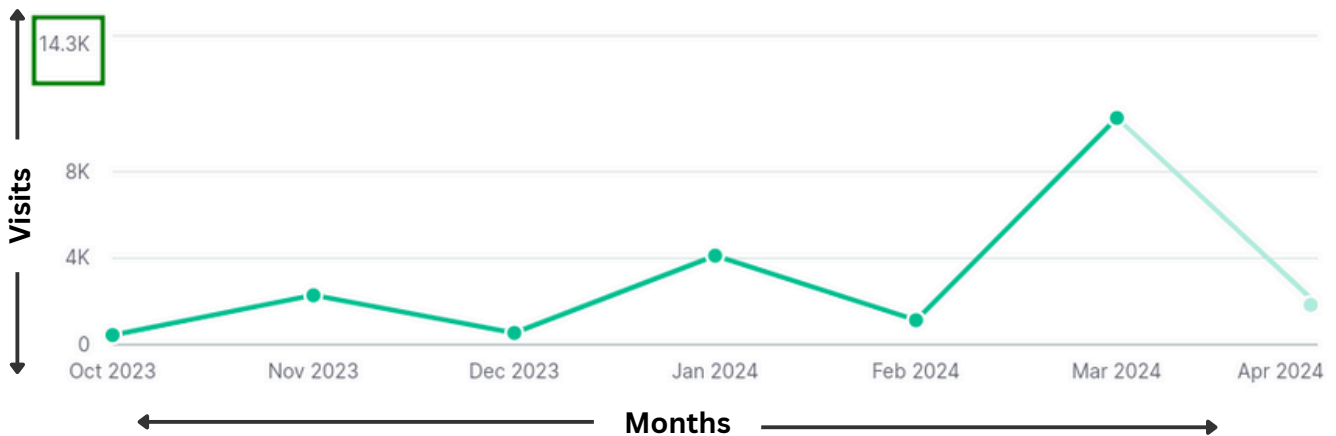
The Results

The client seeks to achieve an average of **11K** 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 **3K+** inquiries per month initially, and Google Listing Calls **10K+** 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.

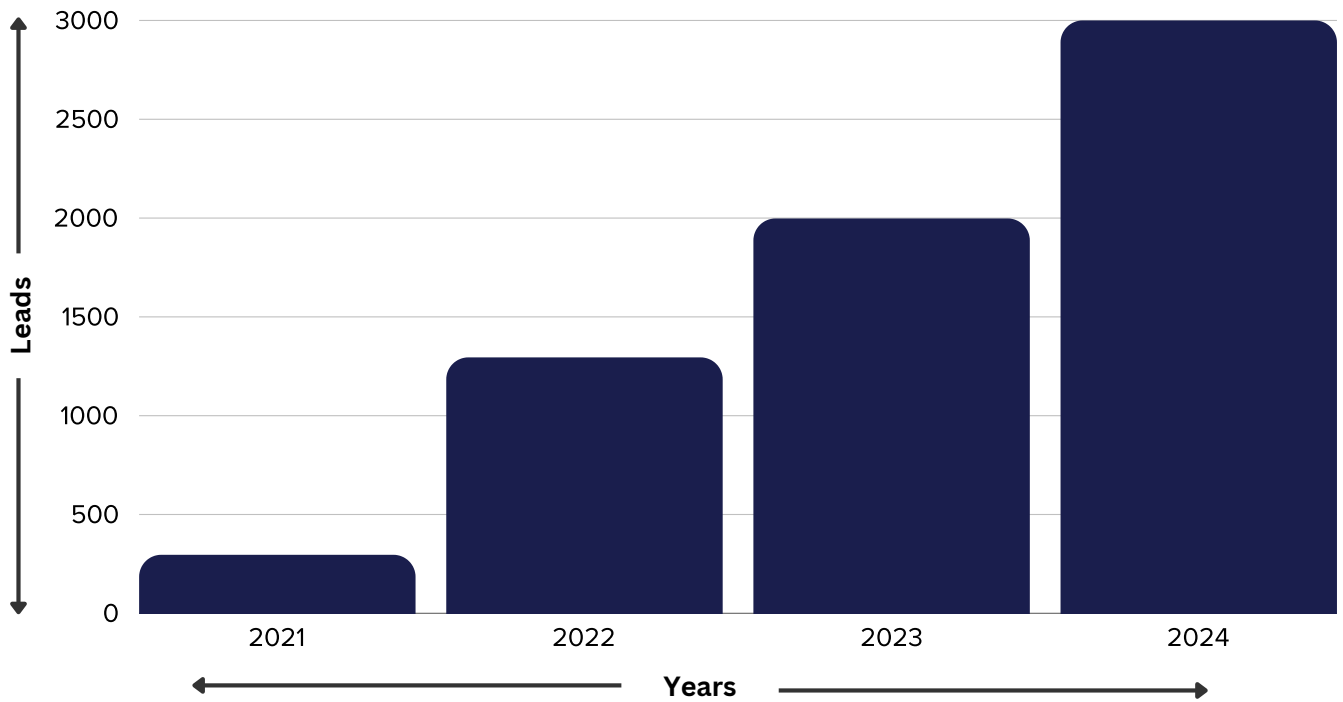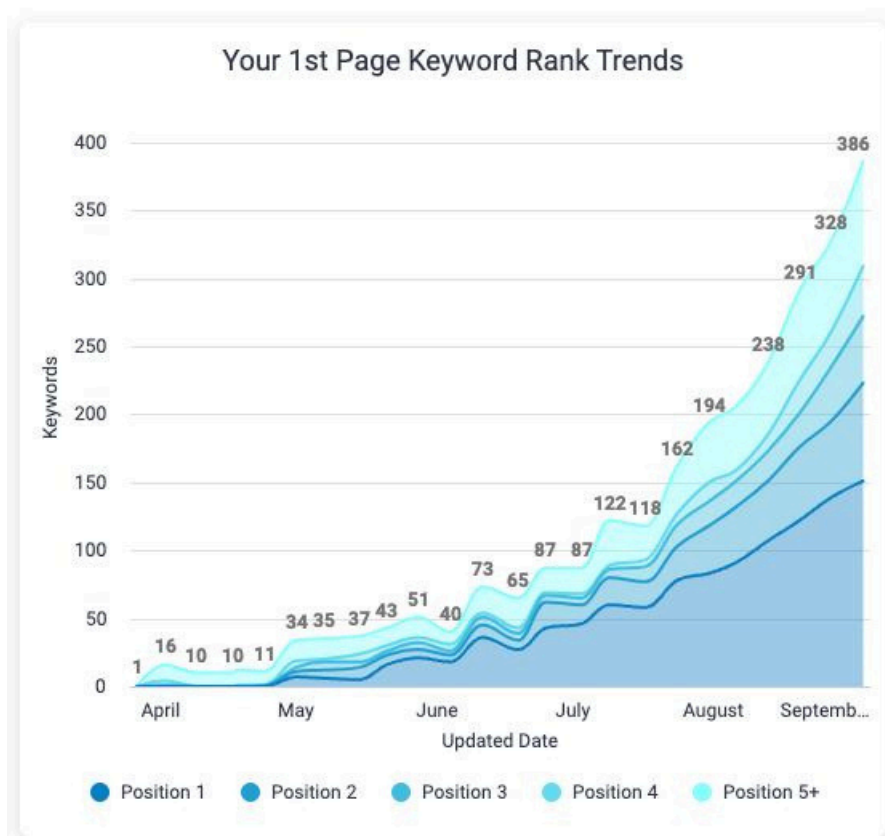| **98%**	**11K+**	**3K+**	**10K+**
Keywords Increased In Ranking	Received Avg Visits Per Month	Avg. Inquiries/Leads Per Month.	Avg. Call Received From Google Listing

Keyword Ranking

Ranks on Google for over more than **380+** keywords:

READY TO GROW YOUR BUSINESS?

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

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