



A SEO Case Study of Consumer VOICE



Wafi Media Marketing Solution has a storied history of success with search engine optimization campaigns. Over the years, we have evolved and incorporated new and exciting services. Today, we strongly advocate an integrated strategy for internet marketing, and our case studies demonstrate our services' level of success.

Our most recent successes include multiple services for a single client; these services are skillfully integrated so that the internet marketing campaign can be a success.

We wish that we could talk about all of our successes. The internet marketing case studies below are for clients with a combination of SEO services . Experienced strategists integrate these strategies, leading to success in all campaign areas.



INTRODUCTION



Consumer VOICE, or the Voluntary Organization in Interest of Consumer Education, is a pioneering organization in India dedicated to protecting consumer rights. Consumer VOICE has been a driving force in consumer education. They have actively represented and advocated for consumers with policymakers, the judiciary, and regulatory bodies. Consumer VOICE strives to educate and empower consumers. They offer unbiased reviews of food products, consumer durables, financial and banking services, and operate a legal help-desk for consumer assistance.

We started managing their Search Engine Optimization, especially for Organic

Search, since Jan – 2023.

Website: <https://consumer-voice.org/>

THE CHALLENGE

Entrepreneur wanted to increase their online traffic. With a massive number of articles that were not indexed, SEO was the best tactic to accomplish this goal. Entrepreneur needed an SEO strategy and action plan to technically implement it.

When Entrepreneur examined their online content, only 5% of their website had any search engine optimization implemented. Optimizing Entrepreneur's main content and the million-plus article archive for search would be a monumental task. Wafi Media Marketing Solution discovered the challenge of the site's platform, Vignette Story Server, an outdated CMS that was unoptimizable as all pages were created dynamically on the fly.

We devised a plan and developed a strategy for Entrepreneur to optimize the main content including all current and past article archives programmatically, at the database level. In doing this, We illustrated a level of unmatched expertise regarding methodology and strategy that other SEO Companies lacked in their technical capabilities.



CAMPAIGN OBJECTIVE

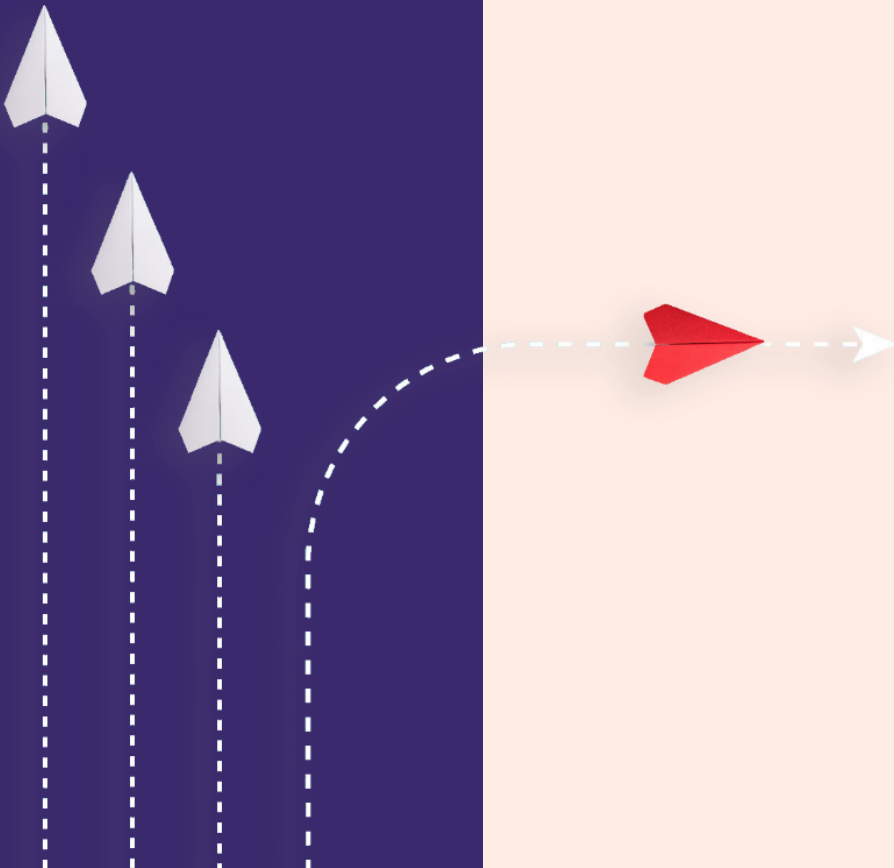


The SEO campaign's goal was to increase site traffic and generate traffic to drive more leads, as well as to improve rankings for the primary keywords of category and product pages.

After the client's approval, we focused on optimizing and promoting the primary keywords and categories like wedding insurance, Consumer Advice, Consumer grievance, Complaint against builder, Healthy Lifestyle, Health and nutrition, Health insurance, Consumer Rights Magazine etc.

THE STRATEGY

Wafi Media Marketing Solution proposed a Four-stage plan to Entrepreneur. Stage 1 consisted of optimizing all the main web pages. Stage 2 consisted of optimizing all the articles. Stage 3 consisted of integrating SEO into the business processes at Entrepreneur. Finally, Stage 4 Google Analytics 4 setup with a conversion tracking to Presenting this material in a stage-gate scenario provided Entrepreneur with a clearer road map, complete with milestones to their paramount goal: a consistent flow of new, optimized online content that would continue to bolster the strong position Entrepreneur's pre-existing online assets already had accomplished.



THE RESULT

Wafi Media Marketing Solution managed the Google Website Traffic and since Feb 2023, there has been a **14.75% increase in Organic Traffic.**

Increased keyword positions on Google 41 keywords are coming on First position of Google search engine within 3 months.

- Improved page views & sessions
- Gave a unique user-experience
- Performed On-site Maintenance
- Target on demographics based visitor
- Increased interest based leads



IMPROVED RANKINGS

We worked on few keywords, built authority and ultimately influenced their search result ranking in 3-4 months.

Now, 41 keywords are coming on First position of Google search, 71 keywords are coming on First page of Google search and 51 Keywords are coming 2 to 5th page of Google search.

