

# SAMSKRITI BUSINESS SOLUTIONS

One-Stop Solution for All Your Digital Marketing Needs

SEO | PAID DIGITAL | SOCIAL MEDIA | AFFILIATE MARKETING | LEAD ENRICHMENT | WEB DESIGN AND DEVELOPMENT

## CASE STUDY – FOUR SOLAR



**Client**

*Four Solar Energy Systems Pvt Ltd*

**Industry:**

*Business*

**Strategy:**

*Search Engine Optimization, Pay Per Click Management*

**Year:**

*Since March 2019*

### CHALLENGE:

Four Solar is a professional EPC company in Hyderabad that has undertaken projects totaling more than 35 MW in India and other countries. Its primary concern is to ensure maximum customer satisfaction while providing continued assistance and maintenance.

Four Solar is committed to delivering premier and creative energy solutions. They approached Samskriti Business Solutions to get brand awareness, lead generation, and visibility on Google Local Listings to market their services online.

### KEY FOCUS:

Increasing ranking keywords, web traffic, enhance brand awareness, direct traffic and service expansion in Hyderabad and complete Telangana state for Four Solar.

### RESULTS:

- ✓ Over the period, since August 2019, we have generated 76% increase in the volume of traffic from different sources through our online marketing efforts.
- ✓ We have generated quality leads through all mediums of organic direct, paid, social and referral channels.
- ✓ We have achieved more than 100 keywords are on the first page of google search results.
- ✓ We have achieved majority of the keywords ranking in the top positions in Google business listing.
- ✓ We are able to top organic search results for the specific set of keywords.

- ✓ Year-on-year we are able to we increased the organic, direct and paid traffic.
- ✓ Percentage increase in (over all traffic- 81%), (organic traffic – 76%), (Direct – 77%) and Conversions- 88%.
- ✓ We have increase the GBL ranking of Four Solar. In first three positions not of keywords of Rooftop, Commercial, Residential, Pergola and Gated communities. Increased in the calls and website visits.

