



Data-Driven Performance Marketing Agency

# Company Overview

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Since 2014



20+



CLIENTS



2K+



CONTENT  
CREATED



4K+



BACKLINKS  
GENERATED



10K+



KEYWORDS  
ON 1ST PAGE

# Major Clients

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IndigoLearn



# Services

- Lead Generation Campaigns
- Search Engine Optimization
- Website Design & Development
- App Development - Web & Mobile





# Unveiling Our 6 Step Process

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To Successful Campaigns



## Keyword Research

Identifying relevant keywords that your target audience is likely to search for. We use keyword research tools to discover high-volume and low-competition keywords that align with your content and business goals.



## On-Page Optimization

Optimising your website's on-page elements, such as page titles, meta descriptions, headings, and content, using the identified keywords. Ensure that your website is structured well, with clear navigation and user-friendly URLs.



## Technical SEO

Focus on technical aspects to improve your website's performance and search engine crawlability. This includes optimizing website speed, implementing XML sitemaps, improving mobile responsiveness, fixing broken links, and ensuring proper URL canonicalization.



## Content Creation

Develop high-quality, informative, and engaging content that satisfies the search intent of your target audience. Incorporate relevant keywords naturally into your content and use heading tags, bullet points, and images to enhance readability.



## Link Building

Build a strong backlink profile by acquiring high-quality and relevant backlinks from reputable websites. Quality backlinks can boost your website's authority and improve search engine rankings.



## Monitoring and Analysis

Regularly monitor your website's performance using analytics tools. Track keyword rankings, organic traffic and user engagement. Analyze the data to identify areas of improvement, make data-driven decisions, and adjust your SEO strategies accordingly.



# Why Choose Us?

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Our focus is on tangible outcomes like increasing organic traffic and conversions, rather than just prioritizing keyword ranking on the first page.

- Proven Track Record
- Measurable Results
- Comprehensive SEO Services
- Data Driven Approach
- Tailored Strategy
- Transparent Reporting & Communication





# Case Studies

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Exceptional Targets Achieved



# Poly Fluoro Ltd.

Industry: Precision Machined Polymer Components Mfg.

Campaign Objective: Increase website ranking for prospective keywords on Google

## Results:

- Over 20 target keywords were in the top 5 positions on Google Search within 8 months.
- 680% increase in the organic traffic in 18 months.

ALL » DEFAULT CHANNEL GROUPING: Organic Search

Jan 1, 2019 - Jun 30, 2021

All Users  
18.47% Users

+ Add Segment

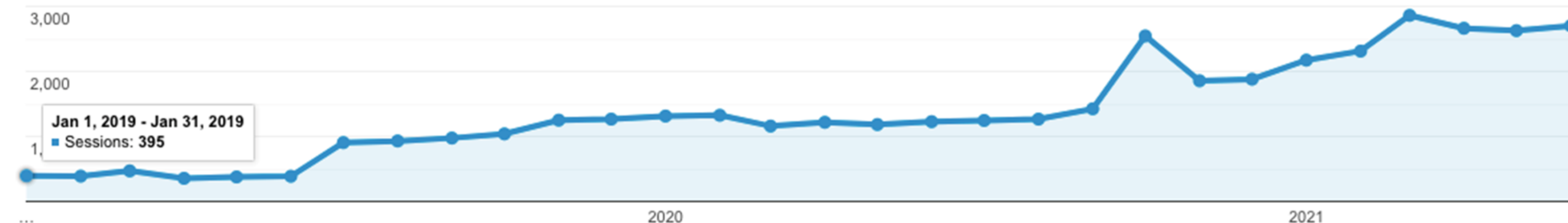
Explorer

Summary Site Usage Goal Set 1 Ecommerce

Sessions vs. Select a metric

Day Week Month

Sessions



Figures are Actual Results



# IndigoLearn

Industry: Online Learning Platform for CA aspirants

Campaign Objective: Increase Organic traffic from Google

## Results:

- Over 720 keywords are ranking on the first page of Google of which over 320 keywords are on the top 5 positions on Google.
- 620% increase in organic traffic in 12 months.

ALL » DEFAULT CHANNEL GROUPING: Organic Search

Oct 1, 2020 - Sep 23, 2021

All Users  
49.33% Users

+ Add Segment

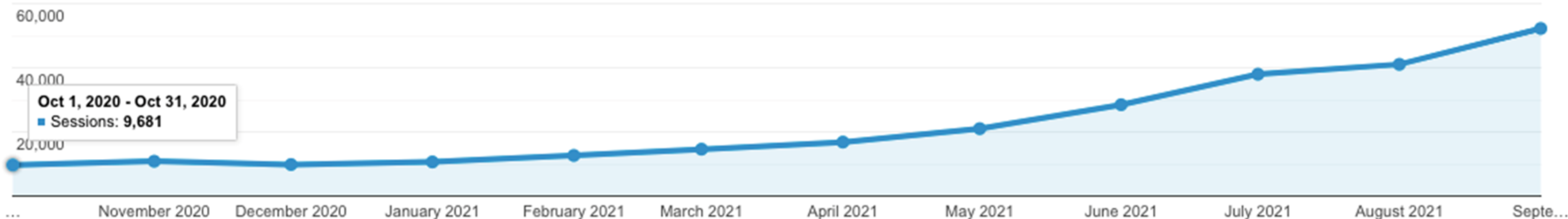
Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Sessions vs. Select a metric

Day Week Month

Sessions



Figures are Actual Results

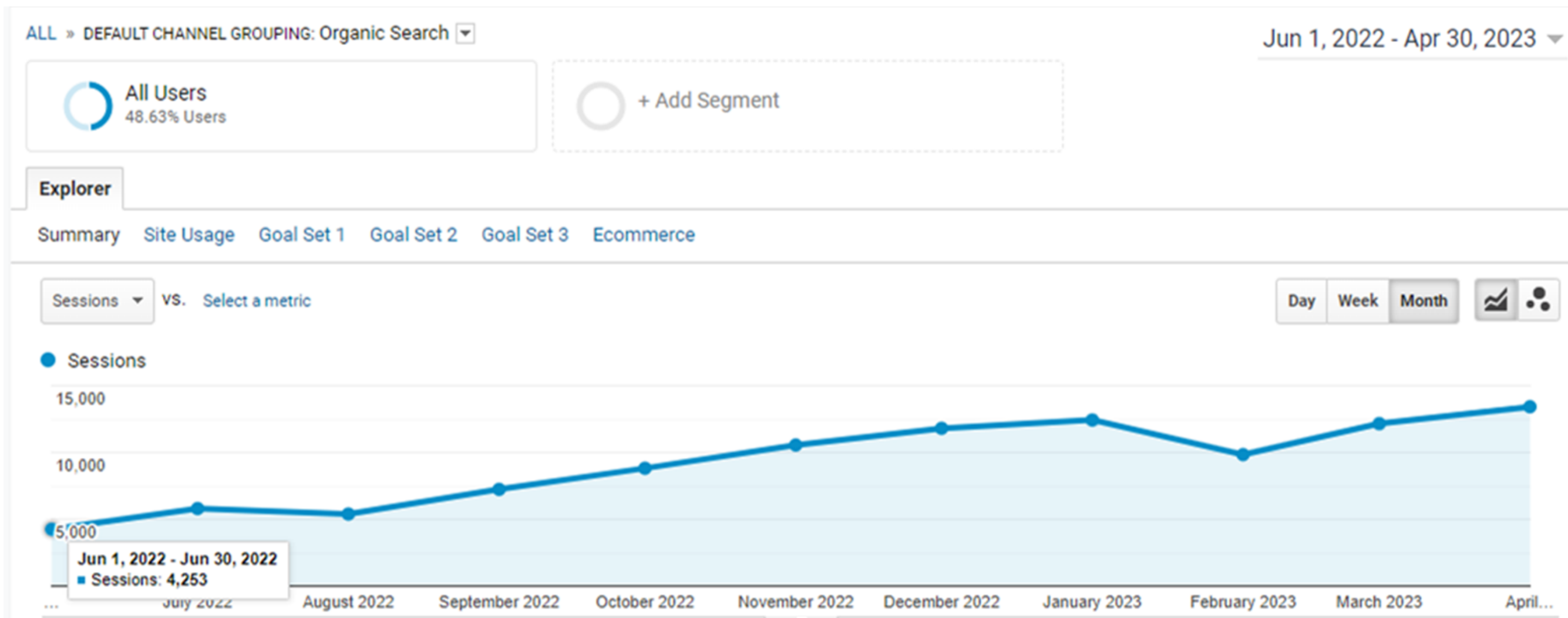
## Elements

Industry: One of the largest chain of photoshoot locations in India with presence in Bangalore, Chennai, Coimbatore and Hyderabad

Campaign Objective: Increase organic traffic for non branded keywords from Google

## Results:

- Over 450 non branded keywords are ranking on the first page of Google.
- Over 200% rise in organic traffic to the website in 12 months.



Figures are Actual Results



Want Results like this for your Project?

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# Get In Touch



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