



“For a long time we were looking for a digital marketing company that can help us generate a fresh piece of content and ensure it reaches the maximum number of people. Aadiguru not only helped us come up with influencing content, but brought us incredible traffic to our portal. Choosing Aadiguru was one of the best decisions.”

- Abhishek Singh, Founder JantaManch

CHALLENGE

JantaManch approached Aadiguru with an aim to expand their audience base in the digital world. With an increasing number of content being published on the web, visitors attention span has reduced, which make it challenging for new media portals to keep their customers engaged. To ensure the critical information reaches the largest number of people, we created an effective SEO strategy for JantaManch to help create a strong online presence.

80%

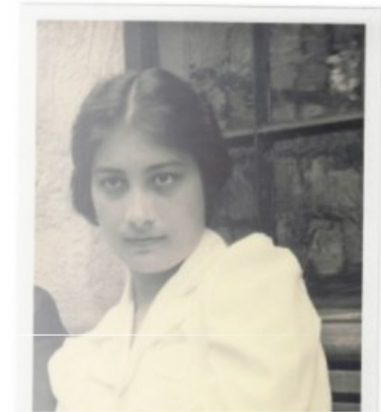
Increase in New Users YoY

59%

Increase in Page Views YoY

20%

Increase in International Traffic YoY



The Cold Response Of States Against The Negotiable Warehouse Receipts Scheme (NWR)



Representative Image | Image Credit: thehindu.com

In February 2017, Food Minister, Ram Vilas Paswan introduced a new scheme, electronic Negotiable

JANTAMANCH

CHALLENGES:

- Needed a search engine-friendly site
- Maximize visibility
- Improve website traffic
- Increase user engagement

ABOUT JANTAMANCH

JantaManch is an independent media portal that highlights major issues, which are faced by the people of the country. From agricultural, environmental and educational to administrative, security and health related issues, JantaManch strives to dig into those issues and assures individuals that there is someone present to address their issues on its portal.

Our country is facing critical problems every day and even dailynewspaper or 24-hour news channel won't be sufficient to cover and highlight those problems. Any individual who wishes to raise issues regarding the problem faced by them can use JantaManch. The portal doesn't aim to chase profits, but want to help resolve their issues and bring positive change in their everyday life.

THE CHALLENGE

These days it is very common to watch breaking news getting featured on the social media channels and then getting broadcasted on the news channels and its website. People look for news online and hence, media portals need to put extra efforts to make their stories reach a wider audience.

When JantaManch came to us, the first thing we did was running a website audit. JantaManch has been publishing a great piece of relevant and original content, but was unable to receive adequate traffic to their site because the site was not optimized, site speed was low and there were crawling errors and broken links.

Creating high quality content does not guarantee high visibility unless on-page optimization is correctly implemented. Moreover, there was also a need to build a structured sitemap. Google cannot index pages if the sitemap is not appropriate and updated regularly.

For JantaManch we needed to develop a strategy that not only fixes on-page elements, but also improves the level of visibility and increases local site traffic by 20-25% and international site traffic by 5-10% as per their goals.

AADIGURU CUSTOMER STORY

SOLUTION:

- Built integrated keyword strategy
- Increased website speed
- Fixed on-page factors
- Refined website structure

THE SOLUTION

Keywords are the pillars of an effective content and SEO strategies. Google looks for keywords in the content and when they match user queries, it increases the content's chances of appearing in the search results. We thoroughly conducted research to identify the right keywords for JantaManch to make their pages rank higher on the search engine.

Aadiguru also optimized on-page elements of all the pages, such as page titles, subheadings, meta descriptions, URLs and images, ensuring the pages are indexed quickly and find out by the readers. The frequency of content submission was also improved, so that Google can crawl the site more often. The more Google crawls the site, the more likely the latest information will appear in the search results.

We also worked on the technical aspects of the site to improve the page load speed, such as optimizing images, simplifying page code, creating a sitemap, optimizing robot.txt, implementing responsive designs and using appealing color palettes. Altogether, they not only increased the site speed, but also helped pages rank better and increased user engagement. We also optimized thumbnails of the social media post to get more clicks.

RESULTS

Our robust SEO strategy for JantaManch delivered dramatic results.

- 3X Rise in Website Traffic YoY
- 80% Increase in New Users YoY
- 59% Increase in Page Views YoY
- 20% Increase in International Traffic YoY