

How e-Intelligence Established
Solid and Lucrative Online Presence
For Barodarealty.com

May 2012

Barodarealty.com Case Study



**Yet Another
e-Intelligence Customer
Success Story**

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The Client: www.barodarealty.com



The screenshot shows the Sunfin Realty website for Vadodara. The header includes the Sunfin Realty logo and navigation links: Vadodara, Property Transactions, NRI, Home Loans, Insurance, and About Us. A 'HOME' button is visible in the top right corner of the main content area.

Welcome To Baroda.

Baroda, which is also known as Vadodara, is the third largest city of Gujarat with population of about 2.0 millions. Although the real estate prices have escalated a lot in the last 5 years, properties in Vadodara are still a lot more affordable as compared to cities like Ahmedabad and Surat. With development of all types of properties, real estate market in vadodara is booming these days.

Sunfin Realty: Sale, Rent or Purchase Property in Vadodara

BarodaRealty.com is an internet platform of Sunfin Realty through which you can access an array of real estate services offered by Sunfin Realty in Baroda city. For any of your real estate need - whether you want to buy / sell / rent / lease / develop / invest in / research in real estate, you will find solution at Sunfin Realty.

Real Estate is a very much 'Touch and Feel' product. Unlike a multiple number of real estate marketing websites which just have a multiple number of Vadodara Properties listed on it, BarodaRealty.com is an end to end real estate solutions platform. Over here, you will find a large number of 'Real' properties / buyers / sellers to choose from as well as a team of experienced real estate professionals to guide you through the entire process of buying / selling / leasing real estate.

Property Search

Property Type: All
 Availability: Both
 Location: All
 Price Range: All

Articles By BarodaRealty

BUYING REAL ESTATE Created On : 2009-01-16 17:33:50
 Buying a property is one of the most important decisions of life for most of the people. This is so because most of the people in our country who b

SELLING REAL ESTATE Created On : 2009-01-16 17:33:50
 Selling a property is a tedious and difficult process. It involves lots of advertising, engaging property dealers, meeting potential buyers, negoti

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THE MANGO ORCHARD
 WEEK END HOMES
 VADODARA - HALOL EXPRESS WAY
 PHOTOGRAPHS OF SITE AS ON 1ST DECEMBER-2011

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Barodarealty.com, owned by *SunFin Realty*, specializes in real estate advisory and transactions services. As one of the premier real estate agencies in India, it offers all retail property loan and insurance solutions under one roof. The company provides an excellent internet platform offering a comprehensive property and financial solutions search. Barodarealty.com also furnishes consultancy services to both trustees and corporate clients.

The Objective

When **Barodarealty.com** contacted **e-Intelligence**, they had zilch web presence for their venture. The company previously had neither a website nor an online launch-pad. All it had was a plan. A plan to go digital! What Barodarealty.com sought from e-Intelligence was a marketing roadmap for taking their business on the web. Having successfully worked on similar projects in the past, the e-Intelligence web and optimization experts were ready for the challenge. Unlike Barodarealty.com, they knew exactly what needed to be done!

The Challenge

Creating a new company website is like setting up a new business. It throws up unforeseen threats. Also, the Indian property industry is very competitive, filled with several corporate as well as trustee realty companies. The challenge was to begin from scratch and build everything ground up.

The foremost challenges, during this project, for e-Intelligence involved:

- To build a fresh, dynamic and unconventional website that was conveniently scalable.
- To create a unique web identity and presence for Barodarealty.com, to ensure that it does not become another industry replica website.
- To minutely strategize Barodarealty.com's competitive position in the online realty market, that also included quite a few well-established big players.
- To quickly and effectively find a way out only of the organic search rankings and traffic, due to primary resource and time constraints.

The e-Intelligence Solution

Carrying out a detailed market research and performing the environmental analysis, e-Intelligence designed a marketing blueprint and roadmap for Barodarealty.com. Their proficient SEO team formatted and implemented earnest web strategies, targeting the local visitors. An efficient execution plan was the deciding factor for the success of the project. The first project pit stop for e-Intelligence was to develop a user-friendly and customized website for the client. This was followed by creating SEO friendly content and links to ensure higher visibility and reach. This also had a definite influence on the client's website conversion and overall revenue.

The Results

e-Intelligence helped Barodarealty.com attain considerable and measurable online achievements. Few of the project outcomes have been highlighted below:

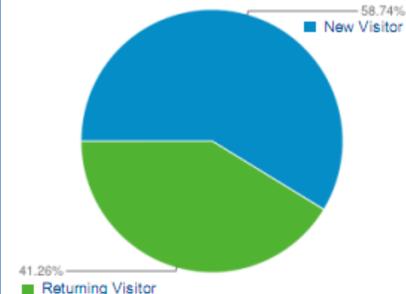
1. Higher Keywords Ranking on Google

The table represents the comparison of keyword ranking for Barodarealty.com before and after the realization of SEO campaign.

Keywords	(Initial) December 2011	(Latest) April 2012
Vadodara Properties	Not in Top 100	4
Property for Sale in Vadodara	Not in Top 100	4
Property for Sale in Baroda	Not in Top 100	5
Purchase Vadodara Property	Not in Top 100	5

2. Improved Website Traffic

The table depicts the search engine traffic augmentation for the client website.

Date	Average Traffic Increase	New vs. Returning Visitors
(Initial) June 2011	2000 Average Visits/month	 <p>58.74% New Visitor</p> <p>41.26% Returning Visitor</p>
(Latest) May 2012	2500 Average Visits/month	

3. Well-established Online Presence

This was indeed an SEO success for e-Intelligence, as the project involved from-scratch-to-finish marketing efforts. This, in turn, ensured maximization of business profitability for Barodarealty.com.

The Client Speak

The e-Intelligence team has a knack for taking web marketing to the next level! We are very satisfied with our website and SEO achievements. They are constantly keeping our company in top spots and our phones ringing. Our web revenues and presence have been enhanced with their help. We look forward to continued success with e-Intelligence and highly recommend them to everyone!



Abhijit Bhagwat, Barodarealty.com and Jaipurrealty.com (INDIA)

About e-Intelligence

e-Intelligence is a single-stop digital interactive marketing solutions company. As a leading global web agency, e-Intelligence provides customized and constantly revolving solution-based services for a number of marketing applications across various industry verticals, globally. The company has the rich experience, strategic leadership and sound expertise to develop innovative market-leading web solutions for clients of all sizes. Its never-ending research, acute know-how of search engine algorithms and peculiar spider behaviors helps in defining precise SEO and SMM processes for the clients. e-Intelligence constantly thrives to get its clients desired results by applying ethical and white-hat techniques of web marketing.

Are you looking for similar results for your website? Then [let's get started!](#)

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