

How e-Intelligence Gained Higher
Online Visibility and Drove
Abounding Traffic
For Jaipurrealty.com

May 2012

Jaipurrealty.com Case Study



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

Copyright © eIntelligenceweb.com 2013

Contact Us:

eIntelligenceweb.com

 +1-678-500-9078

 info@eintelligenceweb.com

The Client: www.jaipurrealty.com



The screenshot displays the homepage of JaipurRealty.com. At the top, there is a navigation menu with links for Jaipur, Property Transactions, NRI, Home Loans, Insurance, About Us, Feedback, and Disclaimer. The main content area is divided into several sections:

- Welcome To Jaipur:** A text block describing Jaipur as the largest city in Rajasthan with a population of about 4 million, highlighting its role as a financial, administrative, educational, and cultural capital.
- About JaipurRealty.Com:** A section explaining that the platform is an internet-based service provided by Sunfin Realty Jaipur, offering various real estate services like buying, selling, leasing, and investment.
- Property Search:** A sidebar on the right featuring a search form with dropdown menus for Property Type, Availability, Location, and Price Range, along with a 'Search' button and a link to receive property alerts.
- Articles By JaipurRealty:** Two featured articles: 'BUYING REAL ESTATE?' and 'SELLING REAL ESTATE?', each with a 'Read More' link.
- Reputed Developers:** A grid of logos for various real estate developers such as Mahima Group, UB, UBA, UBS, Vardhman, Shev Shakti Group, JAASHA Group, SAFE, Blue Earth Group, ANUKAMPA, SPYTECH, and many others.

At the bottom of the page, a footer contains the text: "www.barodarealty.com All Right Reserved. CopyRight 2008-2009".

JaipurRealty.com is an internet platform of *Sunfin Realty Jaipur* that provides an access to an array of real estate services in Jaipur city, Rajasthan – India. Unlike many other real estate marketing websites in the country, JaipurRealty.com is an end-to-end realty solutions platform. The company provides expert consulting services to guide the property buyers/sellers/developers/investors through the entire process of real estate management.

The Objective

Jaipurrealty.com contacted **e-Intelligence** seeking assistance in improving company's presence on all major local and national search engines. E-intelligence was assigned with the task of boosting up total number of qualified leads by way of online search. Before approaching e-Intelligence, Jaipurrealty.com had already distinguished their top priority as amplifying the level of search engine reach in order to achieve overall online marketing objectives. The company's major goal pertained to attaining high ranking on industry search keywords like 'Rajasthan Properties', 'Jaipur Properties' and 'Property Dealers in Jaipur'. Increasing conversion rate and building a solid online brand were at the core of their digital marketing strategies.

The Challenge

Accomplishing Jaipurrealty.com's aim of governing the search rankings for industry specific keywords was an immense assignment and e-Intelligence knew it. Search Engine Optimization was something Jaipurrealty.com had never previously considered with any level of persistence. Other principal SEO responsibilities composed of:

- Before coming to e-Intelligence, their website did not have any sort of SEO strategy actualized and deployed.
- Their website needed to have a much higher visibility on major search engines like Google, Yahoo and Bing.
- The Website lacked keyword-rich content and architectural efficiency, which prevented search engine spiders to thoroughly crawl and index the web pages.

The e-Intelligence Solution

Based on an exhaustive company and industry research and analysis, the e-Intelligence SEO team blueprinted a strategy to optimize the client's site. An absolute as well as relative situational analysis helped e-Intelligence in getting familiar with the industry oriented brick-and-mortar marketing initiatives. This resulted into a combination of SEO activities to guarantee an enhancement in site ranking and traffic. Their SEO roadmap also included providing keyword optimized web-content and building a refined structure. The level of transparency displayed by the e-Intelligence SEO team proved to be unmatched and boosted Jaipurrealty.com's online presence.

The Results

Working with e-Intelligence, Jaipurrealty.com began to relish Page-1 rankings on all major search engines for respective industry keywords. The company experienced a major boost in not only its traffic but the overall business profitability. The jaipurrealty.com team proudly continues its association with e-Intelligence in all its internet marketing, design and development campaigns. Other apparent improvements have been:

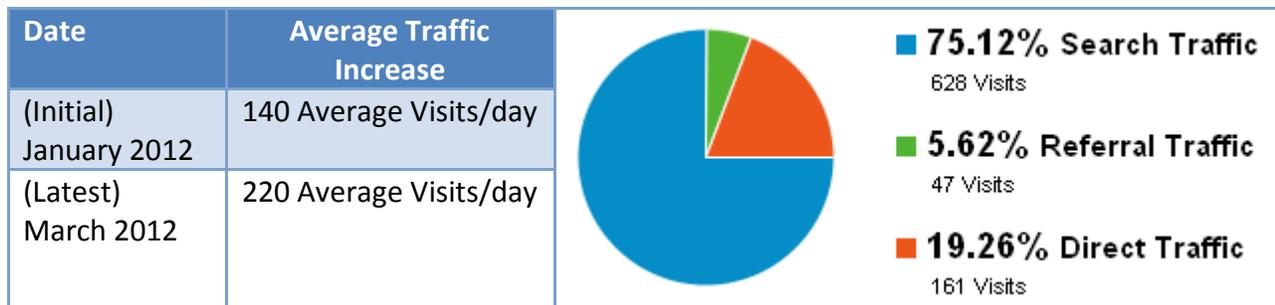
1. Higher Keywords Ranking on Google

As can be seen in the table below, Jaipurrealty.com’s ranking positions for its relevant keywords have been significantly improved via e-Intelligence’s SEO strategies.

Keywords	(Initial) February 2011	(Latest) March 2012
Rajasthan Properties	Not in top 100	1
property dealer in Jaipur	Not in top 100	2
Jaipur Properties	Not in top 100	3
House in Jaipur	Not in top 100	3
Jaipur Real Estate	Not in top 100	4

2. Increased Website Traffic

The following table shows the increments in the web-traffic through various digital sources. The average traffic per day for the website has been increased by about 170%.



3. Greater Sales Generation

Jaipurrealty.com has been successfully generating an average of 2-3 sales a day through online leads post SEO implementation, which is a considerable sum of revenue for the business.

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, Jaipurealty.com and Barodarealty.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!](#)

Created by **e-Intelligence**
Copyright © 2005–2013 e-Intelligence.in
All Rights Reserved.