



 ABOUT THE BRAND

Arihant Superstructures Ltd (ASL) is a leading real estate company currently listed among the premier stock exchanges like the NSE, BSE & Bloomberg. Arihant focusses on making quality lifestyles affordable for its discerning patrons, which epitomises the core value of the group. Listed in Top 50 Real Estate Company of Mumbai

 CHALLENGES

- Uncertain marketing strategy
- CPL was almost double
- Low count of website traffic and leads
- Lack of good content and targeted keywords

 OBJECTIVE

- Build brand awareness
- Increase website traffic
- Improve keywords ranking
- Generate leads at low CPL

 SERVICES OFFERED

- Search Engine Optimization
- Paid Campaign on Google, Facebook, Instagram, Taboola and Columbia Platform
- Ads Types- Search and Display Network, Static and Carousel Ads
- Types of Campaign- Like, Follow, Remarketing, Brand Awareness and Lead Generation

10K+  
10K+ likes and followers  
on Facebook

4K+  
Leads Delivered  
4K+ per month

4.5K+  
Website Organic Visitors  
4.5K+ per month



## STRATEGY

- Started with the paid campaign on Google and Facebook - Instagram to generate leads and brand awareness
- Executed strong SEO activities to rank targeted keywords

33%

**BOUNCE RATE**

Dropped From **70%** to **33%**

88%

**WEBSITE SPEED**

Increased from **30%** to **88%**

100%

**VISITORS**

New: **93%** Return: **7%**

₹20M+

**BUDGET MANAGED**

₹20M+/year

₹25/-

**LOWEST CPL**

₹132.34

**COST PER LEAD**

13.25%

**CLICK THROUGH RATE**

30.82%

**IMPRESSIONS SHARE**



1 bhk in panvel for sale

All Images Maps News Shopping More

Settings Tools

About 14,40,000 results (0.45 seconds)

Ad · www.asl.net.in/

**1 BHK Flats in Panvel - Book Now & Get Free GoldCoins\***

16 Acre organic living, 8 Towers of 42 Storeys each. Lavish studio

Ongoing Projects · Changing Lifestyle · Refer A Friend · Career Opportunities

www.magicbricks.com › ... › Flats for Sale in Panvel

**1 BHK Apartments & Flats in Panvel - 1 BHK Flats for Sale in ...**

1220 Flats of 1 BHK for Sale in Panvel · 1 BHK Apartment for Sale in Marathon Nexzone, Palaspa · 1 BHK Apartment for Sale in Bhaveshwar Icon, Karanjade · 1 ...

www.99acres.com › ... › Apartments › 1 BHK

**1 BHK Apartments in New Panvel, Mumbai Navi - Single ...**

Find 266+ 1 BHK / Bedroom Apartments for Sale in New Panvel, Mumbai Navi on 99acres.com. Verified Listings, 142+ Projects, 245+ Resale, 240+ Ready to ...

Are there other localities near New Panvel offering 1 bhk apartments for sale? ▾

Are there 1 bhk apartments in New Panvel available from owners? ▾

Does New Panvel has 1 bhk apartments in resale? ▾

▾ Show more

www.99acres.com › ... › Panvel › Apartments › 1 BHK

**1 BHK Apartments in Panvel, Mumbai Navi - Single bedroom ...**

## Ranked 130+ Ads on Google at 1st Position in Search Engine Results Page (SERP)

KEYWORDS	GOOGLE RANKING
1 BHK IN PANVEL FOR SALE	TOP OF PAGE
HOUSES IN PANVEL	TOP OF PAGE
APARTMENTS IN TALOJA	TOP OF PAGE
FLATS IN TALOJA	TOP OF PAGE
1 BHK IN TALOJA	TOP OF PAGE
2 BHK IN TALOJA	TOP OF PAGE
1 BHK FLAT IN KHARGHAR	TOP OF PAGE
2 BHK FLAT IN KHARGHAR	TOP OF PAGE
1 BHK FLATS IN BADLAPUR	TOP OF PAGE
1 BHK FLAT IN BADLAPUR	TOP OF PAGE
2 BHK FLAT IN BADLAPUR	TOP OF PAGE
PROPERTY IN KHOPOLI	TOP OF PAGE
1 BHK FLAT IN KHOPOLI	TOP OF PAGE
2 BHK FLAT IN KHOPOLI	TOP OF PAGE

## Ranked 30 keywords on Google's 1st Page

KEYWORDS	GOOGLE RANKING
ARIHANT AMBER	1 PAGE
ARIHANT ANAIKA	1 PAGE
ARIHANT ANSHULA	1 PAGE
TALOJA PHASE 2	1 PAGE
TALOJA PHASE 1	1 PAGE
ARIHANT BUILDERS	1 PAGE
BUILDER IN NAVI MUMBAI	1 PAGE
BUILDERS IN NAVI MUMBAI	1 PAGE
NAVI MUMBAI BUILDERS	1 PAGE
ARIHANT SUPERSTRUCTURES LTD	1 PAGE
ARIHANT ADITA	1 PAGE
ARIHANT GROUP	1 PAGE
BADLAPUR NEW PROJECTS	1 PAGE
ARIHANT TALOJA	1 PAGE