



## ABOUT THE BRAND

DNA Goa is one of the leading and well-known brands for Internet and Broadband Services in Goa



## CHALLENGES

- Although being an established group of Goa, they did not have a website, logo and online presence
- Competition with well known brands like Tikona, You Broadband, Tata



## OBJECTIVE

- Increase website traffic and sales enquiries
- To rank targeted keywords on the 1st Page of Google
- Increase social media engagement



## SERVICES OFFERED

- Website Development and Hosting
- Search Engine Optimization
- Social Media Optimization
- Paid campaign on Google, Facebook - Instagram
- Content Management

# 4X

4X times increase in Social Media Engagement

# 15+

15+ Daily organic enquiry

# 3K+

3K+ Website Traffic per month



## STRATEGY

- Developed SEO friendly & mobile responsive website
- Started with paid campaigns on Google, Facebook - Instagram to generate leads and increase brand awareness
- Executed strong SEO activities to rank targeted keywords
- Shared engaging content to increase brand followers

1<sup>st</sup>

## GOOGLE RANKING

Ranked **200+** keywords within **3** months on Google's 1st Page

39%

## BOUNCE RATE

Dropped from **80%** to **39%**

80%

## WEBSITE SPEED

Improved from **30%** to **80%**

1.7

1K+

## SOCIAL MEDIA

**1K+** likes and followers on Facebook

500+

## ORGANIC CALLS

**500+** Calls per month

90%

## VISITORS

New: **90%** Return: **5%** and Others: **5%**

1000+

## ORGANIC ENQUIRY

**1000+** Enquiries through SEO



Internet service provider in goa

All Images Maps News Videos More Settings Tools

About 9,61,00,000 results (0.64 seconds)

**Internet service in Panjim, Mapusa| Broadband & wifi Provider Vasco**

dnagoa.com/

Get Broadband and home internet service from best internet provider in Panjim, Mapusa, Vasco & Duler arias. DNA Goa offer Free WIFI to customers.

**EthernetXpress**

https://www.expl.in/

NOT JUST ANOTHER INTERNET SERVICE PROVIDER. Ethernet Xpress is the leading Internet ... 1st ISP in Goa To Provide 300mbps. Our Clients, Resort-Rio.

**NETPOP - Internet service provider in Vasco,candolim,calangute ...**

https://netpopgoa.com/

NETPOP GOA - Internet service provider in Vasco,candolim,calangute,sinquerim ,Baga,Goa internet companies in vasco, broadband internet service providers ...

**Internet Service Providers in Goa, List of Goa Internet Service Providers**

https://www.goaholidayhomes.com/directory/internet-service-providers-in-go.html

Internet Service Providers in Goa - Contact Details, addresses, information & top listings for Goa Internet Service Providers.

**Top 10 Internet Service Providers in Goa | Sulekha**

https://www.sulekha.com > ... > Internet Service Providers in Goa > 20+ Listings

★★★★★ Rating: 4 - 5 reviews

Best Internet Service Providers in Goa. Type of Internet connection. Broadband / Wired. Wi-Fi. less. WiMax service provider. Aircel. Airtel. Den Networks. Hathway. Idea + more. Preferred Internet service providers. ACT. Aircel. Airtel. BSNL. Dongle type. 2G Dongle. 2G Wi - Fi. 3G Dongle. 3G Wi - Fi. Locality. Margao. ...

**What is the best internet service provider in goa? - Quora**

https://www.quora.com/What-is-the-best-internet-service-provider-in-go

Feb 2, 2017 - Coverage by internet providers across the state is quite poor and thus one needs to look for area specific providers. For eg. for an apartment in ...

**Alegra Broadband – Don't let wires tie you down!**

https://alegragoa.com/

An Internet service built for business, where upload & download speeds are equal, flexible plans that fit ... We are an Internet Service Provider Company providing Leased Lines 1:1, Home Broadband, Internet ... A-316 Margao Goa 403601.

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## Ranked 200+ keywords within 3 months on Google 1st Page

KEYWORDS	GOOGLE RANKING
INTERNET SERVICE PROVIDER IN GOA	1 PAGE
INTERNET SERVICE PROVIDER IN PANJIM	1 PAGE
INTERNET SERVICE IN MAPUSA	1 PAGE
INTERNET SERVICE PROVIDER IN PERNEM	1 PAGE
INTERNET SERVICE PROVIDER IN VASCO	1 PAGE
INTERNET SERVICE PROVIDER IN ALTINO	1 PAGE
INTERNET SERVICE PROVIDER IN BARDEZ	1 PAGE
INTERNET SERVICE PROVIDER IN BICHOLIM	1 PAGE
INTERNET SERVICE PROVIDER IN COLVA	1 PAGE
INTERNET SERVICE PROVIDER IN COMBA GOA	1 PAGE
TRAINING ROOMS ON HIRE IN NAVI MUMBAI	1 PAGE
INTERNET SERVICE IN PORVORIM	1 PAGE
INTERNET SERVICE PROVIDER IN CARANZALEM	1 PAGE