

SEO Mastery:

From Zero to Rankings

A Practical Guide to Growing Organic Traffic,
Generating Leads & Driving Revenue Through SEO

*Featuring 11 Real-World Case Studies Across
E-Commerce · Healthcare · EdTech · B2B · Real Estate*

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HOW TO USE THIS BOOK

This is not a theory textbook. Every concept in this book is illustrated with a real case study — a real website, with real data, in a real competitive market. By the time you finish each chapter, you will know exactly what to do on your own site.

The case studies come from 10+ years of hands-on SEO work across 5 industries: E-Commerce, Healthcare, EdTech, B2B manufacturing, and Real Estate. Some started with zero traffic. All achieved significant, measurable growth.

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Real Case
Studies

5

Industry
Verticals

35X

Peak Traffic
Growth Achieved

10+

Years of
SEO Experience

How Each Chapter Is Structured:

- **The Concept** — What this SEO principle is and why it matters
- **Real Example** — A case study showing this principle in action with actual data
- **The Result** — What happened when the strategy was applied
- **Your Action Steps** — Exactly what to do on your own site today
- **Pro Tips & Common Mistakes** — What separates average from excellent execution

1

Technical SEO

The Foundation That Everything Else Sits On

You can have the best content in the world, but if Google can't crawl, understand, and index your site properly — you will not rank. Technical SEO is non-negotiable. It must be the first thing you fix before any content or link-building work begins.

The Core Technical SEO Checklist

Crawlability

Google must be able to access every important page. Check robots.txt for blocked pages. Ensure no noindex tags on pages you want ranked.

Site Speed

A 1-second delay reduces conversions by 7%. Target LCP under 2.5 seconds. Compress images, use a CDN, minimize JavaScript.

Mobile-First

Google indexes your mobile site first. Test every page on mobile. Fix font sizes, button spacing, and image scaling.

Internal Linking

Links distribute authority across your site. Every page should receive at least 2-3 internal links. Use descriptive anchor text.

Schema Markup

Structured data helps Google understand your content. Use Product, FAQ, LocalBusiness, BreadcrumbList, and Article schema where relevant.

Canonical Tags

Prevent duplicate content issues. Every page needs a self-referencing canonical. E-commerce sites with filters are especially vulnerable.

HTTPS

Security is a ranking factor. Every site must use HTTPS. Mixed content warnings kill rankings and user trust.

■ REAL EXAMPLE — GGT Foods — How Technical Issues Were Suppressing Rankings

When Shanta joined GGT Foods in January 2026, the site had AI-generated content on collection pages AND underlying technical issues. The combination meant Google was crawling weak pages, not passing authority efficiently, and showing stale cached versions. After fixing technical structure + rewriting content, clicks grew from 2,560 to 3,040 and average position improved from 5.6 to 5.1 in just one month.

■ **RESULT: Technical fixes + content improvements → +19% clicks, position improved from 5.6 → 5.1 in 28 days**

■■ **COMMON MISTAKE: Never start creating new content before fixing technical issues. New content on a broken site is wasted effort.**

■ **YOUR ACTION STEPS**

1. Run a free crawl with Screaming Frog (500 URLs free) — export all 4xx errors and fix them
2. Check PageSpeed Insights for your top 5 pages — fix anything scoring below 70
3. Validate your robots.txt — ensure no important pages are blocked
4. Add FAQ schema to your top 3 blog posts using Google's Structured Data Markup Helper
5. Run a site: search in Google to verify all important pages are indexed

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Keyword Research

Finding the Keywords That Actually Convert

Most SEO beginners target keywords based on volume alone. This is wrong. The right keyword strategy separates sites that get traffic from sites that get revenue. You need to understand keyword intent — what the searcher actually wants.

The 3 Types of Keywords You Need

Keyword Type	Priority	Examples	Goal
Transactional (Buy Intent)	80% of your effort	'buy furniture online Bangalore', 'online doctor consultation'	Direct sales and leads
Informational (Research Intent)	20% of your effort	'how to choose a sofa', 'symptoms of diabetes'	Brand awareness, trust
Navigational (Brand Intent)	Protect your brand	'Bewakoof official site', 'Sprint Medical login'	Brand defence

The Keyword Research Process

- **Seed keywords:** List 10-20 broad terms that describe your product/service
- **Expand with tools:** Use SEMrush, Google Keyword Planner, and AnswerThePublic to find hundreds of related terms
- **Filter by intent:** Keep transactional keywords for product/service pages; informational for blogs
- **Check competition:** Target Keyword Difficulty (KD) under 40 when starting out
- **Long-tail priority:** Prefer '3 BHK flat in Panvel under 60 lakh' over 'flats Mumbai' — lower competition, higher intent

■ REAL EXAMPLE — Real Estate Talk — Long-Tail Keyword Strategy in a Hypercompetitive Niche

Real estate in India is dominated by Housing.com, MagicBricks, and 99acres. Targeting broad keywords like 'flats in Mumbai' is impossible for a new site. The strategy: target highly specific long-tail keywords like 'ready-to-move flats in Panvel 2025', 'under-construction projects in Navi Mumbai', and area-specific guides. Within months, the site grew from 0 to 100K monthly organic traffic. By January 2026, SEMrush reported 114,000 monthly visitors.

■ **RESULT: Long-tail keyword strategy: 0 → 114,000 monthly visitors in competitive real estate niche**

■ **PRO TIP: Keyword Mapping**

Assign each keyword to exactly ONE page. Two pages targeting the same keyword compete against each other (keyword cannibalization). Use a Google Sheet with columns: Keyword | Target Page | Monthly Volume | Difficulty | Status.

■ **YOUR ACTION STEPS**

1. List your top 5 product/service categories and find 10 transactional keywords for each
2. Use Google's 'People Also Ask' and 'Related Searches' to find long-tail variations
3. Create a Keyword Map spreadsheet — assign each keyword to a specific page
4. Identify 3 quick-win keywords: low difficulty, decent volume, high intent
5. Check which keywords your site already ranks for positions 11-20 — these are fastest to improve

3

On-Page SEO

Optimising Pages That Google Loves to Rank

On-page SEO is the art of telling Google exactly what your page is about — while simultaneously making it the most useful, comprehensive answer to the searcher's query. Every element on the page is a signal.

The On-Page SEO Checklist

Element	Specification	Best Practice
Title Tag	60 chars	Primary keyword near start. Add brand at end. Power words (Best, Guide, 2025)
Meta Description	150 chars	Include keyword naturally. Add a CTA. This drives CTR, not rankings
H1 Tag	One only	Match or closely match your title tag. Must include primary keyword
H2/H3 Tags	Multiple	Use for section structure. Include secondary keywords naturally
URL Slug	Short	Use hyphens, no underscores. Include primary keyword. /best-sofas-bangalore/
First 100 Words	Required	Introduce primary keyword naturally in the opening paragraph
Image Alt Text	All images	Describe the image + keyword where natural. Helps image SEO
Internal Links	3-5 links	Link to related pages with descriptive anchor text
Page Speed	< 2.5s LCP	Compress images, defer JS, use WebP format

■ REAL EXAMPLE — Bewakoof — CTR Optimisation at Scale (Fashion E-Commerce)

At Bewakoof, one of the most impactful changes was improving title tags at scale. Analysing pages with high impressions but low CTR in GSC revealed opportunities. Title format was changed to: '[Product] – Shop Online | Latest Designs at Best Price | Bewakoof'. Adding power words, price signals, and freshness indicators lifted average CTR from 0.9% to 2.1% — a 2.3X improvement. This alone drove an estimated increase in revenue from ■10.8L to ■30.7L (clicks × AOV × CTR).

■ RESULT: Title tag optimisation: CTR 0.9% → 2.1% | Revenue impact: ■10.8L → ■30.7L

■■ COMMON MISTAKE: Stuffing keywords into every sentence damages readability AND rankings. Write for humans first, optimise second.

■ YOUR ACTION STEPS

1. Audit your top 10 pages in GSC — find pages with >500 impressions but CTR < 2%
2. Rewrite their title tags using this formula: [Primary Keyword] – [Value Proposition] | [Brand]
3. Check that every page has a unique H1, meta title, and meta description
4. Run your homepage URL through PageSpeed Insights and fix the top 3 issues
5. Add 3 internal links to your highest-traffic page pointing to related service/product pages

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Content Strategy

E-E-A-T, Topical Authority & What Works Now

Google's content quality standards have never been higher. The 2023-2025 algorithm updates decimated sites relying on thin, AI-generated, or low-value content. What wins today is genuine expertise, real experience, and comprehensive topical coverage.

What is E-E-A-T?

Signal	What It Means & How to Show It
Experience	Has the author actually DONE this? First-hand experience signals authenticity. Case studies, photos, personal data.
Expertise	Does the author have the knowledge? Credentials, qualifications, track record in the field.
Authoritativeness	Is the site a recognised source? Backlinks, brand mentions, industry citations.
Trustworthiness	Can users trust this site? HTTPS, privacy policy, reviews, contact details, accurate information.

■ REAL EXAMPLE — GGT Foods — The Danger of AI-Generated Content

GGT Foods had AI-generated content on ALL collection pages. Every page read identically — generic product descriptions with no real expertise, no unique data, no E-E-A-T signals. The fix: rewrote every page with real product knowledge — nutritional benefits, sourcing stories, expert buying guides, usage tips. Pages went from being ignored to ranking consistently. In 3 months: clicks grew from 2,560 to 3,040, CTR improved 0.5% → 0.6%, and average position moved from 5.6 to 5.1.

The Pillar-Cluster Content Model

Topical authority means Google sees your site as the definitive source on a topic. Build it with the pillar-cluster model: one comprehensive pillar page (2,000-4,000 words) covering a broad topic, supported by 8-15 cluster articles covering subtopics. Link every cluster back to the pillar.

■ REAL EXAMPLE — Sprint Medical — Topical Authority in Healthcare

Sprint Medical grew from 25K to 100K monthly visits in one year by building comprehensive topical coverage. Pillar pages covered major conditions (diabetes, hypertension, fever). Cluster articles covered symptoms, treatments, prevention, FAQs, and doctor advice. Every cluster linked back to the pillar. Google rewarded the comprehensive coverage with dramatically improved rankings. By the 16-month mark: 967K traffic, 216M impressions.

■ **RESULT: Topical authority content strategy: 25K → 100K visits/month in 12 months. 967K traffic over 16 months.**

■ **YOUR ACTION STEPS**

1. Pick your most important topic — create a pillar page that comprehensively covers it
2. Use AnswerThePublic to find 10-15 subtopics for cluster articles
3. Add an author bio with credentials to every blog post
4. Replace any AI-generated pages with content that shows real expertise and experience
5. Audit content quarterly — update outdated posts with fresh data and insights

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Local SEO

Dominating Your City & Region

For any business serving a specific geography — retail, clinics, restaurants, services — local SEO is the highest-ROI channel available. A well-optimised Google Business Profile can generate more leads than your entire website.

Google Business Profile (GMB) Optimisation

- Complete every single field — category, description, hours, services, attributes
- Add high-quality photos weekly — businesses with photos get 42% more direction requests
- Post weekly updates (offers, news, events) to signal active business
- Respond to ALL reviews within 24 hours — positive and negative
- Use the Q&A; feature — seed it with your most common customer questions
- Add products/services with descriptions and prices where applicable

■ REAL EXAMPLE — Sprint Medical — Local SEO for E-Clinics

Sprint Medical had multiple e-clinic locations. The local SEO strategy involved creating individual Google Business Profiles for each location, optimising with clinic-specific content, encouraging patient reviews, and building local citations. The impact was dramatic: calls to local e-clinics grew from 200/month to 700/month — a 3.5X increase purely from local SEO improvements.

■ RESULT: Local SEO for multi-location clinic: calls grew 200 → 700/month (3.5X increase)

■ REAL EXAMPLE — eTerior — From Zero to 100 Leads/Month with Local SEO

eTerior, a Bangalore furniture store, started with zero organic traffic and zero orders. The entire strategy centred on local SEO: collection pages with neighbourhood-specific keywords ('sofa sets in Indiranagar', 'modular kitchen Whitefield'), GMB optimisation, and consistent review acquisition. Traffic grew from 0 to 1,200+/month. Leads grew from 0 to 100+/month over 18 months.

■ YOUR ACTION STEPS

1. Claim and fully complete your Google Business Profile today
2. Create a separate landing page for each city or area you serve
3. Target '[service] in [city/area]' keywords on location-specific pages
4. Add LocalBusiness schema markup to your homepage
5. Send a follow-up message to recent customers asking for a Google review

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Link Building

Earning Authority That Moves Rankings

Backlinks remain one of Google's top 3 ranking factors. A link from a high-authority website tells Google: 'this content is trustworthy and valuable.' Quality always beats quantity. 5 links from DR70+ sites outperform 500 links from DR10 sites.

Link Building Strategies That Work in 2025-26

- **Digital PR & Data Studies:** Create original research, surveys, and data reports. Pitch to journalists and bloggers. One study can earn 50-200+ backlinks from high-authority media.
- **Guest Posting:** Write high-quality articles for authoritative sites in your niche. Include a contextual link back to a relevant page on your site.
- **Resource Link Building:** Find resource pages listing tools/guides in your industry. Email the curator with your superior resource as a suggested addition.
- **HARO (Help A Reporter Out):** Journalists post requests for expert sources. Reply with your expertise to earn links from major publications.
- **Broken Link Building:** Find broken links on authority sites. Create a replacement resource and email the webmaster to swap the link.
- **Local Citations:** List your business on JustDial, Sulekha, IndiaMart, and industry directories. These build local authority and trust.

■ REAL EXAMPLE — Food Safety Helpline — Outranking the Official Government Website

One of the most remarkable link building achievements: ranking #1 for 'FSSAI' — outranking FSSAI's own official website (fssai.gov.in). This was achieved by building domain authority through industry association links, food business citations, and news site mentions. The content was more user-friendly, better structured, and more comprehensively answered searcher queries than the government's own site. Starting from 400 visitors/month in 2015, the site grew to 14,000+/month over 3 years.

■ **RESULT:** Strategic link building + superior content: outranked government website for core industry keyword. 35X traffic growth.

■■ **COMMON MISTAKE:** Never buy links from link farms or PBNs. Google's Spam Brain algorithm detects unnatural patterns. One manual penalty can destroy years of SEO work.

■ YOUR ACTION STEPS

1. Sign up for HARO (free) and respond to 3 relevant journalist requests this week
2. Find 5 broken links on authority sites in your niche using Ahrefs or Check My Links
3. Identify your top 10 competitors' backlinks in Ahrefs — find link sources you can replicate
4. List your business on 10 relevant local and industry directories
5. Write one data-driven piece of content that journalists in your niche would want to cite

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CRO

Turning Traffic into Leads and Revenue

SEO brings visitors. CRO converts them. A site ranking #1 with a 1% conversion rate generates half the leads of a site ranking #3 with a 2% conversion rate. CRO is often the fastest way to double your leads without more traffic.

The CRO Framework

Step	Action
1. Measure	Install GA4, set up conversion goals (form submissions, calls, purchases)
2. Analyse	Use Hotjar/Clarity heatmaps and session recordings to see where users drop off
3. Hypothesise	Form a hypothesis: 'If I move the CTA above the fold, more users will see it'
4. Test	A/B test your hypothesis with Google Optimize or VWO (min. 2 weeks)
5. Implement	Apply the winning variation. Document the result.
6. Repeat	CRO is continuous. Test one element per month minimum.

High-Impact CRO Changes

- **Move CTAs above the fold** — 70% of users never scroll below the halfway point
- **Specificity in CTAs** — 'Download Free SEO Checklist' beats 'Contact Us' by 2-3X
- **Social proof near CTAs** — number of clients, testimonials, logos increase conversion
- **Reduce form fields** — every extra field reduces submissions by ~10%
- **Add WhatsApp chat** — often generates 2-3X more leads than traditional contact forms
- **Exit-intent popups** — capture 5-15% of users who are about to leave

■ REAL EXAMPLE — Zell Education — 70% Increase in Conversion Rate

Zell Education had good traffic but weak conversions. The audit revealed: CTAs were buried below the fold, generic ('Contact Us'), and had no social proof nearby. The changes: moved CTAs above the fold, changed copy to 'Download Free Course Brochure', added student count ('5,000+ students enrolled') next to every CTA, and improved landing page UI/UX. Result: conversion rate increased by 70% — from 100 daily leads to 170 daily leads, without any increase in traffic spend.

■ **RESULT: CRO improvements: 70% increase in daily leads (100 → 170) with no additional traffic**

■ YOUR ACTION STEPS

1. Install Microsoft Clarity (FREE) on your site — watch 10 session recordings this week
2. Identify your top 3 landing pages — check if CTAs are visible above the fold
3. Rewrite your most important CTA to be specific and value-driven
4. Add a testimonial or 'number of customers served' stat near your primary CTA
5. Reduce your main contact form to the minimum required fields (usually just Name + Phone/Email)

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SEO for Competitive Niches

Healthcare, Real Estate, B2B & EdTech

Some niches play by different rules. Healthcare involves YMYL (Your Money Your Life) standards. Real estate means competing against Goliath portals. B2B means low volume but very high value per lead. Here's how to win in each.

Healthcare & YMYL

- Every claim must be backed by a credentialed medical professional
- Add author bios with qualifications to every page
- Include 'last medically reviewed' dates on all health content
- Cite peer-reviewed sources and government health bodies
- Use MedicalOrganization, Physician, and MedicalCondition schema

■ REAL EXAMPLE — Sprint Medical — YMYL Content That Ranks

Sprint Medical's content strategy was built around doctor-authored articles with full credential bios, medical citations, and regular review dates. This E-E-A-T approach drove growth from 25K to 100K monthly visits in 12 months, with online consultations growing 4X from 200 to 900/month.

■ **RESULT: Healthcare YMYL strategy: 25K → 100K visits, consultations 4X in 12 months**

Real Estate

- Target hyper-local long-tail keywords that big portals ignore
- Create detailed area/locality guides — these attract links and rank well
- Publish market data and price trends — journalists cite original data
- Build GEO-specific pages for every locality, project, and micro-market
- Add RealEstateListing and LocalBusiness schema to all property pages

■ REAL EXAMPLE — Real Estate Talk — 0 to 114K Monthly Visitors

Rather than competing head-on with MagicBricks for 'flats in Mumbai', Real Estate Talk built comprehensive locality guides, micro-market analyses, and project-specific pages targeting terms the big portals neglected. This niche domination strategy took the site from zero to 100K+ organic visitors, with 114,000 visitors recorded in January 2026 by SEMrush.

■ **RESULT: Niche domination in competitive real estate: 0 → 114K monthly visitors**

B2B SEO

- Focus on 50-100 hyper-targeted keywords — volume is low but each lead is high value
- Create detailed product spec pages, technical guides, and comparison content
- Optimise Google Business Profile — B2B buyers search locally before calling
- Build topical authority with industry-specific buying guides and case studies
- Set up lead tracking first — in B2B, 1 lead can be worth ■10 lakh+

■ REAL EXAMPLE — Simco Steel — B2B SEO in a Low-Volume Niche

Industrial rack manufacturing has tiny search volumes — but each order is worth lakhs. The strategy: full technical SEO, 3 GMB profiles optimised for local dominance, high-intent transactional keywords, and detailed product pages with specifications. Result: 0 to 40-50 daily organic clicks, 1M+ impressions, and a consistent stream of qualified B2B leads over 16 months.

■ **RESULT: B2B niche SEO: 0 → 40-50 daily clicks, 1M+ impressions, consistent lead flow**

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Advanced SEO Tactics

AI Overviews, Programmatic SEO & Scaling

AI Overview (SGE) Optimisation

- Answer target questions directly in the first 40-60 words
- Use FAQ schema on all blog posts and Q&A-style content
- Structure content with clear definitions, numbered steps, comparison tables
- Cite authoritative sources within your content

■ REAL EXAMPLE — Zell & Rostrum Education — AI Overview Visibility

Both EdTech clients achieved AI Overview appearances by structuring content with direct answer formats, comprehensive FAQ sections, and clearly defined concepts. AI Overview traffic adds an additional visibility layer on top of regular organic rankings.

Programmatic SEO

- Identify data sets that generate 100s of unique, valuable pages
- Examples: '[City] + [Service]', '[Product] + [Specification]', '[Year] + [Topic]' pages
- Each programmatic page must provide genuine unique value — not template filler
- Start small: pilot 10-20 pages, measure results, then scale

■ REAL EXAMPLE — Bump 2 Cradle — Scaling Content for 159K Traffic

Bump 2 Cradle achieved 159K organic traffic by systematically creating category pages for every product type × age group × need combination. Each page was uniquely optimised for its specific keyword cluster, creating a programmatic content architecture that captured traffic at scale.

Core Web Vitals

- LCP (Largest Contentful Paint) < 2.5s: Compress images, use WebP, CDN
- CLS (Layout Shift) < 0.1: Always specify image dimensions in HTML
- INP (Interaction to Next Paint) < 200ms: Reduce JavaScript execution
- Prioritise mobile performance — Google uses mobile-first indexing

■ REAL EXAMPLE — Why Page Speed Cost Rankings

Across multiple clients, slow-loading sites consistently underperformed faster competitors even with better content. After speed optimisation (image compression, CDN, JS deferral), average positions improved within 6-8 weeks. Google rewards fast sites.

10

Your 90-Day SEO Action Plan

A Week-by-Week Roadmap to Results

Every case study in this book started with a plan. Use this 90-day roadmap to implement everything you've learned. Consistency beats perfection.

DAYS 1–30: THE FOUNDATION PHASE

- ✓ Week 1: Set up GSC and GA4. Run Screaming Frog crawl. Fix critical technical issues.
- ✓ Week 2: Conduct keyword research. Build your keyword map. Identify 3 quick-win keywords.
- ✓ Week 3: Optimise top 5 pages (title tags, meta, H1, internal links, schema).
- ✓ Week 4: Set up conversion tracking. Install Microsoft Clarity. Establish baseline metrics.

DAYS 31–60: THE CONTENT & AUTHORITY PHASE

- ✓ Week 5: Create your first pillar page for your most important topic (2,000+ words).
- ✓ Week 6: Write 3-4 cluster articles linking back to your pillar page.
- ✓ Week 7: Start link building outreach — 10 emails/week minimum (HARO, guest posts).
- ✓ Week 8: Optimise Google Business Profile if applicable. Build 10 local citations.

DAYS 61–90: THE SCALE & COMPOUND PHASE

- ✓ Week 9: Analyse what's working. Double down on winning content formats and keyword types.
- ✓ Week 10: CRO audit — run heatmaps, watch session recordings, test one CTA change.
- ✓ Week 11: Publish original data or research (survey, industry analysis) for backlinks.
- ✓ Week 12: Review all metrics. Update underperforming content. Plan next 90 days.

Tracking Your Progress

Metric	Tool	How to Track
Organic Clicks	GSC	Week 1 baseline → track weekly
Avg. Position	GSC	Track for top 20 target keywords
Organic Sessions	GA4	Month-over-month growth
Conversion Rate	GA4	Leads or purchases / sessions
Backlinks	Ahrefs / SEMrush	New backlinks acquired per month

Metric	Tool	How to Track
Core Web Vitals	PageSpeed Insights	LCP, CLS, INP scores

APPENDIX: TOOLS & QUICK REFERENCE

Essential SEO Tools

Use Case	Recommended Tools	Pricing
Keyword Research	SEMrush, Ahrefs, Google Keyword Planner, AnswerThePublic	Free + Paid
Technical Audit	Screaming Frog (500 URLs free), GSC, PageSpeed Insights	Free + Paid
Rank Tracking	SEMrush Position Tracking, Ahrefs, SERPWatcher	Paid
Content Optimisation	Surfer SEO, Clearscope, NeuronWriter	Paid
Backlink Analysis	Ahrefs, Moz, SEMrush Backlink Audit	Paid
Heatmaps & CRO	Microsoft Clarity (FREE), Hotjar	Free + Paid
Local SEO	Google Business Profile, BrightLocal, Whitespark	Free + Paid
Analytics	Google Analytics 4, Looker Studio	Free
Schema Markup	Google Structured Data Markup Helper, Schema.org	Free

Results Summary — All 11 Case Studies

Client	Niche	Result Achieved	Timeframe
Bump 2 Cradle	E-Commerce	0 → 159K traffic	12 months
eTerior	E-Commerce	0 → 1,200 traffic/mo + 100 leads	18 months
GGT Foods	E-Commerce	2.5K → 3K clicks (28 days)	3 months
Bewakoof	E-Commerce	129K → 209K clicks, ■10.8L → ■30.7L revenue	12 months
Sprint Medical	Healthcare	25K → 100K visits, consults 4X	12 months
Medanta	Healthcare	Significant rankings improvement	Ongoing

Client	Niche	Result Achieved	Timeframe
Zell Education	EdTech	Conversion rate +70%, 100 → 170 leads/day	3 months
Rostrum Education	EdTech	9K → 20K traffic, 200 → 500 leads/mo	4 months
Food Safety Helpline	B2B	400 → 14,000 visitors/mo, #1 for 'FSSAI'	3 years
Simco Steel	B2B	0 → 40-50 daily clicks, 1M+ impressions	16 months
Real Estate Talk	Real Estate	0 → 114K monthly visitors	Ongoing

Ready to Get These Results for Your Business?

Every case study in this book is available to work on your site.
Let's build your SEO growth engine together.

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