

Case Study: Luminous

Luminous Increased Non-Branded Impressions by +343% Y/Y

Objective

The primary objective, therefore, was to establish Luminous as the First choice of brand for Home Electricals, Solar & Power solutions categories in the digital space via a comprehensive SEO Digital Strategy to improve the Brand Visibility Organically.

Approach

- Correction of basic Website Hygiene
- Improving the overall Keyword Rankings for the website.
- Improving the Home Electricals Category Keyword rankings in top 5.
- Improving the Solar Category Keyword rankings in top 5.
- Improving the Organic Traffic YOY

Tools Used



LUMINOUS

POWER SOLUTION

SOLAR PRODUCTS

HOME ELECTRICAL

SHOP NOW

STORE LOCATOR

MORE

CONTACT US

ADL↑FT

343%

YOY Increase in Non-Brand Impressions

80%

YOY Increase in Organic Sessions

313%

YOY Increase in Non-Brand Clicks

93%

Increase in keywords ranking in Top 10

