

HOW

HOVO DIGITAL AND ITS
SEO EXPERTS CHANGED THE GAME FOR

A PHARMACY WEBSITE AND HELPED THEM TO RANK

1ST ON GOOGLE PAGE



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PROBLEM

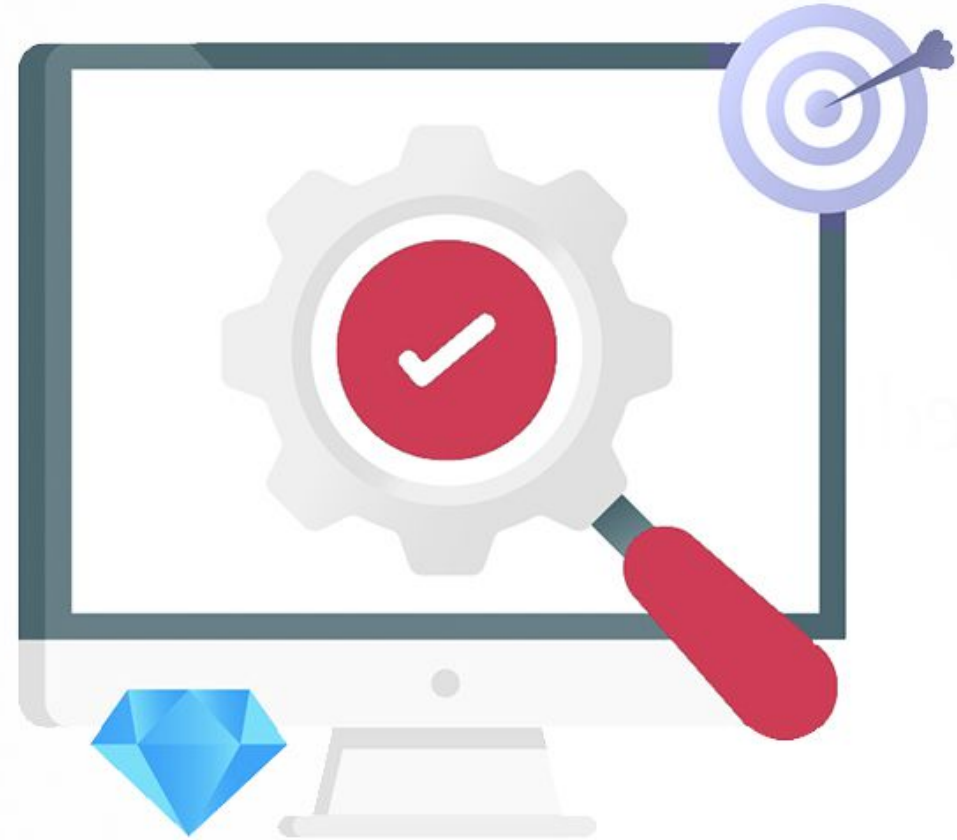
They were not ranking for generic keywords despite spending extensively on Paid Media. They wanted to target city level keywords as well as category level wide terms.

SOLUTION

Conducted extensive keyword research and competitor analysis

On-page optimization and off-page activities helped them to rank 1st on Google page

Content optimization helped in ranking for brand and generic business keywords



OUTCOME



THE RANKING
OF GENERIC
KEYWORDS
HAS RISEN BY
1420 PERCENT



SEARCH
VISIBILITY &
DIRECT
SESSIONS
INCREASED BY
AN AVERAGE OF
48% MOM



40% MOM
ORGANIC
GROWTH IN
TRAFFIC

“

HOVO Digital is synonymous with brilliance and efficiency. This is one company that patiently listens to you and helps you in the best way possible by coming up with a sustainable solution to all of your problems.

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