

The background is a grayscale image of a person's hand pointing at a screen. Overlaid on this are various circular icons representing digital marketing and technology, such as a shopping cart, gears, a lightbulb, a calendar, a person silhouette, a target, and a speech bubble. In the bottom right corner, there is a graphic of a blue line graph with two red arrows pointing upwards, symbolizing growth.

HOW
HOVO DIGITAL HELPED
DCODEAI IN IMPROVING THEIR
GENERIC KEYWORD RANKING BY
150%



PROBLEM

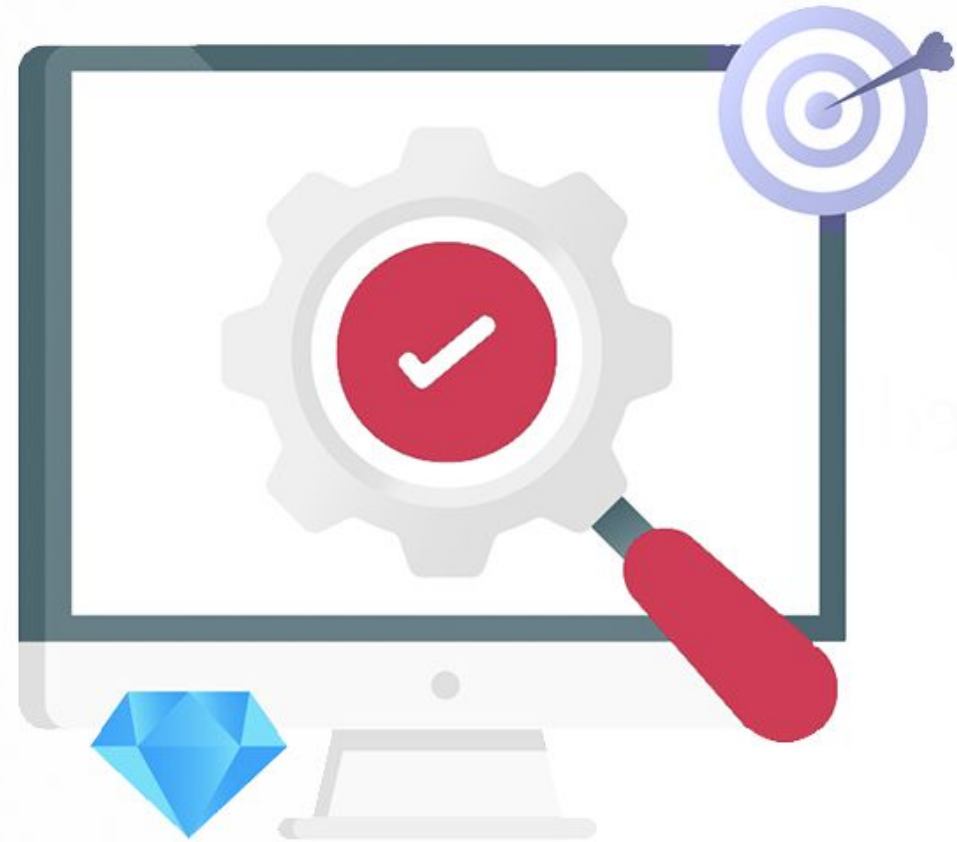
They wanted to rank on branded as well as non-branded phrases for their startup.

SOLUTION

Picked correct keywords through keyword research

On-page optimization, off-page activities and kept website search engine hygiene

Content optimization helped them to rank for generic business terms



OUTCOME



ORGANIC
TRAFFIC
ROSE BY
30% MOM



GENERIC
KEYWORD
RANKING
IMPROVED BY
150 PERCENT



INCREASED
SEARCH VISIBILITY
AND DIRECT
SESSIONS GREW
BY AN AVERAGE
OF **32%** MONTH
OVER MONTH

“

It took just one meeting with the team to get convinced that we were indeed putting our faith and trust in the right agency.

HOVO Digital delivers their promises on time; it is only because of them that we have come to assume a powerful holding in the digital world.

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