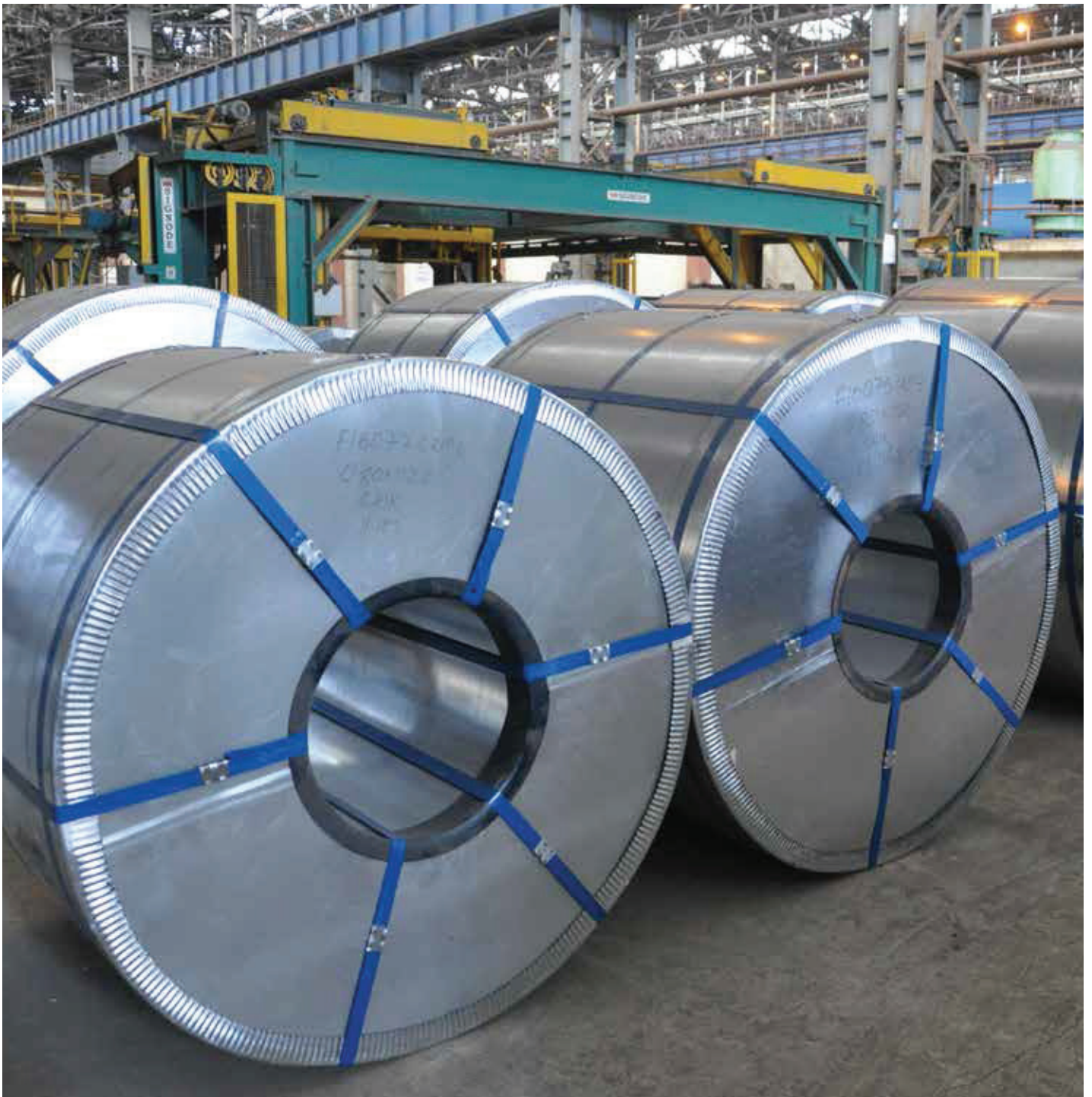


Case Study on Growth Hacking for the Seven Maharatna of the Country - SAIL



The Client

The client is Steel Authority of India Limited (SAIL) is the largest steel-making company in India and one of the seven Maharatna's of the country's Central Public Sector Enterprises.

Business Need

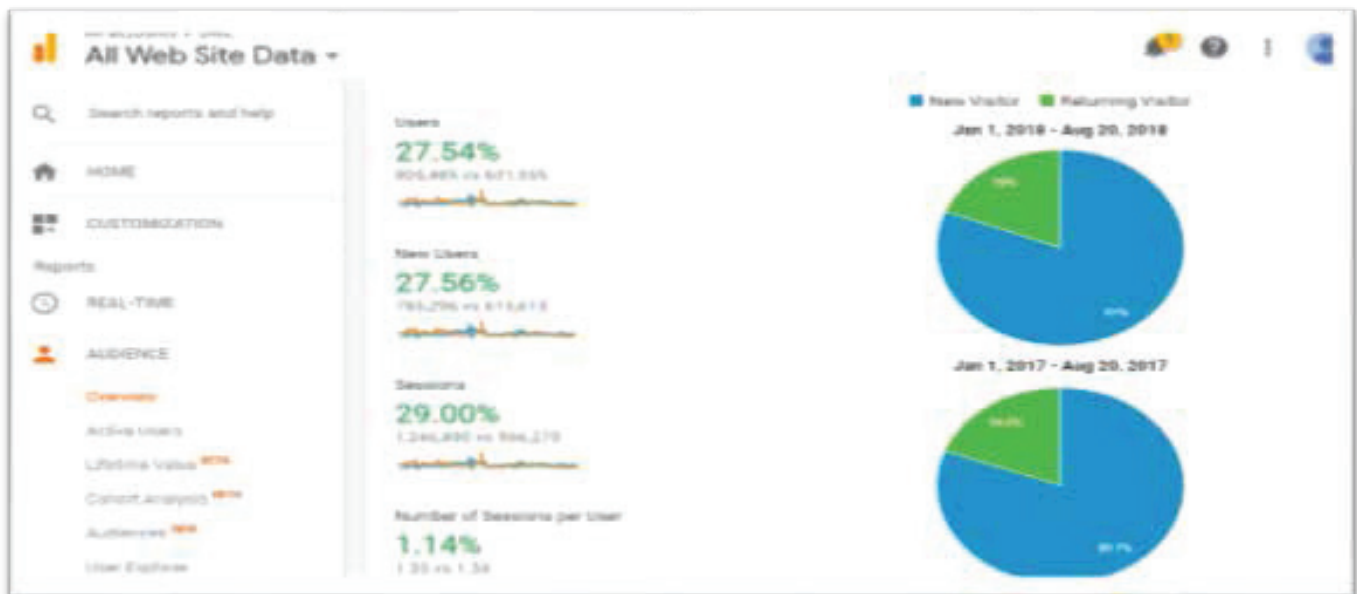
The Client wanted us to work on Search Engine Optimization to increase the visibility of the website.

Technical Solution Provided

We informed the client about the website design challenges and provided him inputs to make an SEO optimized website. Later we worked on it visibility via link building that revolved around on-page and off-page optimization of the website.

Business Results

Overall Website traffic increased by 27.54 % during the tenure comparison of 8 months



Google Analytics Visit Data	Jan 01- Aug 20, 2017
Total Visit	631555
Direct Traffic	220256
Referring Traffic	84515
Social	1626
Search Engines Traffic	363552
Other	116
Page views	1965627
Page views/Session	2.03
Avg. Time on Site	1:59

Google Analytics Visit Data	Jan 01- Aug 20, 2018
Total Visit	805485
Direct Traffic	282789
Referring Traffic	69083
Social	1710
Search Engines Traffic	500264
Other	20
Page views	2582841
Page views/Session	2.07
Avg. Time on Site	2:04