



Growfinix & Co.

Presentation 2025

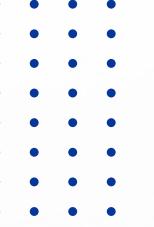
SEO Case Study

How Growfinix Increased Organic Traffic by 150% in 6 Months with Strategic SEO

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Introduction

- Client Overview: Briefly describe the company (industry, size, goals).
- Challenge: What problem were they facing? (e.g., low rankings, declining traffic, poor conversions).
- Objective: Define the goals (e.g., boost traffic, improve rankings for target keywords, increase leads).

Our Services



1 Technical SEO Fixes

- Site speed optimization.
- Mobile responsiveness.
- XML sitemap and robots.txt fixes.

2 On-Page Optimization

- Keyword research (primary/secondary keywords).
- Content overhaul (blogs, service pages).
- Meta tags, headers, and internal linking.

3 Off-Page SEO

- Backlink-building tactics (guest posts, outreach).
- Social signals and brand mentions.

4 Content Strategy

- Pillar pages, long-form content, FAQs.
- User intent-focused updates.

5 Analytics & Performance Tracking

- Integrated Google Analytics and Google Search Console for real-time monitoring.
- Tracked keyword rankings, click-through rates (CTR), and bounce rates to measure impact.
- Used data-driven insights to continuously refine SEO tactics and content direction.



Pre-SEO Audit Findings



Baseline Metrics

Share initial stats (traffic, rankings, bounce rate, domain authority).

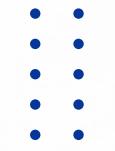


Key Issues Identified

- Technical SEO errors (e.g., crawlability, site speed).
- On-page gaps (poor content, missing meta tags).
- Off-page weaknesses (low-quality backlinks).
- Competitor analysis (gap in keywords/content).



Implementation Timeline



Month 1: Technical SEO Setup

- Performed complete website audit using tools like Google Search Console, Screaming Frog.
- Set up tracking tools: Google Analytics, Google Search Console, and keyword tracking dashboards.

Month 2: On-Page SEO Optimization

- Conducted keyword research for all core pages and blogs.
- Updated meta titles, descriptions, headers, and internal linking.

Results



Traffic Growth

% increase in organic traffic.



Keyword Rankings

Improvement in top 3/10 rankings.



Conversions

Lead generation/sales uplift.



Metrics Snapshot

- Before vs. After comparisons (use charts/graphs).
- ROI analysis (cost vs. revenue).



Key Learnings

Insights That Drove Success

- 1 Challenges faced and how they were resolved
- 2 Long-tail keyword optimization drove 60% of new organic traffic.
- 3 Expand local SEO with geo-targeted landing pages.
- 4 Weekly rank tracking and monthly site audits prevented regression.



Contact Information



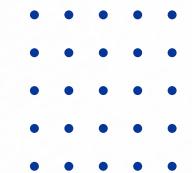
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Thank You For Your Attention!

We work closely with you to ensure our solutions align with your vision and objectives.

