

# How we boosted **PARÉ India's SEO** visibility by **300%+**

- From near-zero presence to ranking across **50+ keywords** in **90 days**





Recaptcha Error  
on domain



Page speed  
Error



High Bounce  
Rate



Leads Dropped

# The Challenge

# The Mission



Build a robust  
SEO foundation



Drive relevant organic  
traffic to the website



Position PARÉ India as  
top result for building  
material segment



Convert searches into site  
visits & product inquiries



# Our SEO Strategy

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Keyword cluster mapping  
(category + product +  
intent keywords)

Resolve Recaptcha  
& Pagespeed error

Technical SEO revamp  
for site performance

GMB optimization for  
geo-based discovery

# Standout Wins

**306%**

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growth in keyword rankings

**50+**

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**15**

keywords now ranking on Google

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high-intent keywords  
in Top 10 positions

**203%**

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**154%**

increase in total clicks

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rise in impressions

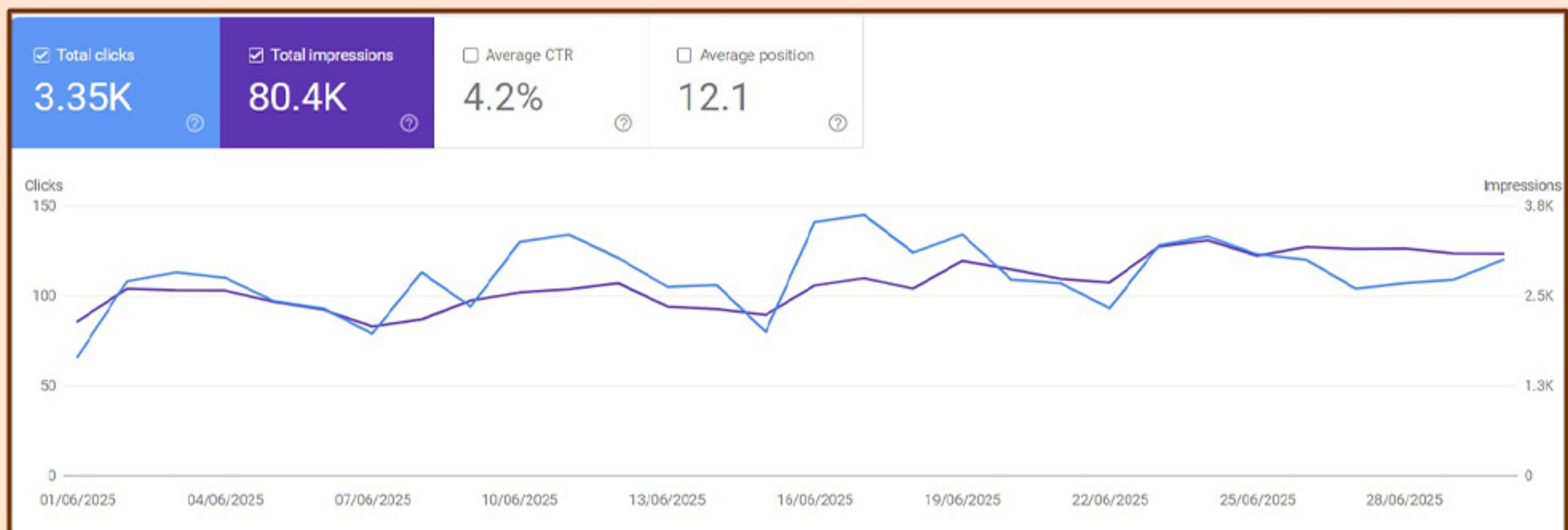
**2.5X**

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surge in organic product inquiries

Not just Google – we pulled in leads from  
**Bing and Google My Business** too

# We Just Don't Say, We Prove It!



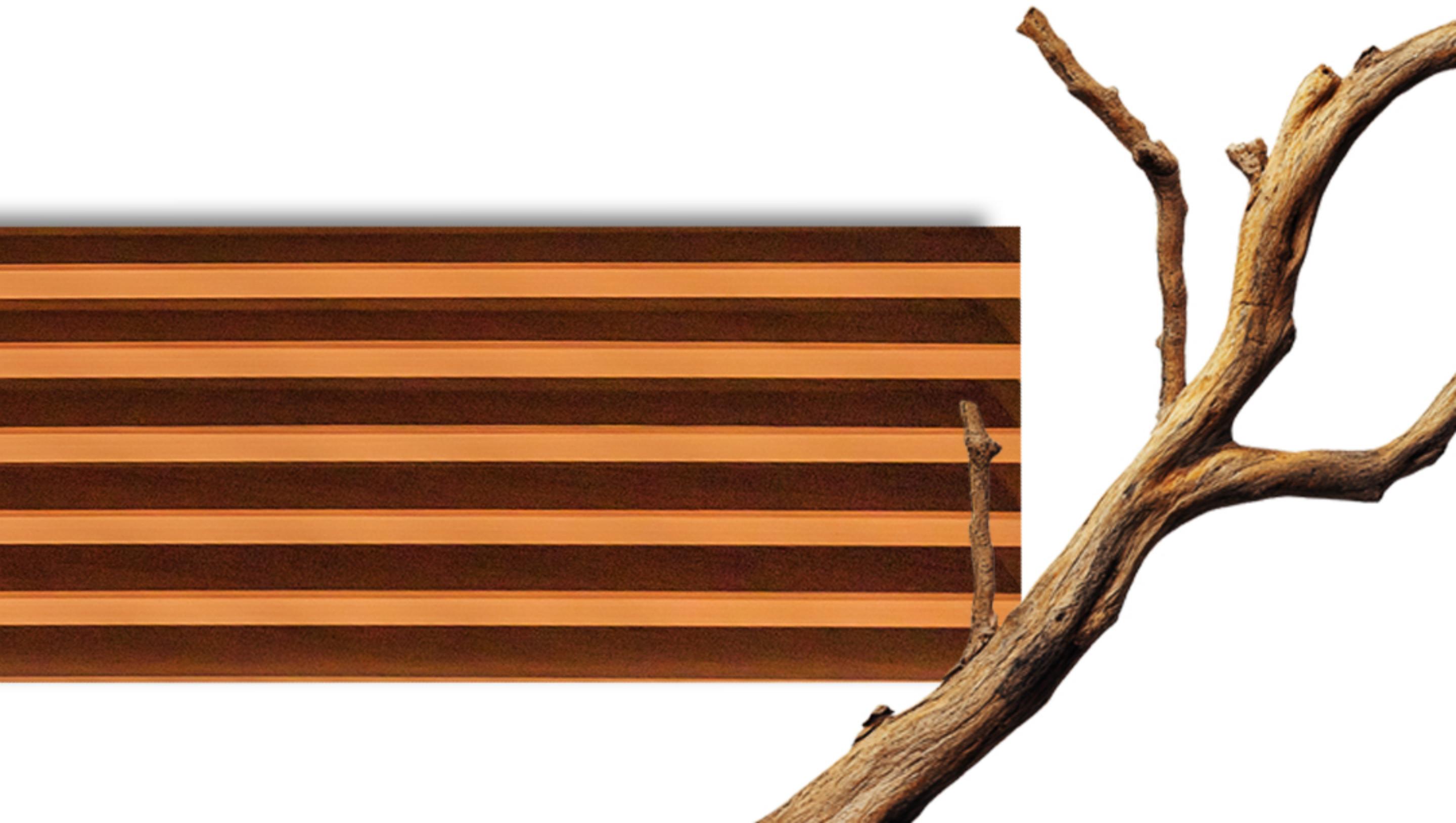
## Organic Leads

Session primary...channel group	Active users	New users	Key events
	contact		
Total	51,966 100% of total	51,279 100% of total	302.00 100% of total
Cross-network	34,913 (67.18%)	34,945 (68.15%)	77.00 (25.5%)
Direct	7,308 (14.06%)	7,171 (13.98%)	79.00 (26.16%)
Organic Search	5,845 (11.25%)	5,075 (9.9%)	94.00 (31.13%)
Paid Search	3,092 (5.95%)	3,030 (5.91%)	27.00 (8.94%)
Organic Social	733 (1.41%)	716 (1.4%)	18.00 (5.96%)
Paid Social	182 (0.35%)	181 (0.35%)	2.00 (0.66%)
Unassigned	138 (0.27%)	14 (0.03%)	1.00 (0.33%)
Referral	132 (0.25%)	117 (0.23%)	4.00 (1.32%)

## Organic Leads From Bing & GMB

Website (organic)	GMB / Organic bing / organic	172 (1.63%) 86 (0.82%)	1m 42s 1m 10s	79.63% 76.11%	4.00 (3.96%) 2.00 (1.98%)
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Session campaign		+	↓ Active users	New users	Key events
			-----	-----	All events
	SHOW ALL ROWS				
Total			12,006 vs. 7,672 ↑ 56.49%	11,525 vs. 7,182 ↑ 60.47%	101.00 vs. 75.00 ↑ 34.67%
1	Leads-Performance Max International 26-04-2025				
	1 Jun - 30 Jun 2025		5,028 (41.88%)	4,916 (42.66%)	13.00 (12.87%)
	1 May - 31 May 2025		3,357 (43.76%)	3,103 (43.21%)	11.00 (14.67%)
	% change		49.78%	58.43%	18.18%
2	(organic)				
	1 Jun - 30 Jun 2025		2,562 (21.34%)	2,316 (20.1%)	39.00 (38.61%)
	1 May - 31 May 2025		464 (6.05%)	227 (3.16%)	8.00 (10.67%)
	% change		452.16%	920.26%	387.5%



# What Did We Do



Focused on  
buyer intent  
keywords



Blended content  
depth with  
technical  
hygiene



Improved site  
structure for  
both users &  
bots



SEO strategies  
aligned with  
the brand's  
design-first  
approach.



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