



GLOBAL HR & PAYROLL SOFTWARE COMPANY

Business Karma Marketing

Project Deliverables



Lead Generation

- Inbound Lead Generation
- Get Leads for local vendors
- Vendor lead assignment & tracking



Branding & SMM

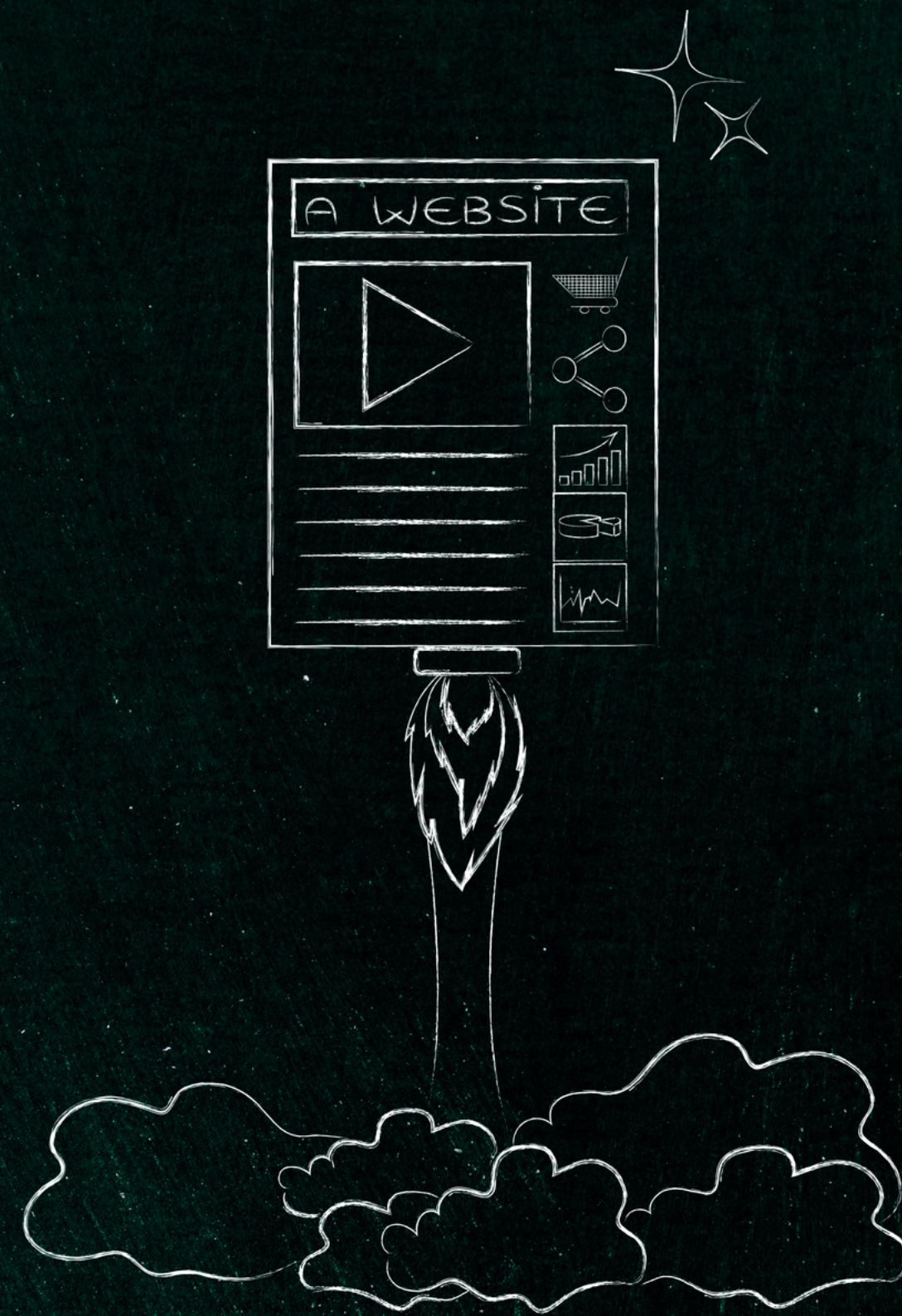
- Brand & Social Media Connect
- Providing Product & Service updates
- Engage with Target Audience



Local & Global SEO

- Content Generation
- Specific Keyword Ranking
- Improve Website performance

**Revamped
website with
mobile optimized
& SEO friendly
layout**





Designed complete industry relevant content strategy

Regular Content updation

Use of SEO keywords

Improved Avg User Time



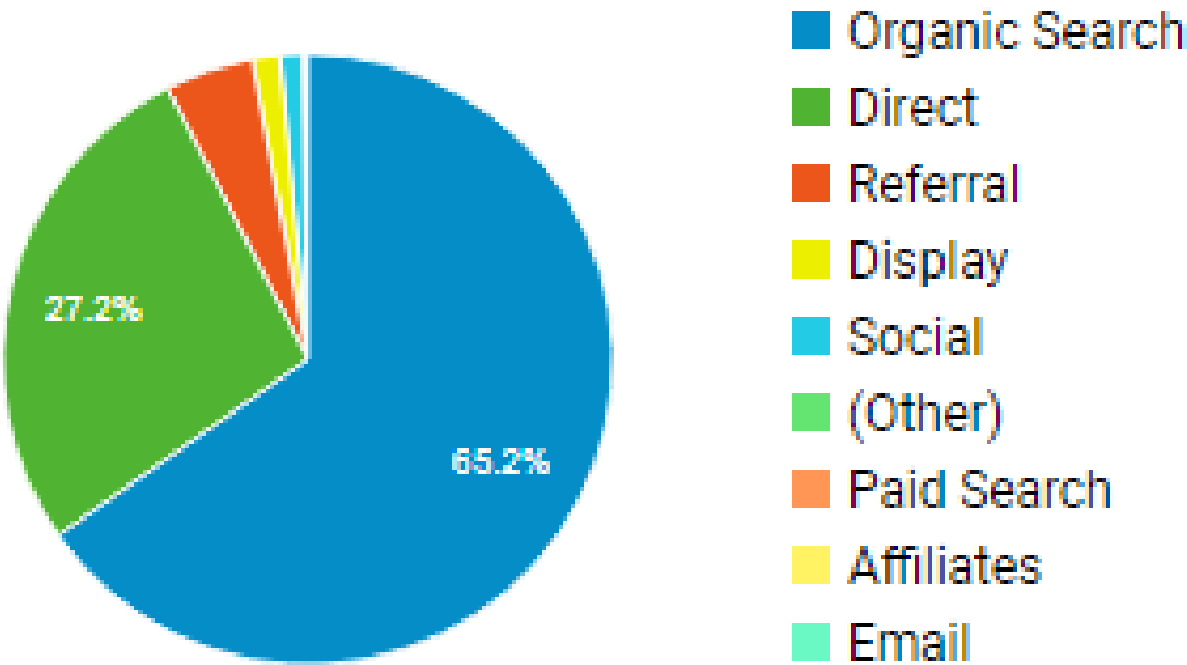
**The brand is
now more
social in
compare to its
competitors**



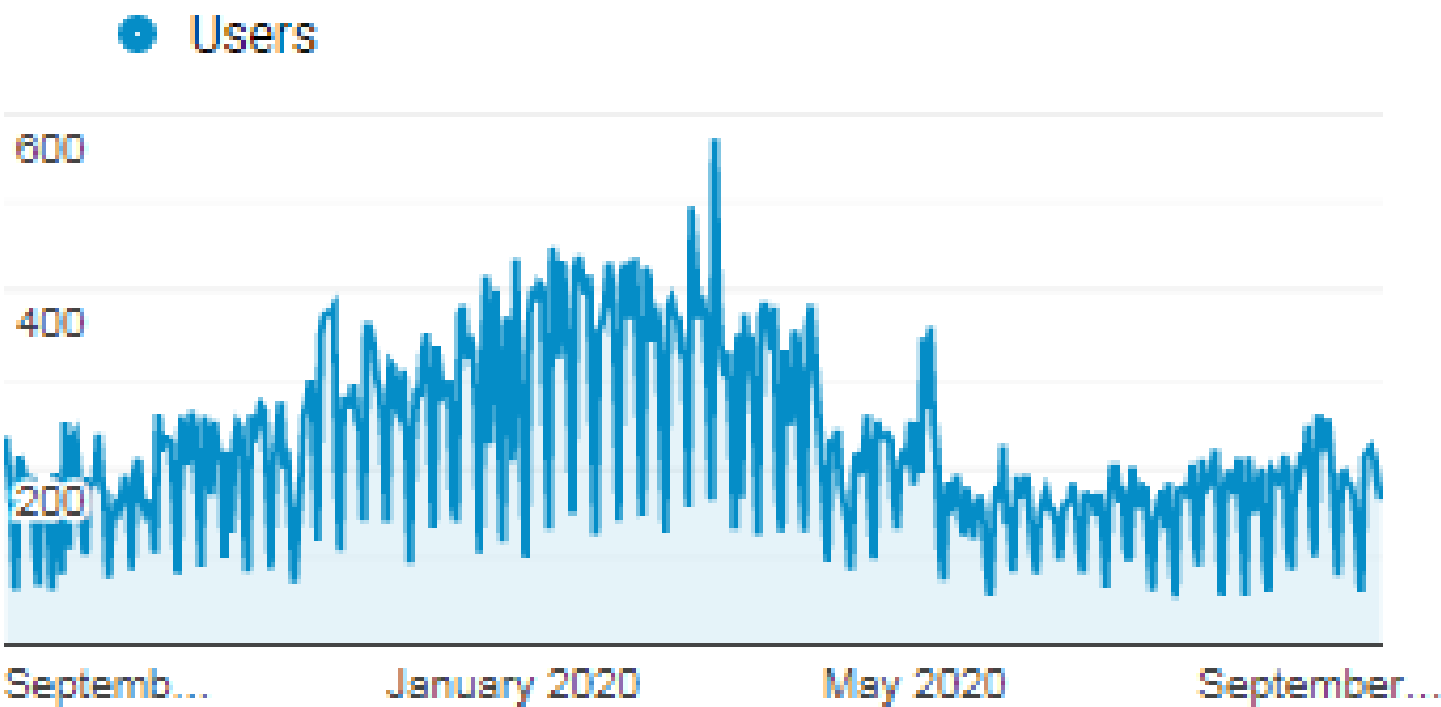
Results

Top Channels

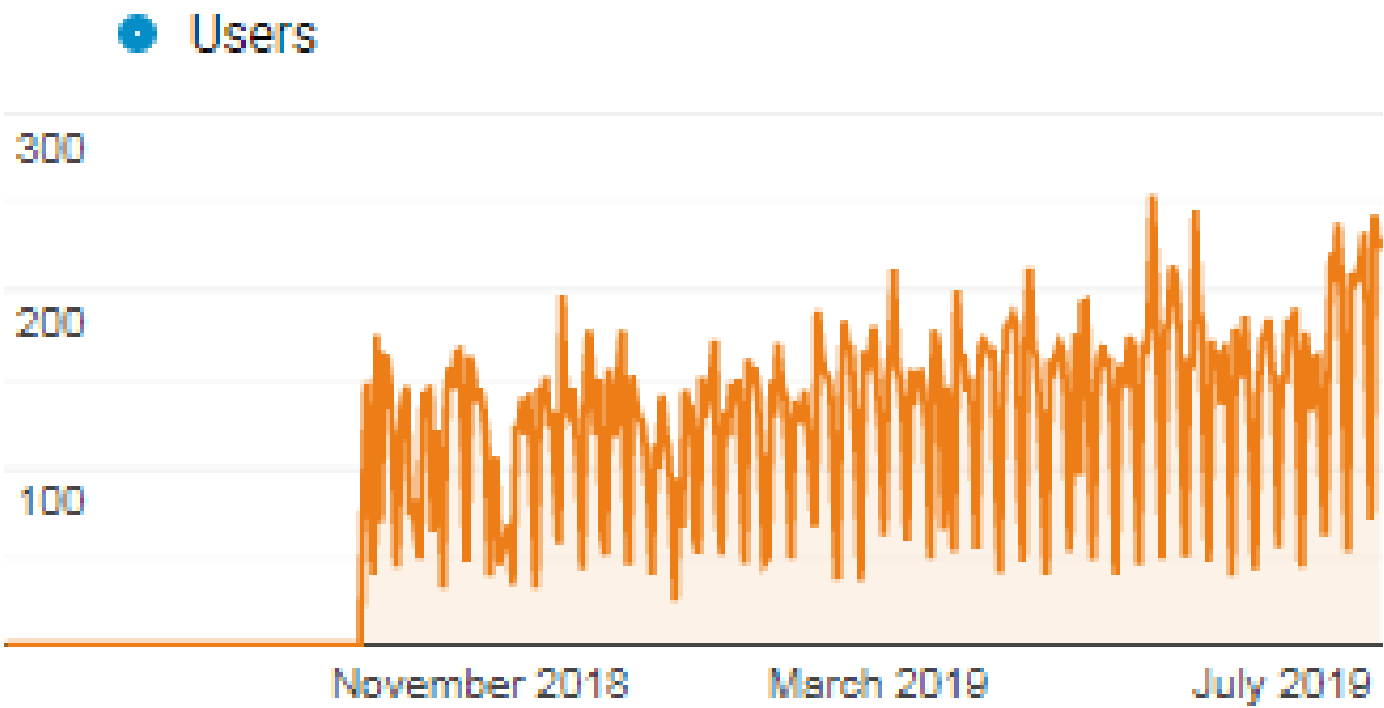
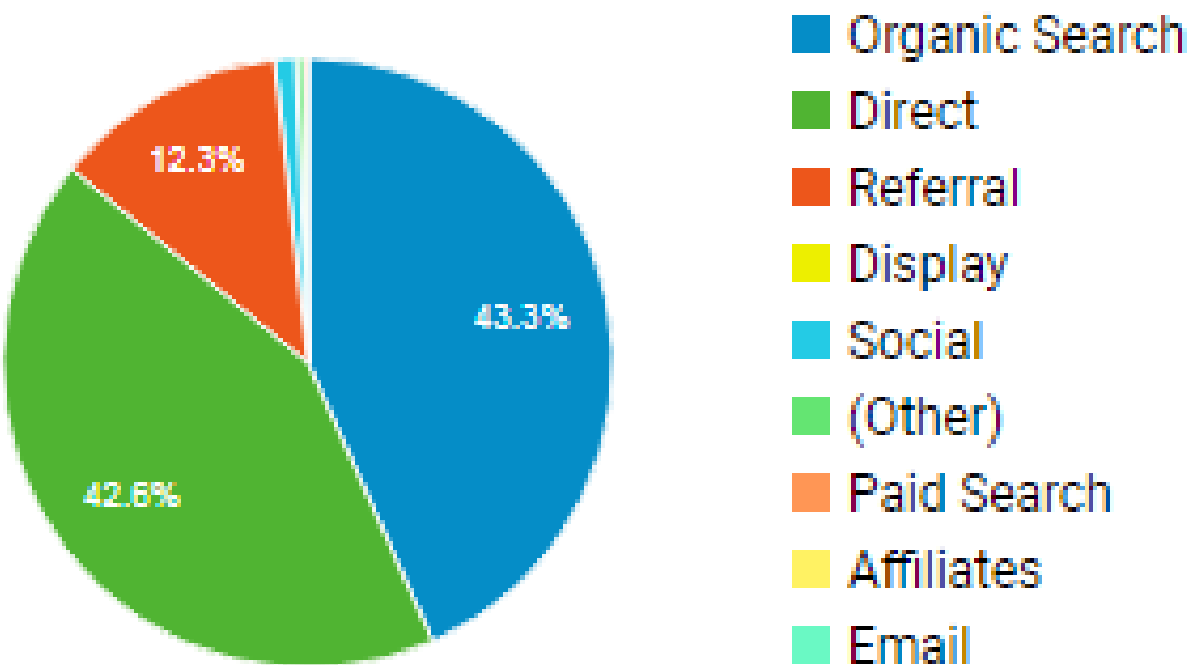
Aug 1, 2019 - Sep 19, 2020




Users




Jun 11, 2018 - Jul 31, 2019



82.56% 

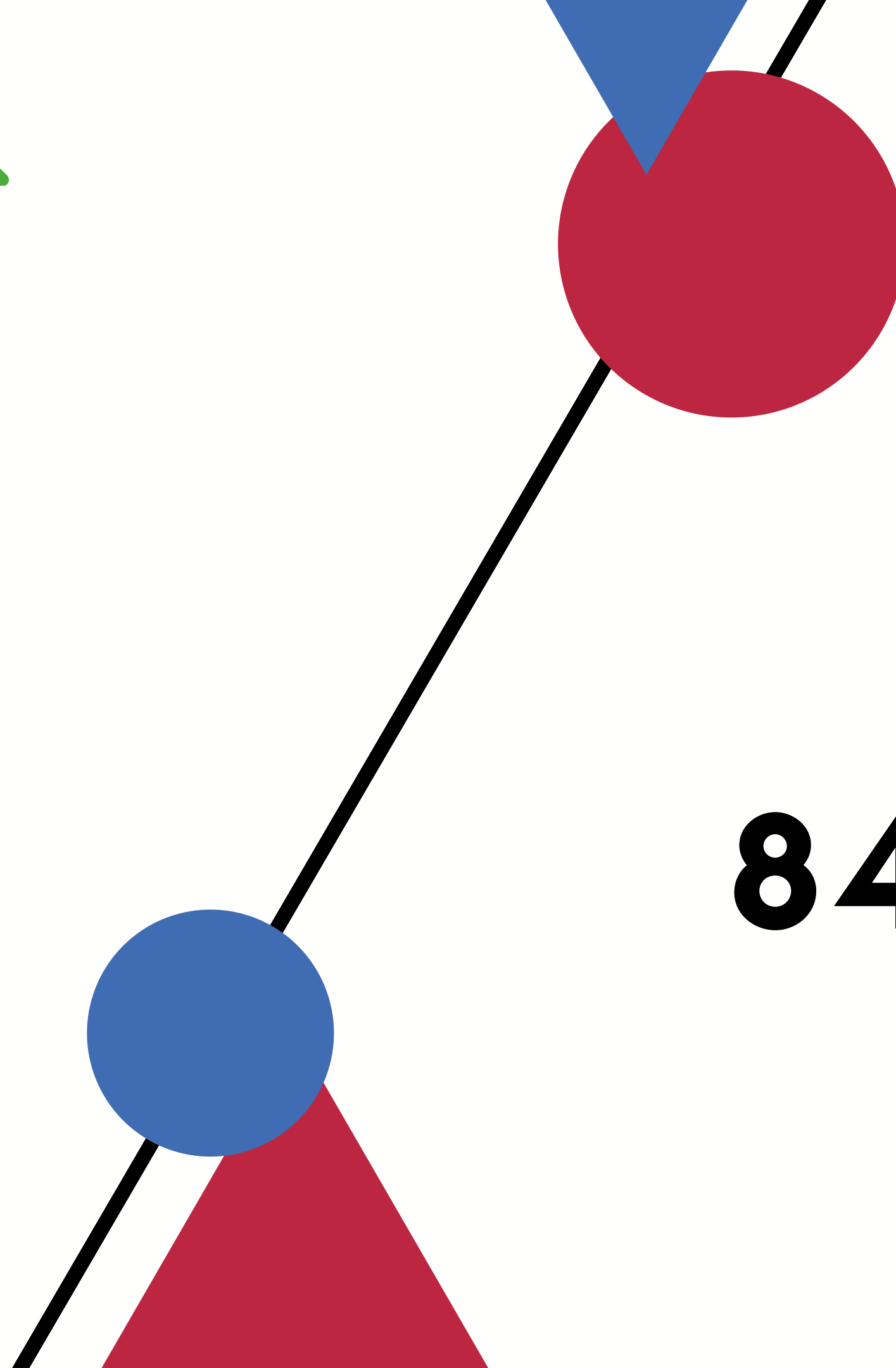
52,317 VS 28,658


OVERALL SITE USERS

84.44% 

52,057 VS 28,225

NEW USERS



86.25% 

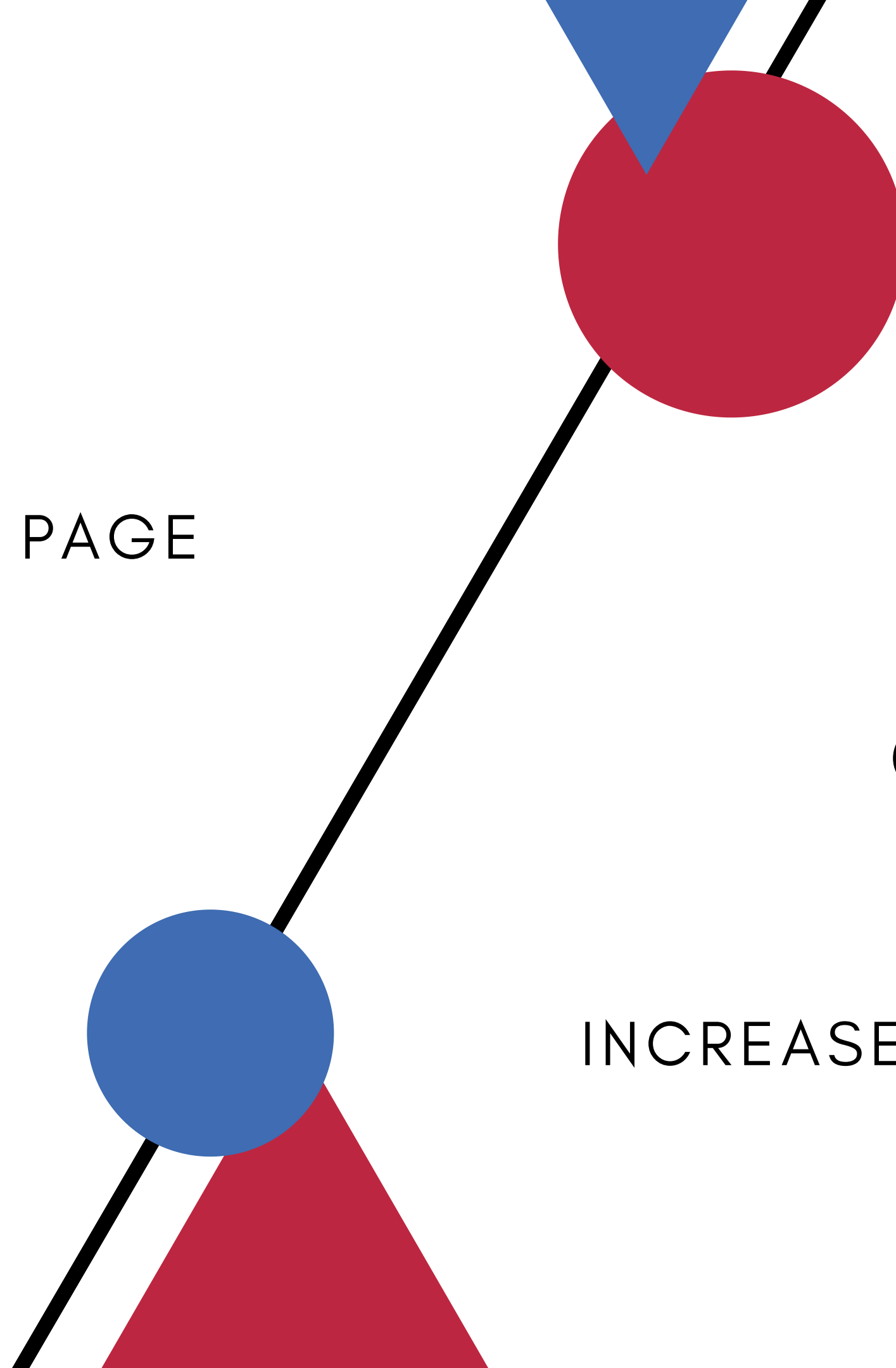
105,530 VS 56,660

INCREASE IN UNIQUE PAGE
VIEWS

87.89% 

134,539 VS 71,605

INCREASE IN OVERALL PAGE
VIEWS



191.62% ↑

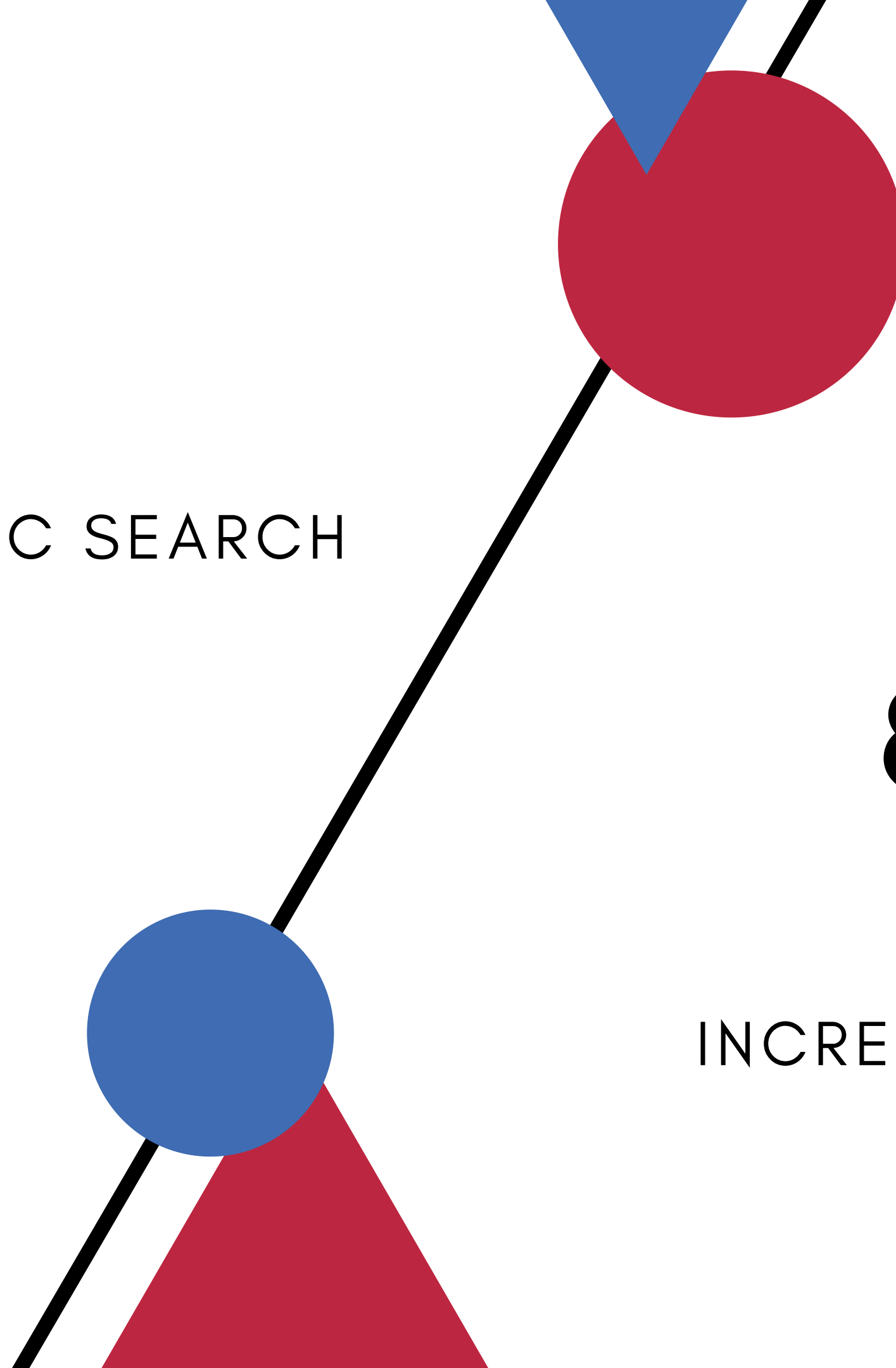
36,315 VS 12,453

INCREASE IN ORGANIC SEARCH

87.60% ↑

69,865 VS 37,241

INCREASE IN NUMBER OF
SESSIONS





THANK YOU !!

BUSINESS KARMA MARKETING

HARDIK@BKARMAGROUP.COM