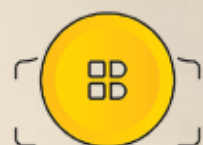REACH | 36O

Digital Marketing
CASE STUDY

bliss photoart
MEMORIES AS ART

www.blissphotoart.in

About the
COMPANY

bliss photoart' is a long-time hobby turned into profession, fully driven by passion for photography and love for art. Arun Edakkara, the photographer's skill is evident in each frame. To deliver the world-class quality photographs, bliss photoart uses the best in class equipment and the most professional photograph editing methods. This lifestyle photography studio is setup in Kalamassery, Kochi, Kerala.

CUSTOMER
REQUIREMENT

Though the client provides world-class **baby photography** in the industry, they still had a hard time showing up for potential search queries relevant to their service '**baby photography**'. The client wanted to rank for keywords revolving around 'best baby photography, maternal photography' and improve traffic to website.

THE
CHALLENGE

The challenge was to capture search traffic for website while dealing with growing competition in the photography industry and the ever-changing search environment

THE
SOLUTION

Reach360 approached the project with an in-depth analysis of website, competitors and the industry.

Reach360 approached the project with an in-depth analysis of website, competitors and the industry. To rise the ranking of the website on search engines, keywords were selected on the basis of following.

- Assess traffic potential (based on monthly search volume)
- Rank faster by targeting less competitive keywords
- Maximize organic traffic by targeting keyword variations your competitors are missing
- Align keywords with search intent at different stages of the buyer journey

Based on the analysis, the SEO team worked to develop a website that is both user-friendly as well as search-engine friendly.

Reach360 team did a competitive content assessment to identify new content ideas, content gaps and what was working best for competitors. Based on the study, we developed evergreen content and updated to the website followed by White hat On-page & Off-page SEO optimization.

THE
RESULT

The keyword ranking showed a considerable rise from 5th page to 1st page after 5 months.

Organic keywords ranking for the website improved consistently as content were optimized for the keywords, driving significant increase in traffic.

The business is also listing on Google local pack, Knowledge panel and Images on SERP

	Keyword	SERP Features	blissphotoart.in	
1.	maternity shoot in kochi	📍 ⚡	📍	1
2.	newborn photography kerala	⚡ 🖼 ⚐		1
3.	newborn photography	📍 ⚡ 🛒	📍	1
4.	best baby photography	📍 ⚡	📍	1
5.	baby photography in kochi	📍 ⚡	📍	1
6.	newborn photography kochi	📍 ⚡	📍	1
7.	best baby photographer	📍 ⚡	📍	2
8.	best infant photographer	⚡ ⚐		6