

SEO Case Study

REVFOCUS



<https://revfocus.in/>

Boosted Online Visibility for RevFocus Services

Project Name: RevFocus Services

Objective: Improve search engine ranking, boost traffic, and generate more leads.

Challenges

RevFocus faced several issues affecting its online presence:

- Low website visibility and poor search rankings
- Minimal organic traffic and missed growth opportunities
- Lack of structured content and service pages
- Website development gaps affecting SEO performance

Approach

To address these challenges, we implemented a structured SEO strategy:

1. Keyword Optimization & Content Structuring

- Researched and targeted relevant industry-specific high-intent keywords
- Improved service pages with SEO-friendly content
- Published blogs and web stories to enhance engagement and ranking

2. On-Page & Technical SEO Enhancements

- Optimized meta titles, descriptions, and headings for better CTR
- Fixed indexing issues and improved site structure
- Implemented internal linking for better navigation and keyword association

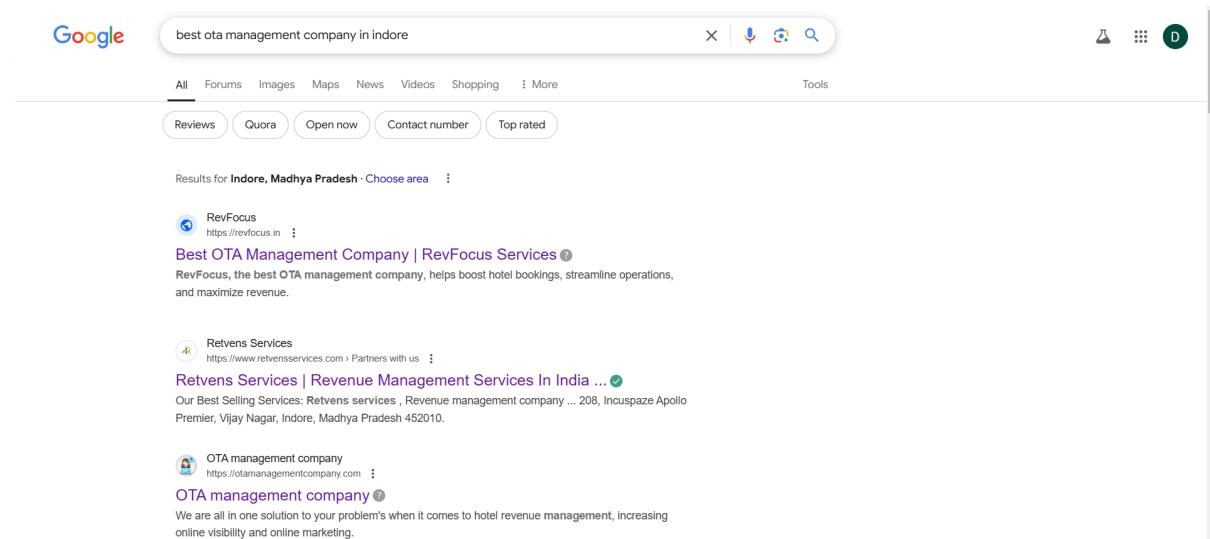
3. Backlinking & Local SEO Improvements

- Built high-quality backlinks to increase domain authority
- Optimized Google My Business (GMB) for local search visibility
- Created local citations to strengthen regional presence

Results & Success Metrics

After executing the SEO strategy, RevFocus saw significant improvements:

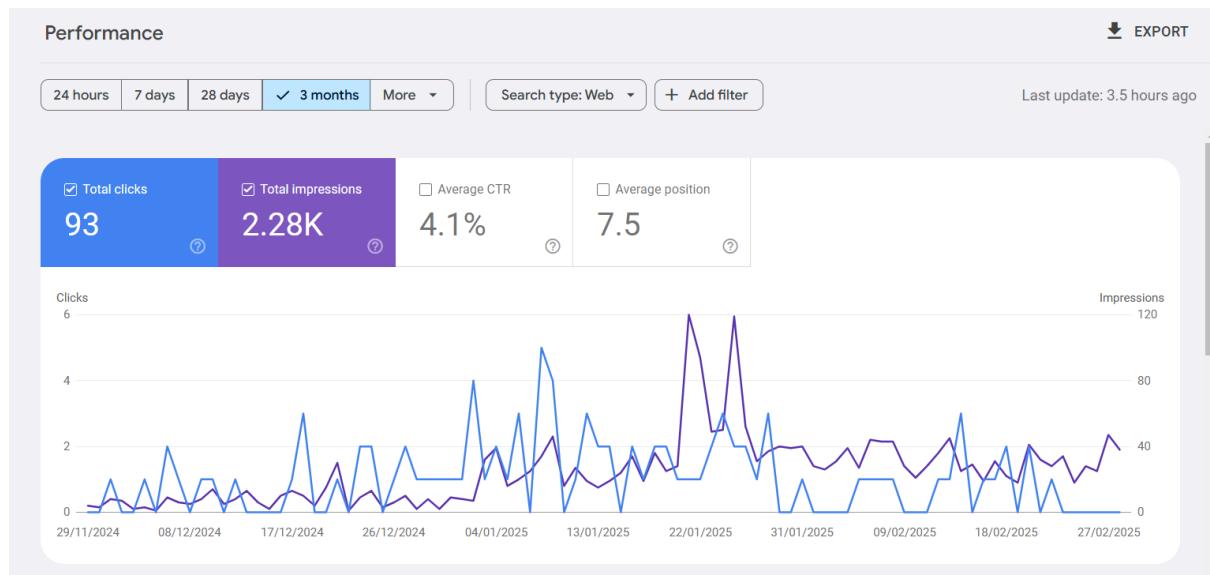
- **#1 Ranking on Search Engines** for a high-intent industry keyword



A screenshot of a Google search results page. The search query is "best ota management company in indore". The results are for Indore, Madhya Pradesh. RevFocus is at the top of the list, followed by Retvens Services and OTA management company.

Rank	Result	Description
1	RevFocus	Best OTA Management Company RevFocus Services
2	Retvens Services	Retvens Services Revenue Management Services In India
3	OTA management company	OTA management company

- **Total Clicks:** 93 in the last three months
- **Total Impressions:** 2.28K, indicating a boost in search visibility
- **Click-Through Rate (CTR):** 4.1%, showing an improvement in engagement
- **Average Search Position:** 7.5, positioning the website within the top 10 search results

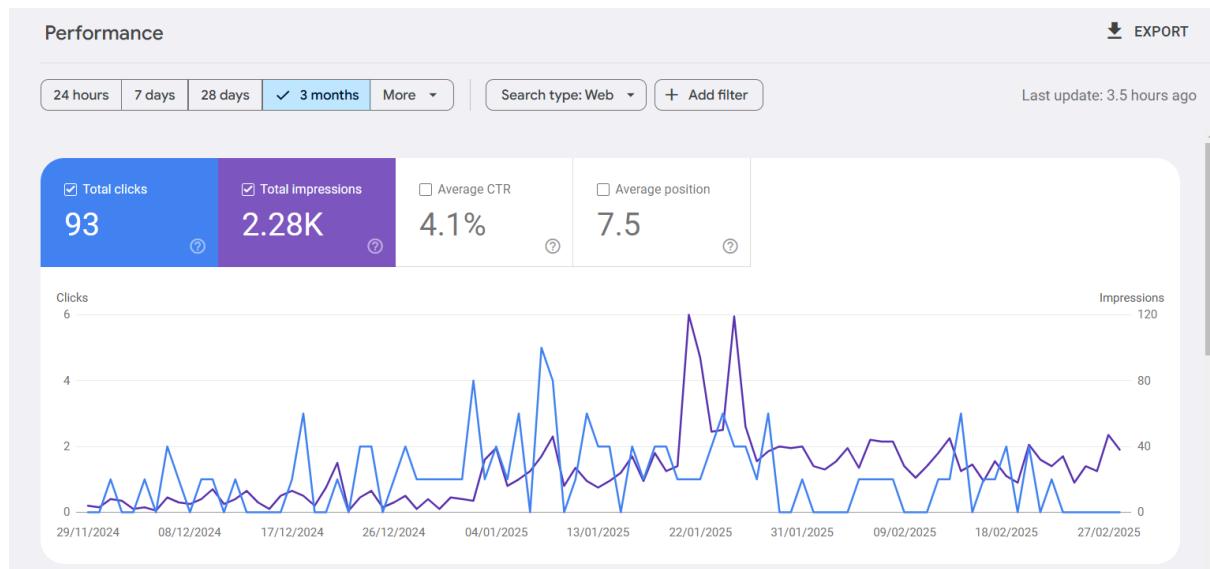


- **Higher Search Rankings:** Multiple service pages moved up in SERPs
- **Increased Organic Traffic:** More visitors from search engines
- **Stronger Backlink Profile:** Improved domain authority through quality backlinks

Conclusion

By focusing on structured SEO strategies, RevFocus Services significantly improved its online presence, visibility, and lead generation.

The consistent efforts in content optimization, technical SEO, and local search enhancements have led to measurable business growth, with a major milestone of ranking **#1 for a high-intent keyword**.



Google

best ota management company in indore

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Results for **Indore, Madhya Pradesh** · Choose area

 RevFocus
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RevFocus, the best OTA management company, helps boost hotel bookings, streamline operations, and maximize revenue.

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 OTA management company

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We are all in one solution to your problem's when it comes to hotel revenue management, increasing online visibility and online marketing.