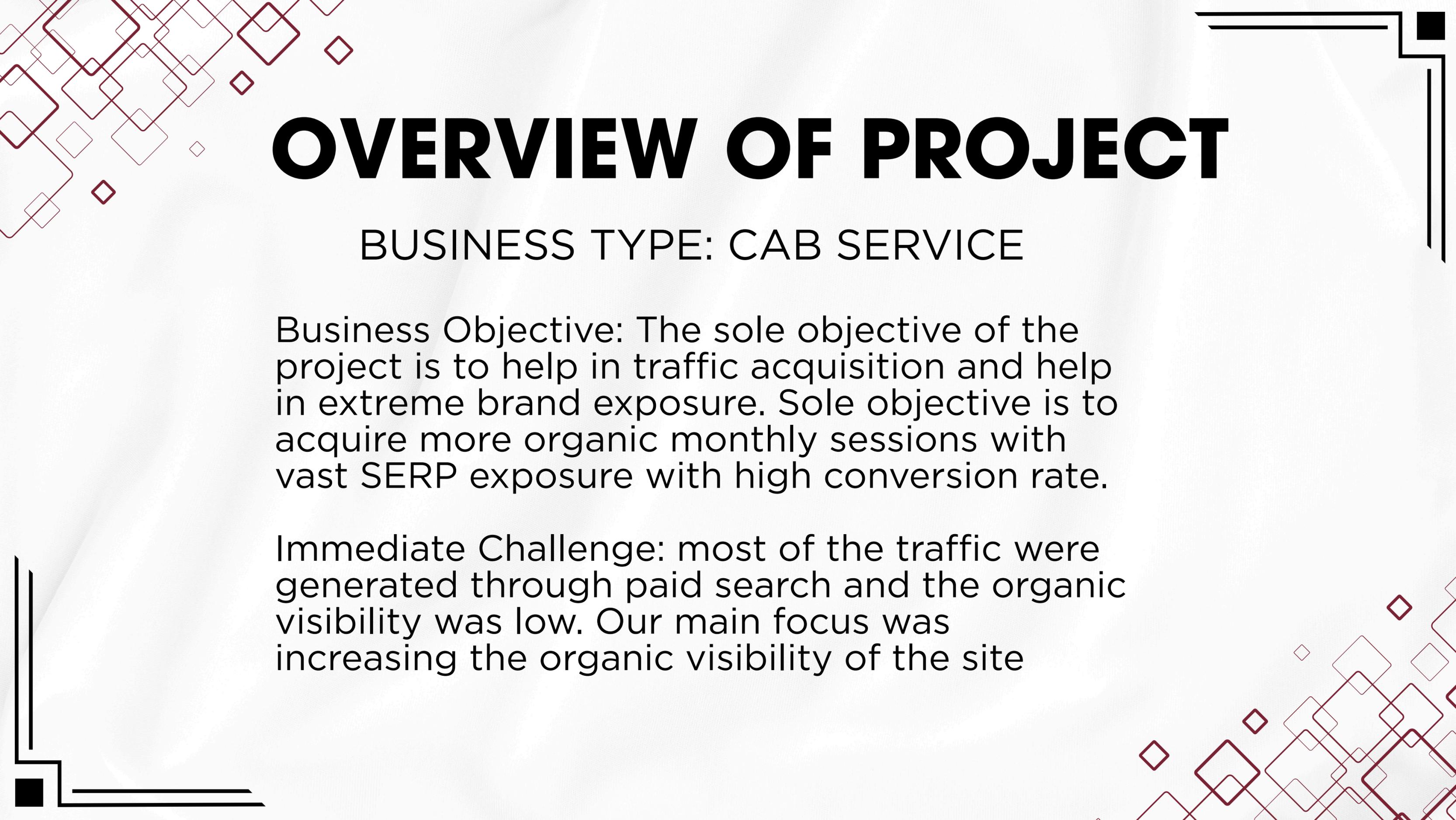


# HOW DIGITAL TRANSFORMATION REDEFINE MODERN SEOCAMPAIGNS



The slide features decorative geometric patterns in the corners. The top-left and bottom-right corners are filled with a complex, overlapping pattern of red-outlined squares and diamonds of various sizes. The top-right and bottom-left corners are defined by thick black L-shaped lines, with a solid black square at the end of each line.

# OVERVIEW OF PROJECT

BUSINESS TYPE: CAB SERVICE

Business Objective: The sole objective of the project is to help in traffic acquisition and help in extreme brand exposure. Sole objective is to acquire more organic monthly sessions with vast SERP exposure with high conversion rate.

Immediate Challenge: most of the traffic were generated through paid search and the organic visibility was low. Our main focus was increasing the organic visibility of the site

# SEARCH INTENT IS THE NUMBER ONE RANKING FACTOR

At its Essence, Search Engines have one singular purpose: to serve the best possible result to a searcher's query. In other words, satisfy every user's search intent.

All Recent Google Updates have been developed to satisfy that end.



Panda Update helped in getting rid of low quality duplicate content ranking in SERPs. All Recent Google Updates have been developed to satisfy that end.

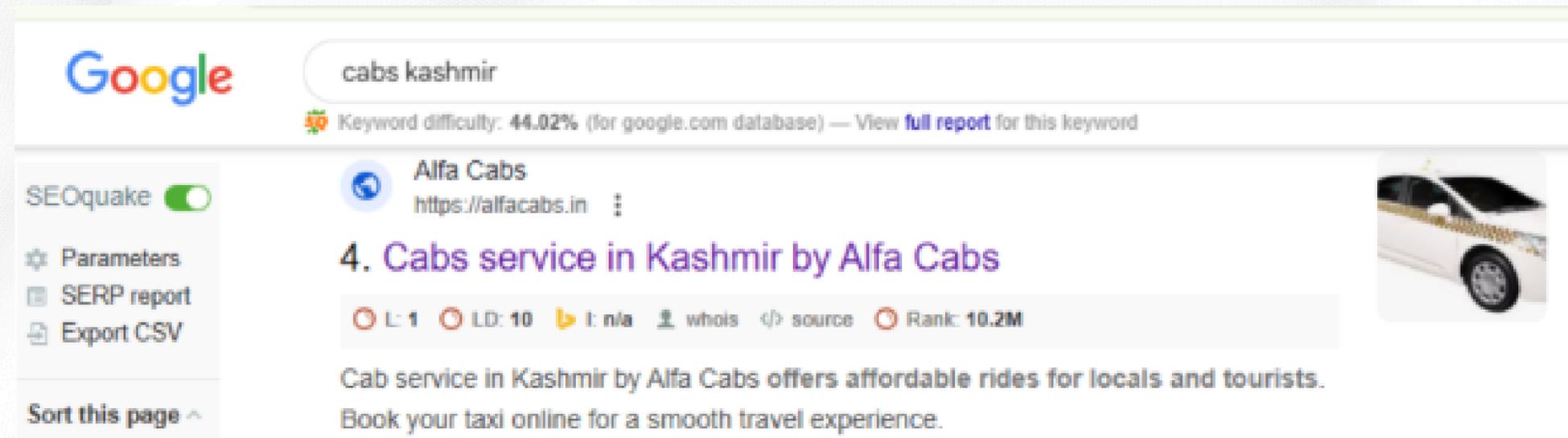


Rank Brain was a step forward in Google to leverage AI to match the context and words in the query and rank relevant pages higher.



BERT algorithm allowed google to deeply understand the context of search queries and answer billions of questions asked everyday

# WHATS THE RESULT?



The screenshot shows a Google search for the keyword "cabs kashmir". The search bar contains the text "cabs kashmir". Below the search bar, the Google logo is visible on the left. To the right of the search bar, the text "cabs kashmir" is displayed. Below this, a small icon of a person and the text "Keyword difficulty: 44.02% (for google.com database) — View full report for this keyword" are shown. The search results list "Alfa Cabs" as the top result, with the URL "https://alfacabs.in". The title of the result is "4. Cabs service in Kashmir by Alfa Cabs". Below the title, there are several icons and text: "L: 1", "LD: 10", "I: n/a", "whois", "source", and "Rank: 10.2M". To the right of the text is a small image of a white taxi. Below the title and icons, there is a short description: "Cab service in Kashmir by Alfa Cabs offers affordable rides for locals and tourists. Book your taxi online for a smooth travel experience." On the left side of the screenshot, there is a sidebar with the "SEOquake" extension logo and a green toggle switch. Below the logo, there are three options: "Parameters", "SERP report", and "Export CSV". At the bottom of the sidebar, there is a link that says "Sort this page ^".

Google

cabs kashmir

Keyword difficulty: 44.02% (for google.com database) — View full report for this keyword

Alfa Cabs  
https://alfacabs.in

4. Cabs service in Kashmir by Alfa Cabs

L: 1 LD: 10 I: n/a whois source Rank: 10.2M

Cab service in Kashmir by Alfa Cabs offers affordable rides for locals and tourists.  
Book your taxi online for a smooth travel experience.

SEOquake

Parameters

SERP report

Export CSV

Sort this page ^

**KEYWORD : CAB  
KASHMIR**

# WHAT'S THE RESULT?

cabs srinagar

Keyword difficulty: 43.69% (for google.com database) — View [full report](#) for this keyword

26. [Cabs service in Kashmir by Alfa Cabs](#)

L: 1 LD: 10 I: n/a whois source Rank: 10.2M

Cab service in Kashmir by Alfa Cabs offers affordable rides for locals and tourists. Book your ta  
online for a smooth travel experience.

**KEYWORD: CAB  
SRINAGAR**

# WHAT'S THE RESULT?

The screenshot shows a Google search for the keyword "online cabs in kashmir". The search bar contains the text "online cabs in kashmir". Below the search bar, it indicates "Keyword difficulty: 42.39% (for google.com database) — View full report for this keyword". The search results show a single result for "Alfa Cabs" with the URL "https://alfacabs.in". The result is ranked 26th. Below the title, there are several icons and text: "L: 1", "LD: 10", "I: n/a", "whols", "source", and "Rank: 10.2M". The description of the result reads: "Cab service in Kashmir by Alfa Cabs offers affordable rides for locals and tourists. Book your taxi online for a smooth travel experience." On the left side of the screenshot, there is a sidebar with the "SEOquake" extension logo and a green toggle switch. Below the logo, there are three options: "Parameters", "SERP report", and "Export CSV". At the bottom of the sidebar, it says "Sort this page ^".

**KEYWORD: ONLINE  
CABS IN KASHMIR**

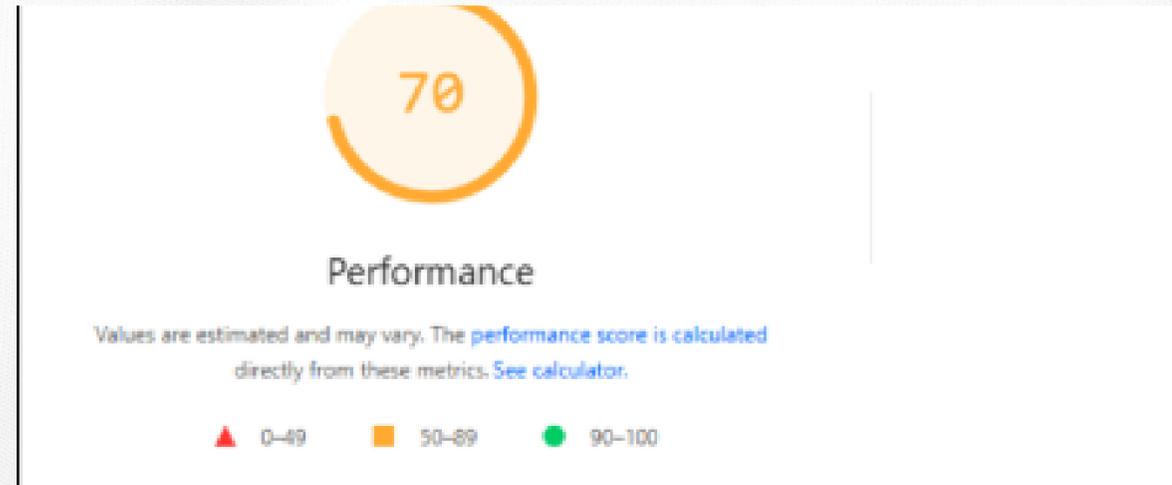
# WHAT'S THE RESULT?

The screenshot shows a Google search interface. The search bar contains the text "cab service in anantnag". Below the search bar, there is a "Keyword difficulty" indicator showing 38.23% and a link to "View full report". On the left side, there is a sidebar with "SEOquake" (turned on), "Parameters", "SERP report", "Export CSV", and "Sort this page". The main search results area shows a result for "Alfa Cabs" with the URL "https://alfacabs.in". The result is ranked 14th for the keyword "Cabs service in Kashmir by Alfa Cabs". Below the title, there are several icons and data points: "L: 1", "LD: 10", "I: n/a", "whois", "source", and "Rank: 10.2M". The snippet below the title reads: "Alfa Cabs provides a diverse range of transportation solutions tailored to your needs, including daily taxis, convenient pocket outstation cabs, and local cabs ...".

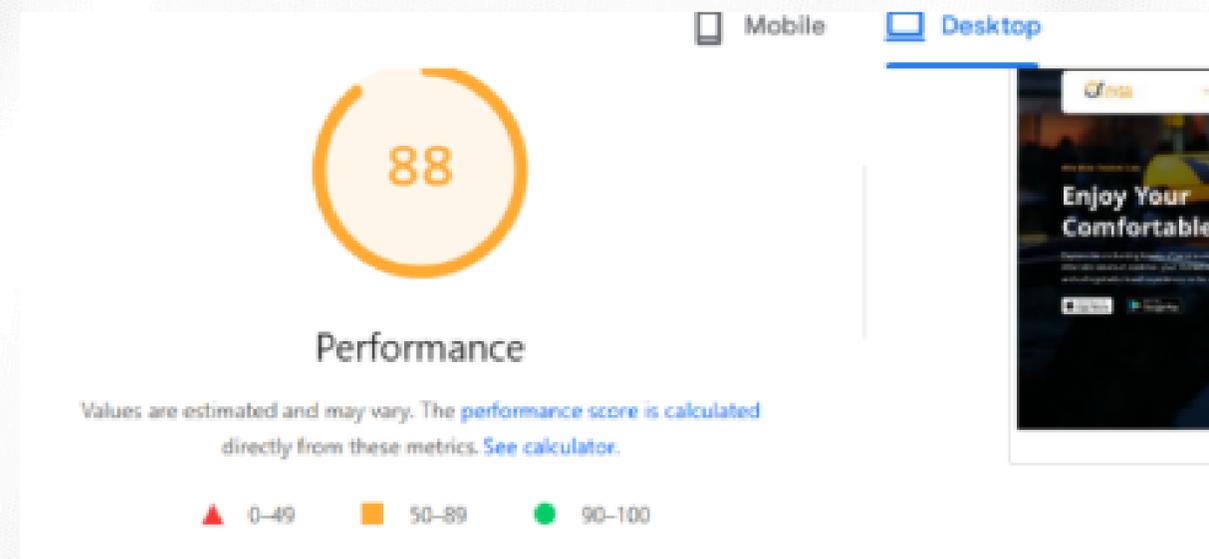
**KEYWORD: CAB  
SERVICE IN ANATNAG**

# GOOGLE PAGE SPEED INSIGHT

**MOBILE**  
**PERFORMANCE - 70**



**DESKTOP**  
**PERFORMANCE - 88**





**THANK YOU**