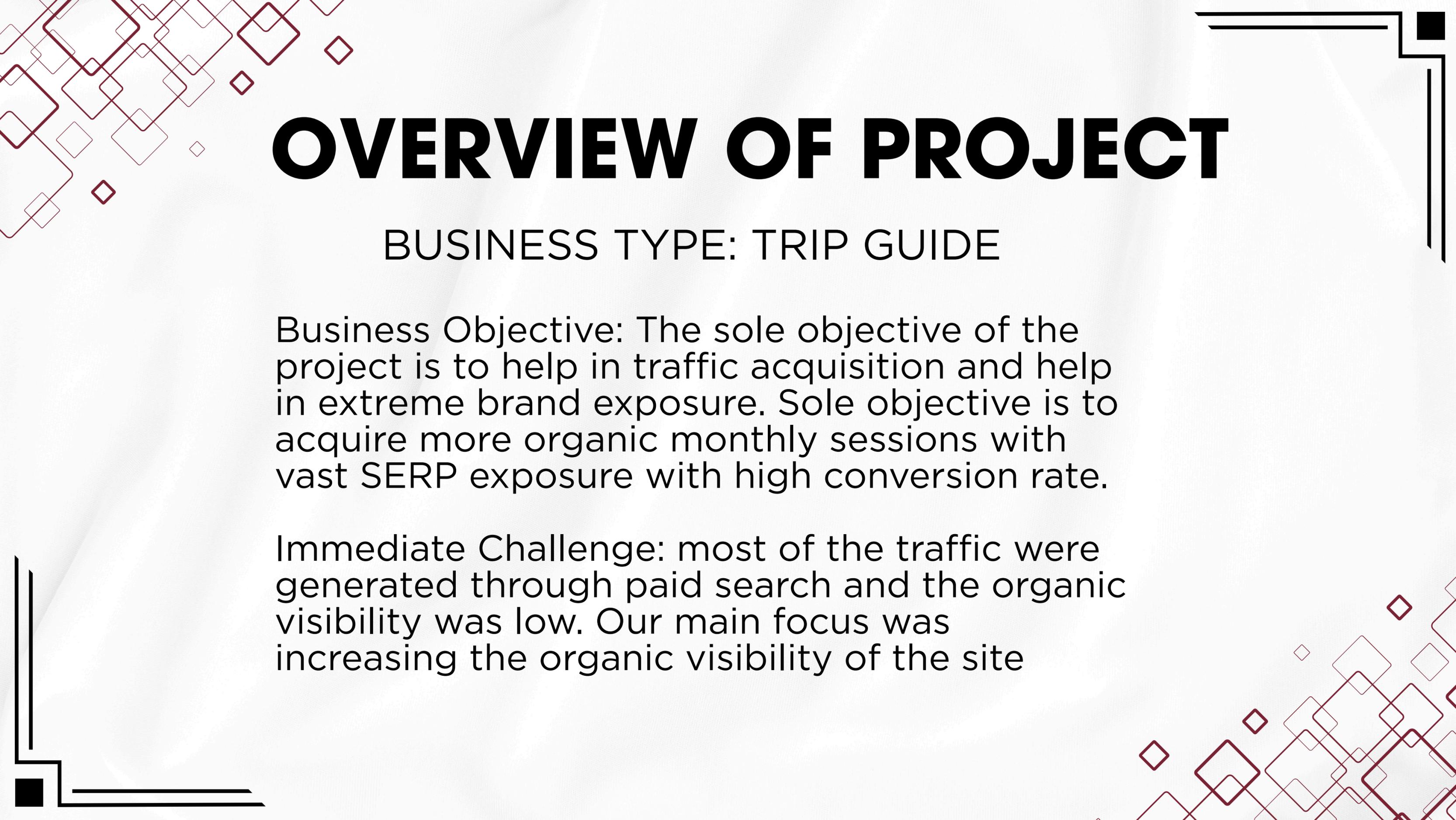


HOW DIGITAL TRANSFORMATION REDEFINE MODERN SEO CAMPAIGNS



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: TRIP GUIDE

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?



tirupatibookings.com

<https://blog.tirupatibookings.com> > Blog Feed

37. Tirupati spiritual journey : A Pilgrim's Travel Diary

L: 0 LD: 0 | n/a | whois | source | Rank: 15.9M

10 Apr 2025 — No Tirupati spiritual journey is complete without the sacred darshan of Lord Venkateswara. The temple, known for its opulence and grandeur, is ...

**KEYWORD: TIRUPATI
GUIDE**

WHATS THE RESULT?



tirupatibookings.com

<https://blog.tirupatibookings.com> · Blog Feed

22. Special Tirupati Darshan Tickets: ₹300 | Fast-Track Booking

L: 0 LD: 0 I: n/a whois source Rank: 15.9M

This special entry darshan service by TTD is charged at ₹ 300, where one can have quick and organized darshan of Lord Venkateswara. This service can reduce the ...

**KEYWORD: TIRUPATI
DARSHAN**

WHAT'S THE RESULT?



tirupatibookings.com

<https://blog.tirupatibookings.com> · Blog Feed

28. Top Reasons to visit Tirupati - Tirupati Bookings

[L: wait...](#) [LD: wait...](#) [I: n/a](#) [whois](#) [source](#) [Rank: 15.9M](#)

8 May 2025 — By far, the religious attraction of Tirumala Venkateswara Temple is the major reason for visiting Tirupati, and it ranks among the world's most ...

**KEYWORD: REASONS
TO VISIT TIRUPATI**

WHAT'S THE RESULT?



tirupatibookings.com

<https://blog.tirupatibookings.com> › Blog Feed

19. Room Bookings in Tirupati: Stay at Ayodhya Home Stay

L: wait... LD: wait... I: n/a whois source Rank: 15.9M

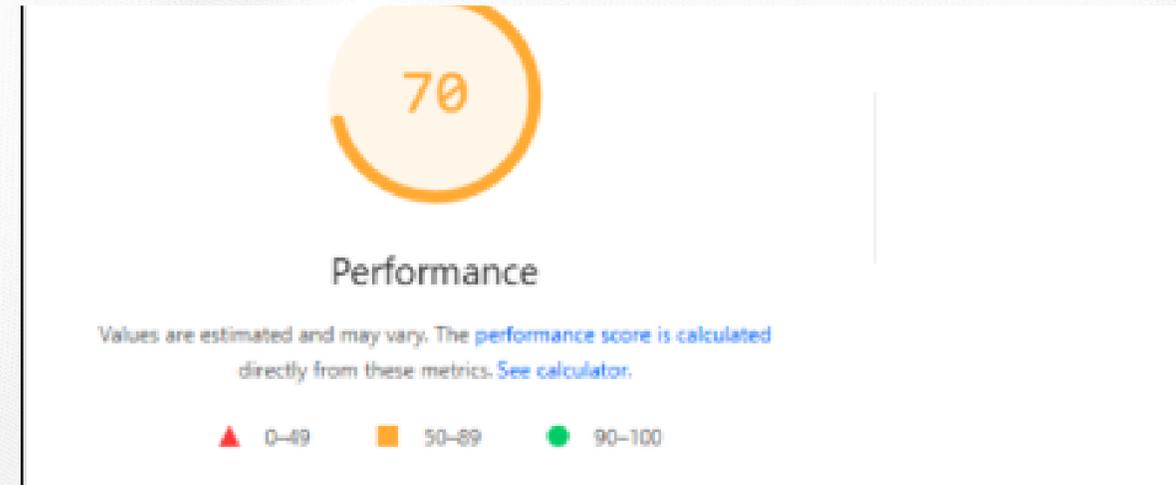
11 Apr 2025 — Located on Karakambadi Road, just next to the Ramee Guestline Hotel, our homestay allows convenient proximity to major pilgrimage attractions ...

**KEYWORD: ROOM
BOOKING IN TIRUPATI**

GOOGLE PAGE SPEED INSIGHT

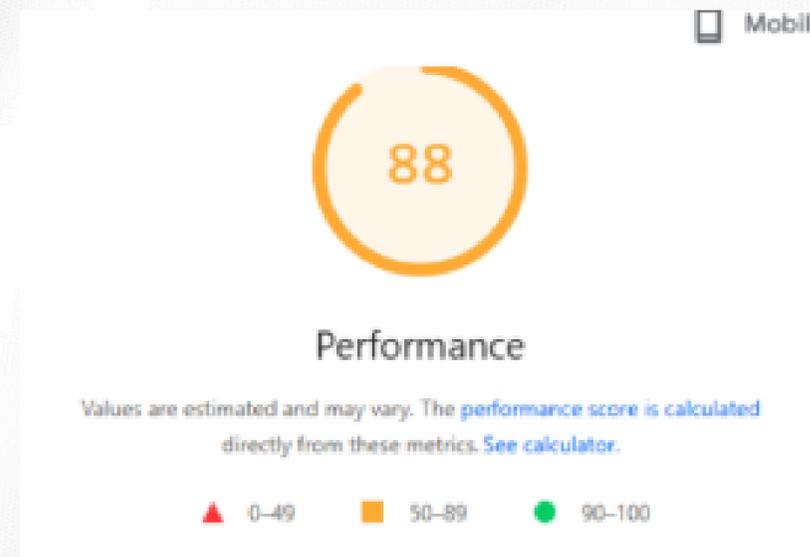
MOBILE

PERFORMANCE - 70



DESKTOP

PERFORMANCE - 88





THANK YOU