

Case Study

Services Chosen: SEO (On Page & OFF Page) + SMO (Paid Ads)

OUR Results

+ 503.67%

New Users

+ 488.89%

Organic Traffic

+ 1176%

Sessions

+ 247.56%

Page Views

About Inner Peace Life Coaching



SAJID AHAMED

NEURO LINGUISTIC PROGRAMMING (NLP) | LIFE COACHING | TIME LINE THERAPY | EFT | ENERGY COACHING | INNER PEACE COACHING TECHNIQUES | REIKI | EQ COACHING

A dynamic facilitator of changes that last, Coach Sajid Ahamed utilizes his expert skills across a broad spectrum of issues such as personality development, conflict resolution, combating depression, anger management, enhancing concentration, tackling self-esteem and confidence issues, parenting and child learning skills and stress in all its forms; panic attacks, insomnia, allergies, migraines, nightmares, obesity and heart issues, among others.



AT INNER PEACE LIFE

Inner Peace is YOUR GATEWAY TO SUCCESS. IPLC with a team of Professional and Expert coaches can transform your life with Professional and Personal Empowerment.

Mr. Sajid Ahamed is “**Certified trainer of NLP**” and **Founder of Inner Peace Life Coaching Pvt Ltd, India.**

SERVICES OFFERED:

- NLP
- Brain Profiles
- SEI Leadership
- Youth Assessments
- U2.0 – Your Best Version
- Reiki
- Time Line Therapy
- Emotional Freedom Technique

Project Overview

- Before partnering with IPLC, **DriveIT Digital** attempted to find an online presence. But as a new start-up, they required an SEO marketing firm to promote their website, depicting properties in India & Dubai. However, the results for their efforts did not meet expectations.
- As a new business, **IPLC** required the right combination of digital media experience and marketing knowledge to improve its SEO rankings, while boosting its brand presence.
- To increase their presence on **Google & Social Media platforms DriveIT Digital** analyzed in-depth and make the strategy according to the requirements and implemented.



53.67%

New Users

21.67%

Organic Traffic

23.67%

Sessions

30.67%

Page Views

Initial Challenges



- To improve the engagement score
- Website Bounce Rate was high.
- Page speed of the web pages was very low.
- Website was outdated (with content, images).
- A lot many 404 /Not Found URLs were present.
- Emails efficiency were low.
- Goal Conversion was way too less and even it did not had any tracking code.

DriveIT Digital Strategy (SEO)

The roadmap to success....

The first step of the vision was to do a complete analysis of the website, and to make easy for Google to crawl.

Some of the issues were:

- URL Canonicalization.
- Duplicate Content .
- Duplicate Titles & Meta Tags.
- H1 Heading tags.
- Missing ALT Tags.
- Fixed 404 Not Found Links.
- XML Sitemaps.
- Page Speed.
- Mobile Responsiveness.
- Implement Latest Updates.



DriveIT Digital Strategy

The roadmap to success..... (Contd..)

- Had to focus on the content of website in a manner that made it keyword rich as well as in easy to understand descriptive language that was relevant to the target audience, because –Relevance is important than quantity.
- Focusing more on quality and actual value, as opposed to quantity or output.
- Different sized write-ups for a better traffic from blogs, articles, classifieds – the influential off-page trio!
- Automating specific marketing processes, often triggered, using the right content on the right time at the right place.



Strategy Behind Social Media Campaign

1. Studied the Campaign.
2. Understood its audience.
3. Research of Competitors and Customers: Focused on its competitors, what they are doing exactly and how to engage the users from their business page.
4. Review post designs and engagement: Review competitors post designs and engagement of the business page.
5. Implementation of Content and Growth Strategy.
6. Measurement and Reporting.



SEO Results

Current Rankings: After a successful execution with the new strategies, Achieved **9 keywords on #1 Page in Google SEPRs** within **3 months**.

S. NO	Targeted Keywords	Initial Rankings	25th Feb 2021	
			Positions	Google Pages
1	New Code NLP Certification	Not in SERP	1	Page 1
2	NLP practitioner in Hyderabad	Not in SERP	1	
3	New Code Practitioner	Not in SERP	3	
4	New Code NLP Practitioner	Not in SERP	4	
5	New Code NLP Training	Not in SERP	4	
6	NLP course in Hyderabad	Not in SERP	6	
7	NLP training in Hyderabad	Not in SERP	6	
8	Energy Leadership Index Assessment	Not in SERP	8	
9	Grinder Approved Training In India	Not in SERP	9	
10	NLP Practitioner India	Not in SERP	28	Page 3

Facebook and Instagram

178.4% ↑
Increase

Facebook Page Likes

220% ↑
Increase

Facebook post Impressions

271% ↑
Increase

Instagram Followers

422% ↑
Increase

Instagram Reach

- Sharing posts in relevant groups
- Tagging peoples.
- Use relevant hashtags on posts
- Run ads on post and Event to the targeted audience
- Build community on Instagram
- Increase reach/impressions on Facebook and Instagram

Social Posts Reached

Inner Peace Life
Published by Anuj Kumar · 7 December 2020 · 🌐

How many times have you failed at something?
Failure is something that no one can avoid. All renowned names have failed once or more to become what they are today!
Failure never means the end, it is just a medium to learn, grow and thrive. It helps people gain a new perspective and push them out of their comfort zone only to make way for success.
Hence, there is no better teacher than failure!

#Success #SuccessQuotes #SuccessTips #PLC #innerpeacelife



FAILURE IS NOT THE OPPOSITE OF SUCCESS. IT'S A PART OF SUCCESS.

—Arianna Huffington



929 People reached 30 Engagements [Boost Post](#)

👍 17 2 shares

Inner Peace Life
Published by Himani Gupta · 17 September 2020 · 🌐

Some people find the splashing raindrops against window panes incredibly fascinating while others enjoy taking strolls under the bright blue sky during the spring season.
So, **what's your favorite season – winter, spring, summer, or fall?** 🍂🍁

Comment below 🌟🌟



What's your favorite season
winter, spring, summer, or fall?

coach@innerpeacelife.com


1,010 People reached 40 Engagements [Boost Post](#)

👍👍 You and 15 others 7 comments 3 shares


Inner Peace Life
Published by Anuj Kumar · 7 August 2020 · 🌐

Smile a little more because it's Friday!!
Friday symbolizes the end of the workweek and a gateway to the weekend!
It is the best day to relax and unwind.
So **what are your plans tonight? Share below** 🌟🌟

#Fridaynight #Friday #Weekend #Weekendvibes #Fun #Happy #Enjoying #Vacation #IPLC #innerpeacelife



How are you going to welcome this Friday night?



1,370 People reached 41 Engagements [Boost Post](#)

👍 You and 9 others 10 comments 3 shares

Social Posts Reached

Inner Peace Life
Published by Anuj Kumar · 25 November 2020 ·

Self-improvement is all about taking action to become a better version of yourself. With consistency and determination, anyone can grow and thrive in life.
So, what is the one thing you need to work on?

#Questionoftheday #Work #Question #Yourself #Life #IPLC #innerpeacelife

What is the one thing you need to work on?

804 People reached 16 Engagements [Boost Post](#)

9 4 shares

Inner Peace Life
Published by Anuj Kumar · 9 November 2020 ·

Ethics are one of the most important tools to live a fulfilling life. They help us differentiate between what is right and what is wrong. Thus, it is essential to learn ethics & values before learning skills. Because you can make a living without skills, but you can never make a life without ethics & values.

#Ethics #Life #Important #Learning #IPLC #innerpeacelife

IMPORTANT
ETHICS OF LIFE

- Believe before you pray
- Listen before you speak
- Earn before you spend
- Think before you write
- Try before you quit
- Live before you die

coach@innerpeacelife.com

1,023 People reached 26 Engagements [Boost Post](#)

You and 13 others 1 comment 2 shares

Inner Peace Life
Published by Anuj Kumar · 21 October 2020 ·

If you could switch brains with anyone in the world, who would it be? 🤔

#questionoftheday

IF YOU COULD SWITCH BRAINS
WITH ANYONE IN THE WORLD,
WHO WOULD IT BE?

coach@innerpeacelife.com

1,392 People reached 98 Engagements [Boost Post](#)

You and 16 others 8 comments 8 shares

A few of our social media designs



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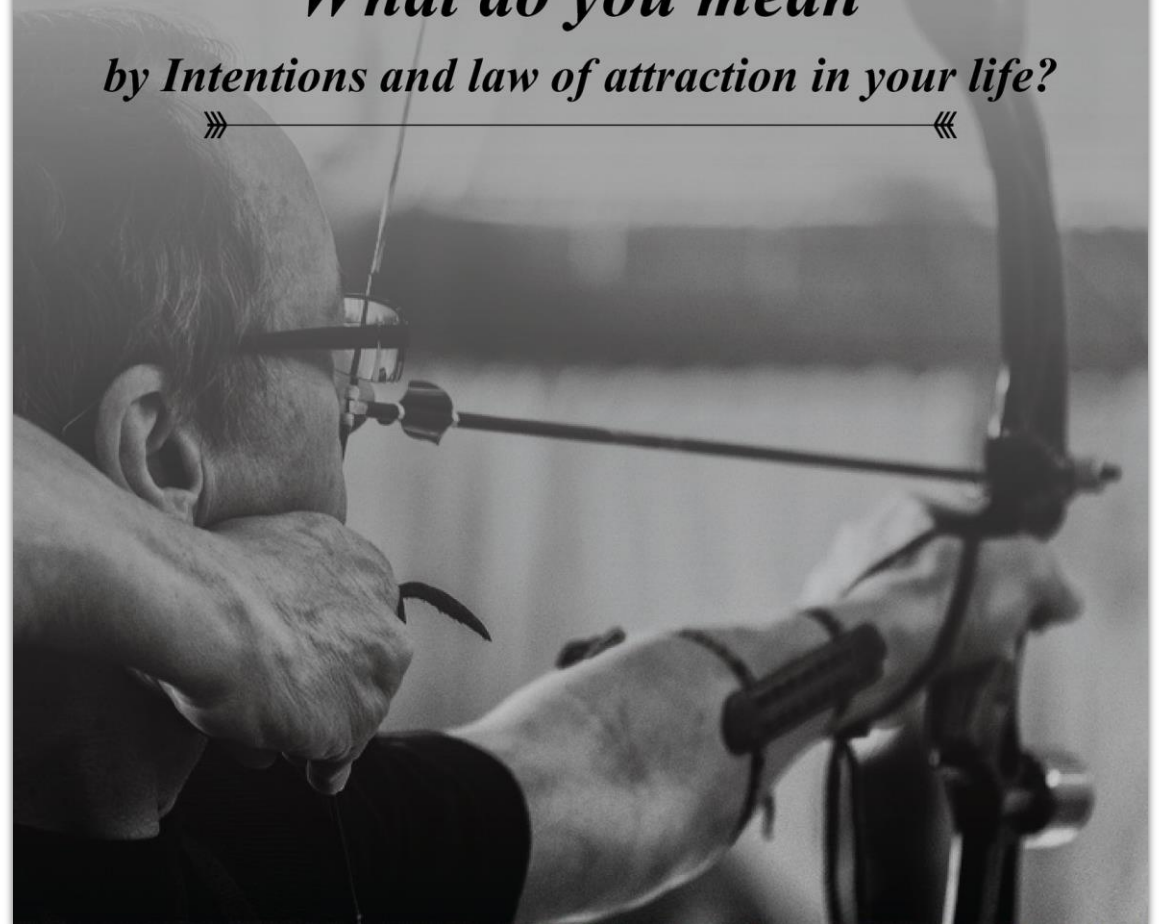
YOU WILL NEVER CHANGE YOUR LIFE UNTIL YOU CHANGE
SOMETHING YOU DO DAILY.
THE **SECRET** TO YOUR **SUCCESS** IS FOUND
IN YOUR DAILY ROUTINE.

— JOHN C MAXWELL —

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*What do you mean
by Intentions and law of attraction in your life?*



A few of our social media designs (Contd..)



A few of our social media designs (Contd..)



Thanks



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