

Case Study – Consult for PPP

Client's Project: Consult for PPP (www.consultforppp.com)

Targeted Location: India

Client's Introduction & Requirements

The client is the **Retired Indian Government Officer** and collaboration with more retired middle level as well as junior level officers wanted to launch the "**Consult for PPP**" to provide complete guidance and consultancy solutions to those companies who're willing to acquire *Government Projects or Tenders*.

And, that cannot afford to seek advice from existing corporate consulting companies due to prohibitive cost.

As, the client has already a physical office that only operated with face-to-face consultancy but alongside he not only to promote online their business but also to build a new website related to the business niche that would be the source to contact and provide consultancy solutions.

Challenges that we're facing

The biggest challenge for us is – the business niche is complete new for us and first we need to understand the whole business and perform activities accordingly.

As client wanted to get his website ready with different consultancy stages available on the website with different kinds of projects.

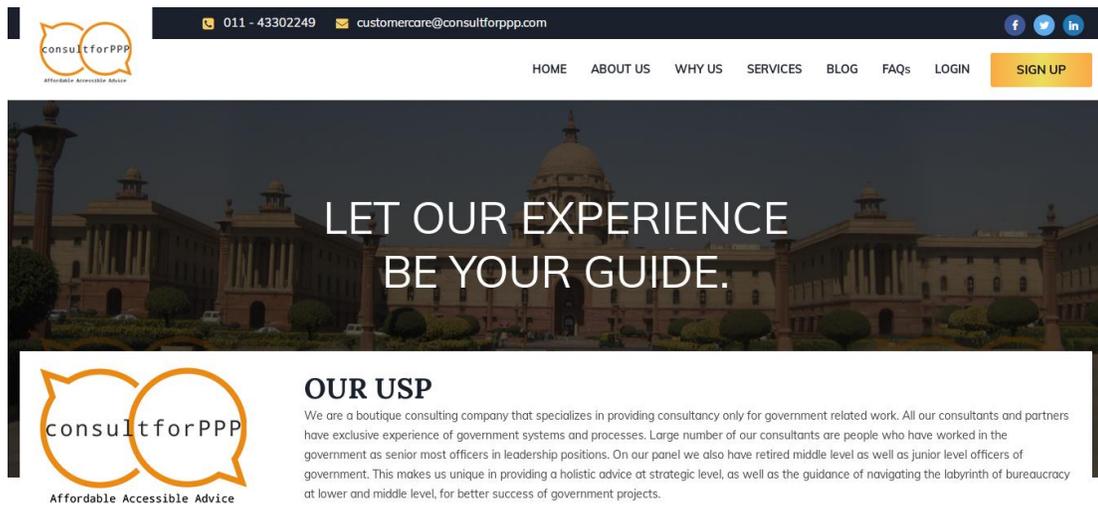
So our team of developers worked on that to understand the client's and industry needs and build the entire website.

Strategies that drive results

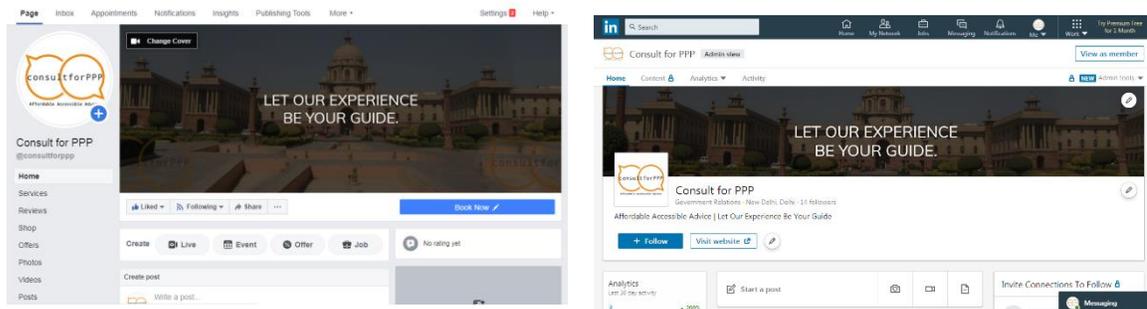
As the business has completely new website, no social media footprints and didn't have any digital audience to target. In that case, we opt some of the solutions and collect some valuable information that help us to drive desired results:

- ✓ First, we deeply understand the Tendering process, how it works, what kind of documents needed and what are the other sources to grab Tenders information, which helped us to create further strategies and work accordingly.

- ✓ Once gathered all the information, our developers ready to **code the website** as per the client and industry requirements with follow the **government regulations**.



- ✓ After successfully coded the website, our **Digital Marketing** team taken the charge to start promotions online. As we first started analyze the whole website and measure some points that we need to fix in terms of **SEO**.
- ✓ We've conducted the **Keywords Research** for the project, this is another challenge for Digital Marketing team as competition is not so high in the market, they were only limited companies who provide tendering consultancy and limited people who seek advice. Here, needed to found keywords that highly searchable and industry specified.
- ✓ Alongside, we've created the **social media profiles** on Facebook, Twitter & LinkedIn – these 3 platforms were the top priority to use as per the business niche that our research found. And, completely optimized as per the social media guidelines.



- ✓ We've also used some tender related as well as online government portals to create business profiles in order to increase business awareness.
- ✓ Forums and QnA platforms related to the niche, were the another priority for us to used and give relevant solutions to the users.

Key Results

Our team helped the client to meet their organizational goals as result it impact on conversion rate and generate quality leads from different sources as mentioned below:

S.NO	NAME	MOBILE NUMBER	EMAIL ADDRESS	OPEN CASES	CLOSE CASES	TOTAL CASES	STATUS	EDIT
1	Aakash Kant	9041278469	aanaksh02@gmail.com	0	0	0	Active	Edit
2	ADARSH	7290933644	chandraadarsh09@gmail.com	0	0	0	Active	Edit
3	Africa Total Trans	0843433271	africatotaltrans@gmail.com	0	0	0	Active	Edit
4	AJIT KUMAR GUPTA	9422513485	wmafkh@yahoo.co.in	0	0	0	Active	Edit
5	Akash	9984520669	akshvi8@gmail.com	0	0	0	Active	Edit
6	Amit Jain	9212793663	amitjain322@hotmail.com	0	0	0	Active	Edit
7	Apex India	9979850989	apexgroup13@gmail.com	0	0	0	Active	Edit
8	ASTULA DESIGN PVT LTD	9910746299	contactastuladesign@gmail.com	0	0	0	Active	Edit
9	Bharat	9999012936	bharatmadaan008@gmail.com	0	0	0	Active	Edit
10	Dharmesh Gajera	8690007603	dharmesh@gteches.com	0	0	0	Active	Edit

S.NO	NAME	MOBILE NUMBER	EMAIL ADDRESS	OPEN CASES	CLOSE CASES	TOTAL CASES	STATUS	EDIT
11	Digiways	9427683298	dinesh.digiways@outlook.com	0	0	0	Active	Edit
12	EASY TAX FILING	8709050426	abhayankit52@gmail.com	0	0	0	Active	Edit
13	ECOPATH RENEWABLES PVT LTD	7709816815	ecopathlatur@gmail.com	0	0	0	Active	Edit
14	E-Earth Global Services Pvt Ltd	9845800193	kaards2009@gmail.com	0	0	0	Active	Edit
15	flash energy solutions	9811591750	ceotime@flashenergysolutions.com	0	0	0	Active	Edit
16	get	9952927324	get@asiatradeconsortium.com	0	0	0	Active	Edit
17	GIL	9717253379	bhavintpatel@icloud.com	0	0	0	Active	Edit
18	GOLDSUN ENTERPRISES	8886646888	anr.addanki169@gmail.com	0	0	0	Active	Edit
19	ISHWARGOUDA.B PATIL	9731020308	suieshpatil@gmail.com	0	0	0	Active	Edit
20	JAS PAY	9036808090	jastechnoservices@gmail.com	0	0	0	Active	Edit

S.NO	NAME	MOBILE NUMBER	EMAIL ADDRESS	OPEN CASES	CLOSE CASES	TOTAL CASES	STATUS	EDIT
21	Jatin Arora	9899499996	jatinarora@luitrenewable.com	0	0	0	Active	Edit
22	KBTECH SOLUTIONS	7385103462	Sachinkadamsk01@gmail.com	0	0	0	Active	Edit
23	Kingsman infratech	8989047191	kingsmaninfratech@gmail.com	0	0	0	Active	Edit
24	Lalliantluanga Hauhnar	9774058922	tluangahauhnar@gmail.com	1	0	1	Active	Edit
25	Lochegu construction and logistic	0761345069	vusumuzimagagula99@gmail.com	0	0	0	Active	Edit
26	MAwrence Cruz technologies pvt limited	9591861066	softwarecart.in@gmail.com	0	0	0	Active	Edit
27	Medtechne IT Solution	9911547227	shubham.softwaredeveloper@gmail.com	0	0	0	Active	Edit
28	Naveen	9966171074	naveenjamalpur@gmail.com	0	0	0	Active	Edit
29	Pathya Solutions Pvt. Ltd.	9561644059	Pathyasolutions@gmail.com	0	0	0	Active	Edit
30	Premkumar VM	9551361197	mohanprem12@gmail.com	0	0	0	Active	Edit

S.NO	NAME	MOBILE NUMBER	EMAIL ADDRESS	OPEN CASES	CLOSE CASES	TOTAL CASES	STATUS	EDIT
31	Protech Era Pvt ltd	8126884534	protechera2019@gmail.com	0	0	0	Active	Edit
32	Qalokwakhe security and cleaning	0725520002	Sukonduna@hotmail.com	0	0	0	Active	Edit
33	RAJKUMAR	9916257522	champagangaservices@gmail.com	0	0	0	Active	Edit
34	Rakesh Kumar khatua	7609981008	smartrakesh08@gmail.com	0	0	0	Active	Edit
35	Ralivhesa and Nephews (Pty)Ltd	0606507795	ralivhesal26@gmail.com	0	0	0	Active	Edit
36	RGL Co Pvt Ltd	9381034012	johnpaulstem@gmail.com	0	0	0	Active	Edit
37	rich warriors pty ltd	0267771726	richwarriors8@gmail.com	0	0	0	Active	Edit
38	Robinson	8870000717	tvm.robin@gmail.com	0	0	0	Active	Edit
39	Ruby Kapoor	9818067031	rubycapoor190@gmail.com	0	0	0	Active	Edit
40	Sachin tomar	9410593525	tomarsachin39@gmail.com	0	0	0	Active	Edit

S.NO	NAME	MOBILE NUMBER	EMAIL ADDRESS	OPEN CASES	CLOSE CASES	TOTAL CASES	STATUS	EDIT
41	Serve enterprises	8218761384	info.se.care@gmail.com	0	0	0	Active	Edit
42	Sizwesakho trading and projects	0711469391	szwmkhabela@gmail.com	0	0	0	Active	Edit
43	SUHRAD INFOTECH	9375928936	yds.niraj@gmail.com	0	0	0	Active	Edit
44	Suntropic India	9871706850	sunilmalik314@gmail.com	0	0	0	Active	Edit
45	TARUN CHADAR	7974867293	sagarathiya007@gmail.com	0	0	0	Active	Edit
46	Test	9090909090	jamesjordan.entrepreneur@gmail.com	1	0	1	Active	Edit
47	Test Testing	9090909090	aartikr.services@gmail.com	0	0	0	Active	Edit
48	THL HOLDINGS	0662545831	harriettebogo@gmail.com	0	0	0	Active	Edit
49	TRACURE IT SOLUTION	9424052424	tracureitsolution@gmail.com	0	0	0	Active	Edit
50	Tranquil Trail Odisha	7008294792	tranuiltrailodisha@gmail.com	0	0	0	Active	Edit

S.NO	NAME	MOBILE NUMBER	EMAIL ADDRESS	OPEN CASES	CLOSE CASES	TOTAL CASES	STATUS	EDIT
51	Unnati CONSULTANTS	7525903222	unnatilucknow@gmail.com	0	0	0	Active	Edit
52	Vipin enterprise	9369839051	enterprisesvipin36@gmail.com	0	0	0	Active	Edit

In addition, with the help of implemented different strategies and performed multiple activities we've increased search engine rankings on search engines (Google & other) and achieved rank no. 1 on some competitive keywords (mentioned below) –

KEYWORDS	Google.Com		Google.In		BING	
	Page Postion	Page Rank	Page Postion	Page Rank	Page Postion	Page Rank
Affordable PPP consultant delhi	1st	1	1st	1	1st	1
Government projects consultancy	1st	1	2nd	1	12th	2
government contract consulting services delhi	1st	1	1st	1	1st	1
Implementation Advice for PPP projects	1st	1	1st	1	1st	1
Concession Agreement Consultancy	1st	1	1st	1	11th	2
Government Projects Consultants in Delhi	1st	1	1st	1	1st	1
Consultants for Government Projects in Delhi	1st	1	1st	1	1st	1
Implementing Advice for PPP Projects	1st	1	1st	1	1st	1
Government Consultancy Projects	2nd	1	1st	1	14th	2
Government Projects Management Consultants in Delhi	2nd	1	1st	1	12th	2