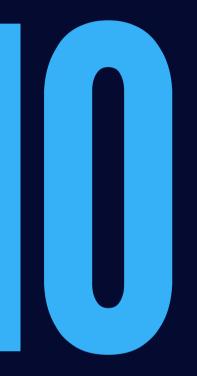
#### SEO AND GROWTH MARKETING CASE STUDIES

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## SCALECODE SOLUTIONS







#### Contact. : +917002910496

## SEO and Brand Marketing https://www.equitasbank.com

omain Ove	rview: equitasbanl	k.com ⊵				
Worldwide	🔳 US 🗱 UK 💻 DE	••• 🖵 De	esktop 🗸 🛛 J	lun 16, 2025 🗸 USD		
verview Con	npare domains Growt	n report Co	ompare by c	ountries		
Authority Score	e 😚 🛛 Organ	ic Search Traf	ffic 🞯	Paid Search Traffic 😚	Backlinks 📀	Traffic Share 📕
0 51	410	.6K -7.8% \	/iew details	9 -93%	24.3K	<b>Č 26%</b>
Semrush Domain	Rank 895.1K V Keywor	ds 59.8K ↑ 🗲		Keywords 1 🗸	Referring Domains 1.7K	Competitors 748
Organic Pai	d			1M 6M 1Y <u>2Y</u> All t	ime	
Distribution	by Country			Organic Traffic 410,5	563/month	
Countries	Traffic Share	Traffic	Keywords	🕑 Organic Traffic 🛛 🕑 Pa	aid Traffic 🛛 📮 Notes 🗸	
Worldwide	100%	410.6K	59.8K			
IN	99%	404.8K	42.5K		level	- Martin Second
E AE	<0.1%	1.5K	788		February 1,	2024
	<0.1%	1.3K	3.5K		Organic	Traffic 464,097
US US	0.2.1				Paid Traf	fic 10,053

**Challenge:** Equitas Bank needed to strengthen their digital presence in the competitive banking sector while building trust and authority in financial services. The bank required improved search visibility for banking products and services, along with cohesive brand messaging across digital channels.

**Solution:** We implemented a comprehensive SEO strategy focused on financial keywords, local search optimization for branch locations, and content marketing around banking solutions. Our brand marketing approach emphasized trust, reliability, and customer-centric messaging through targeted campaigns and thought leadership content.

**Results:** Successfully increased organic search visibility for key banking terms, improved local search rankings across multiple locations, and established stronger brand recognition in the digital banking space, leading to enhanced customer acquisition and engagement.

## SEO and Brand Marketing https://mymuse.in/

Domain Overview: mymu         Image: Worldwide         Image: Worldwide		un 16, 2025 🗸 USD		
Overview Compare domains	Growth report Compare by c	ountries		
Authority Score <b>40</b> Semrush Domain Rank 894.1K ↑	Organic Search Traffic 🐼 150.9K +1.7% View details Keywords 17.9K ↑	Paid Search Traffic <b>19.9K</b> -1.8% Keywords 29 ↑	Backlinks 💮 <b>4.3K</b> Referring Domains 611	Traffic Share ■ <b>54%</b> Competitors 1.3K
Engagement metrics 😚 May 2025	Pages/Visits 4.49 ↑ Avg. Visit Durat	tion 06:41 ↑ Bounce rate 34.03%	6 ↑ Show all	
Organic Paid		1M 6M 1Y 2Y All ti	me	

Challenge: MyMuse, operating in the lifestyle and wellness space, needed to differentiate itself in a crowded market while building organic search presence and establishing a distinctive brand identity that resonates with their target audience. **Solution:** Developed a comprehensive SEO strategy targeting lifestyle and wellness keywords, created content marketing campaigns focused on user engagement, and crafted a brand positioning strategy that highlighted MyMuse's unique value proposition through consistent messaging across all digital touchpoints.

**Results:** Achieved significant improvements in organic search rankings, increased brand awareness and engagement, and successfully positioned MyMuse as a distinctive player in the lifestyle market with measurable growth in website traffic and user interaction.

#### WATER SCIENCE PRODUCT WEBSITE DEVELOPMENT

## https://drinkprime.in/

Domain Overview: drinkp	orime.in ⊵			
🚱 Worldwide 📑 US 🗱 UK	■ DE ••• 및 Desktop ∨ Ju	ın 16, 2025 ✔ USD		
Overview Compare domains	Growth report Compare by co	ountries		
Authority Score 😚	Organic Search Traffic 😚	Paid Search Traffic 🐼	Backlinks 🐼	Traffic Share 💻
<b>0</b> 35	65.2K -10% View details	16.8K -39%	2.4K	<b>()</b> 3%
Semrush Domain Rank 579.4K 🗸	Keywords 20.5K ↑	Keywords 68 ↓	Referring Domains 652	Competitors 16K
Engagement metrics 💮 May 2025	Pages/Visits 4.08 🗸 Avg. Visit Durati	ion 06:56 V Bounce rate 49.51%	5 ↑ Show all	

**Challenge:** DrinkPrime needed a sophisticated website that could effectively communicate complex water science technology to consumers while showcasing their innovative water purification products. The challenge was making technical information accessible and building trust in their water science expertise. **Solution:** Developed a comprehensive website featuring intuitive product showcases educational content about water science, user-friendly navigation, and compelling visual design. Integrated technical specifications with consumer-friendly explanations and created a seamless user experience for product discovery and purchasing decisions.

**Results:** Launched a high-performance website that effectively communicates DrinkPrime's water science expertise, improves user engagement with technical content, and provides a solid foundation for digital marketing efforts and customer acquisition in the water purification market.



## SEO and Digital Marketing https://uniacco.com/

**Distribution by Country** 

Traffic Share

100%

13%

12%

25%

•

•

-

Traffic

68.6K

34.2K

8.8K

8.5K

17.1K

Keywords

103.7K

33.3K

22.1K

3.9K

44.4K

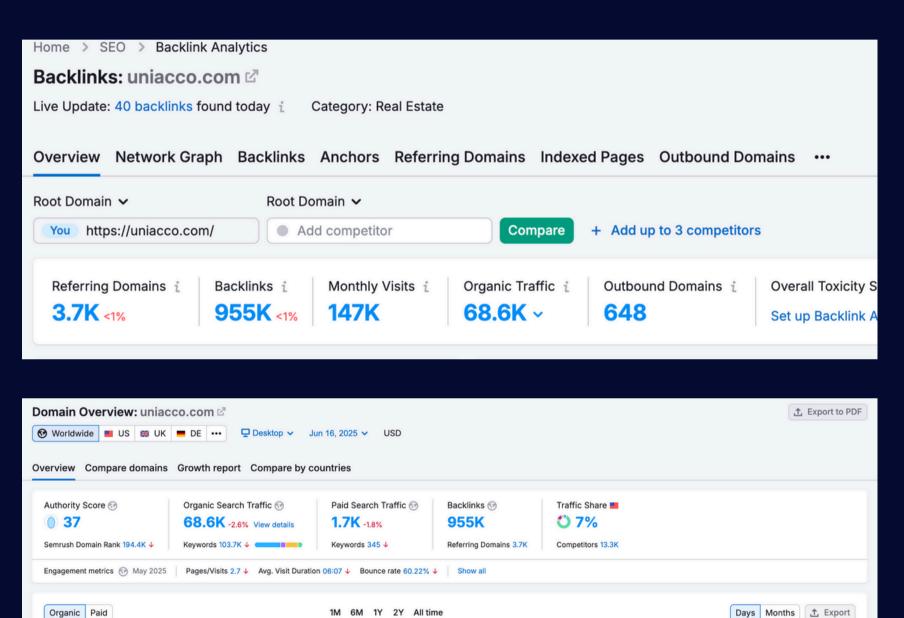
Countries

Worldwig

US

**T** IN

Other



Organic Traffic 68.565/month

Organic Traffic Paid Traffic

Oct 1

Jan 1

Apr 1

Jul 1

Oct 1

Jan 1

Apr'

effectively.

353.7K

265 3K

176.9K

88.4K

**Solution:** Implemented a multi-faceted digital marketing approach combining technical SEO optimization, content marketing strategies, social media marketing, and targeted advertising campaigns. Focused on improving organic search performance while building a strong digital presence across multiple channels.

**Results:** Delivered substantial improvements in search engine rankings, increased website traffic and engagement, and established Uniacco as a more prominent digital presence in their industry, resulting in enhanced lead generation and business growth.

#### **Challenge:** Uniacco required a robust digital marketing strategy to increase online visibility and drive growth in their sector. They needed improved search engine rankings and comprehensive digital marketing campaigns to reach their target audience



### SEO and Digital Marketing

### https://www.goldcast.io/

Domain Overvie	ew: goldcast.io 🖄					
🚱 Worldwide 💻	US 🗱 UK 💻 DE 😶	• 🖵 De	esktop 🗸 🚽	un 16, 2025 🗸 USD		
Overview Compar	re domains Growth re	eport Co	ompare by c	ountries		
Authority Score 😚	Organic	Search Tra	ffic 🚱	Paid Search Traffic 😚	Backlinks 😚	Traffic Share 💻
<b>38</b>		-7.1% View d	-	8.9K -4.7%	423.4K	<b>31%</b>
	7.713	7.1% View 0	letails	-4./%	420.41	0 01/0
Semrush Domain Rank	328.2K ↑ Keywords	11.2K 个 🧲		Keywords 300 ↑	Referring Domains 3.6K	Competitors 7.4K
Engagement metrics	May 2025 Pages/Vis	sits 6.14 ↑	Avg. Visit Durati	on 17:33 ↑ Bounce rate 50.459	6 ↑ Show all	
Organic Paid				1M 6M 1Y 2Y All	time	
Distribution by C	Country			Organic Traffic 7,718	8/month	
Countries	Traffic Share	Traffic	Keywords	🕑 Organic Traffic 🛛 🕑 P	aid Traffic 🛛 🗖 Notes 🗸	
Worldwide	100%	7.7K	11.2K			
US	61%	4.7K	5.7K			<b>r</b> ~~
IN IN	10%	770	414			man
🐹 UK	6.2%	480	472	man 1	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~

**Challenge:** Goldcast needed to establish strong digital marketing presence in the competitive event technology space. The challenge involved improving search visibility for event-related keywords while building brand authority in the B2B events and webinar platform market.

**Results:** Successfully improved organic search rankings for key industry terms, increased brand visibility in the event technology space, and generated qualified leads through strategic digital marketing efforts, positioning Goldcast as a leader in virtual event solutions.

**Solution:** Developed a comprehensive SEO strategy targeting event technology and webinar-related keywords, created thought leadership content around virtual events, and implemented digital marketing campaigns focused on B2B audience engagement and lead generation.

#### **IB TUTORING AND EDUCATION PLATFORM**



Domain Overview: tychr	.com ⊵		
🚱 Worldwide 📑 US 🗱 UK	E DE Desktop V	Jun 16, 2025 🗸 USD	
Overview Compare domains	Growth report Compare by	countries	
Authority Score 🐼	Organic Search Traffic 📀	Paid Search Traffic 🐼	Backlinks 🐼
<b>0</b> 28	13K -9.2% View details	The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign.	36.1K
Semrush Domain Rank 355.8K ↑	Keywords 41.4K ↓	Go to Position Tracking	Referring Domains

**Challenge:** Tychr needed to establish itself in the competitive online education market, specifically targeting IB (International Baccalaureate) students and parents. The challenge was building trust and authority in specialized educational services while reaching the right audience globally.

**Olution:** Developed a comprehensive digital rategy focusing on educational SEO, content arketing around IB curriculum topics, and rgeted campaigns reaching international students ad parents. Created authority-building content ad optimized for education-specific search terms ad geographic targeting.

**Results:** Successfully positioned Tychr as a trusted IB tutoring platform, improved search visibility for IB-related educational terms, and built a strong online presence that connects qualified tutors with students worldwide, resulting in increased platform usage and student success stories.

## SEO AND FUNDRAISING MARKETING https://childfundindia.org/. and https://www.childfund.org/

Domain Overview: childfun	d.org ⊵ੋ		
🚱 Worldwide 📕 US 🗱 UK 💻	DE ••• 🖵 De	esktop 🗸	Jun 16, 2025 🗸 USD
Overview Compare domains G	rowth report Co	ompare by	by countries
	Organic Search Traf		Paid Search Traffic      Backlinks      Traffic Share ■       Something went wrong     25.9K     30%
	eywords 7K ↑		Referring Domains 3.5K Competitors 4K
1		1	
Organic Paid			1M 6M 1Y 2Y All time
Distribution by Country			Organic Traffic
Countries Traffic	Share Traffic	Keywords	S
Worldwide 1	00% <b>13.1K</b>	7K	
US	71% 9.3K	3.4K	
ZM	7.7% <b>1</b> K	111	Something went wrong
	7.7%         1K           5.2%         682	276	Something went wrong
TIN Home > SEO > D	omain Over	276 rview	We are aware of the issue and are working to fix it. Please
IN C	5.2% 682 omain Over <b>ew: chil</b>	276 rview <b>dfun</b>	We are aware of the issue and are working to fix it. Please
TIN Home > SEO > D Domain Overvi Orldwide	5.2% 682 omain Over <b>ew: chil</b> US	276 rview dfun K	We are aware of the issue and are working to fix it. Please the oracle later
TIN Home > SEO > D Domain Overvi Orldwide	5.2% 682 omain Over <b>ew: chil</b> US	276 rview dfun K	B We are aware of the issue and are working to fix it. Please tru scale later
TIN Home > SEO > D Domain Overvi Orldwide	5.2% 682 omain Over <b>ew: chil</b> US <b>≋</b> U re domair	276 rview dfun K =	B We are aware of the issue and are working to fix it. Please tru scale later
<ul> <li>IN</li> <li>Home &gt; SEO &gt; D</li> <li>Domain Overvi</li> <li>Worldwide ■</li> <li>Overview Company</li> </ul>	5.2% 682 omain Over <b>ew: chil</b> US <b>≋</b> U re domair	276 rview dfun K = ns Gr Org	By Book top with the second and the

**Challenge:** ChildFund organizations needed to maximize their digital fundraising efforts while improving online visibility for child welfare and development programs. The challenge involved building trust with donors, improving search presence for charitable giving, and creating compelling fundraising campaigns across both Indian and international markets.

**Solution:** Implemented specialized SEO strategies for nonprofit organizations, focusing on child welfare and development keywords. Developed comprehensive fundraising marketing campaigns that tell compelling stories, build donor trust, and optimize conversion paths for donations. Created culturally sensitive content for different markets while maintaining consistent mission messaging.

**Results:** Significantly improved organic search visibility for child welfare terms, increased online donations through optimized fundraising campaigns, and enhanced digital presence for both organizations. Successfully built stronger connections with donors and supporters, resulting in increased funding for child development programs and expanded reach for their humanitarian mission.

## Thank You