

SEO AND GROWTH MARKETING CASE STUDIES



PORTFOLIO

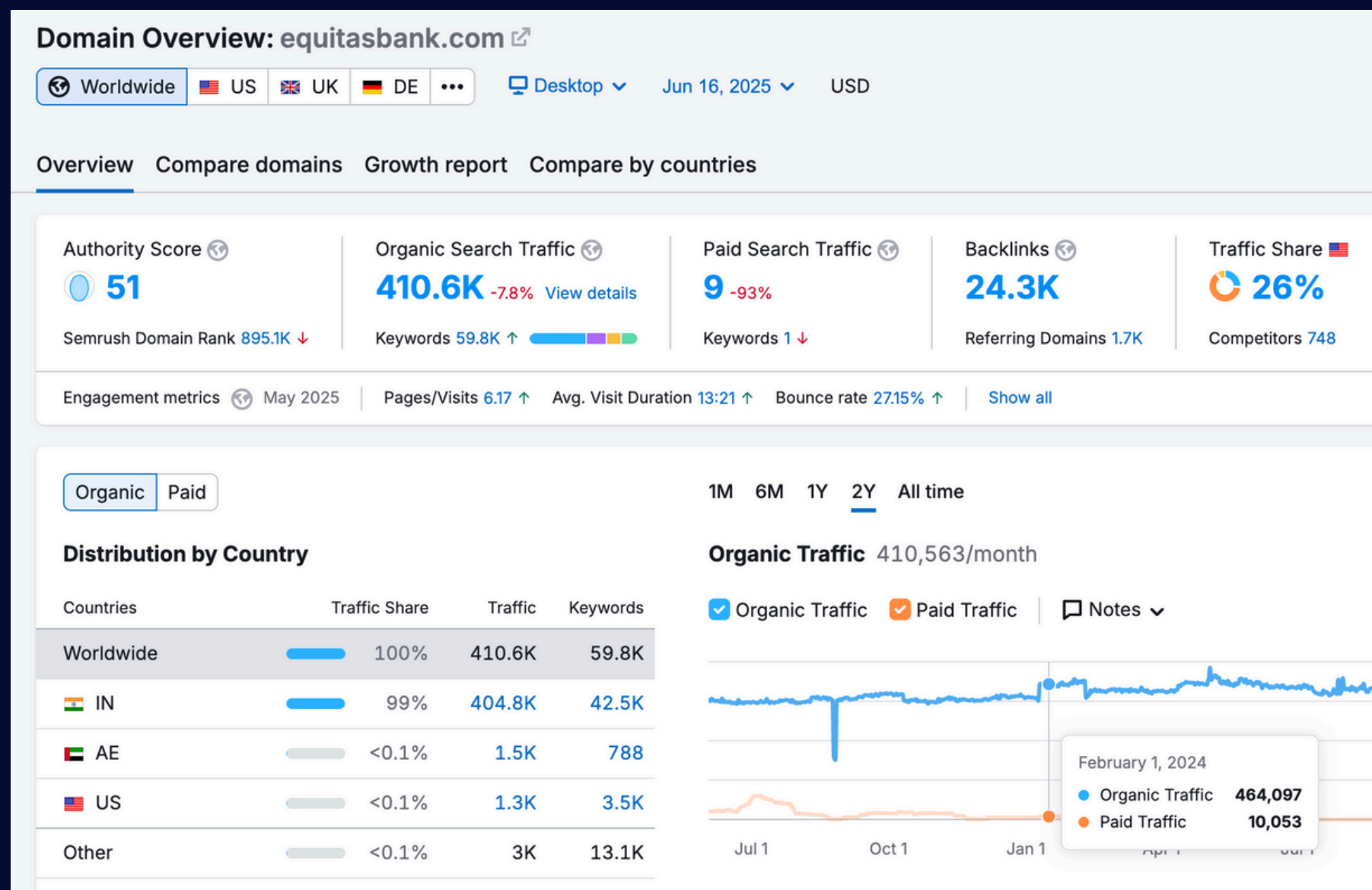
SCALECODE SOLUTIONS



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SEO and Brand Marketing

<https://www.equitasbank.com>



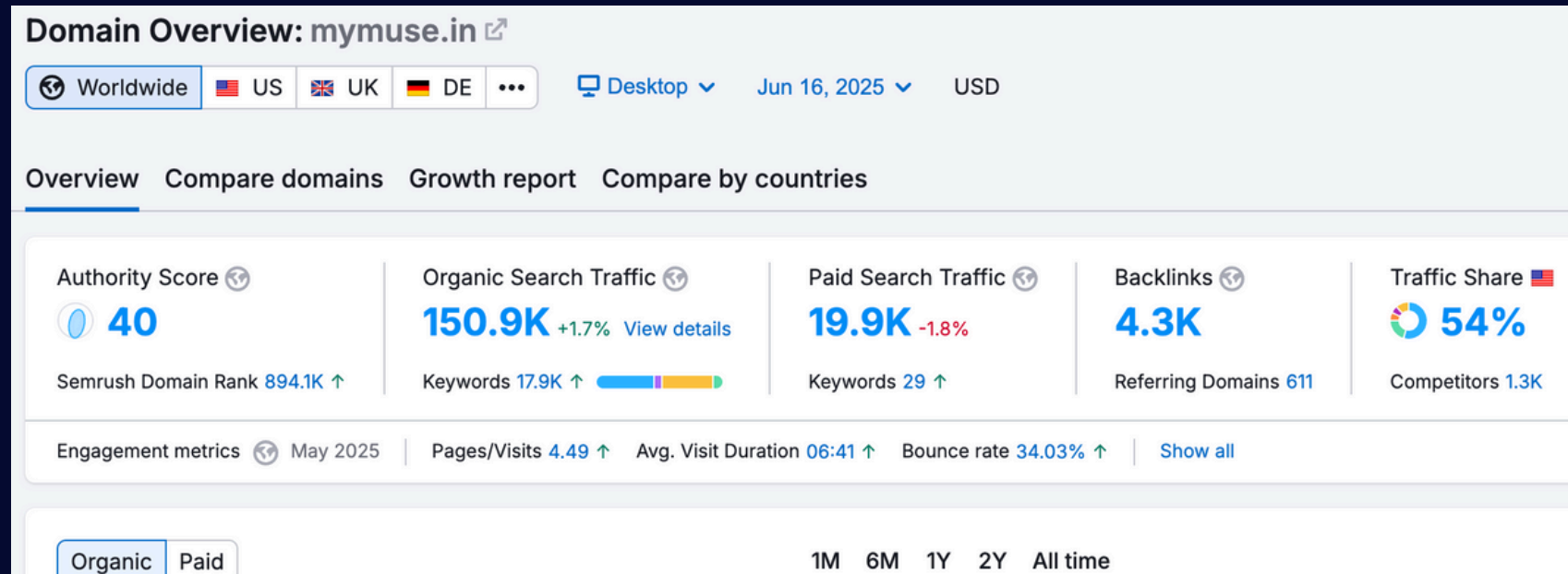
Challenge: Equitas Bank needed to strengthen their digital presence in the competitive banking sector while building trust and authority in financial services. The bank required improved search visibility for banking products and services, along with cohesive brand messaging across digital channels.

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/>



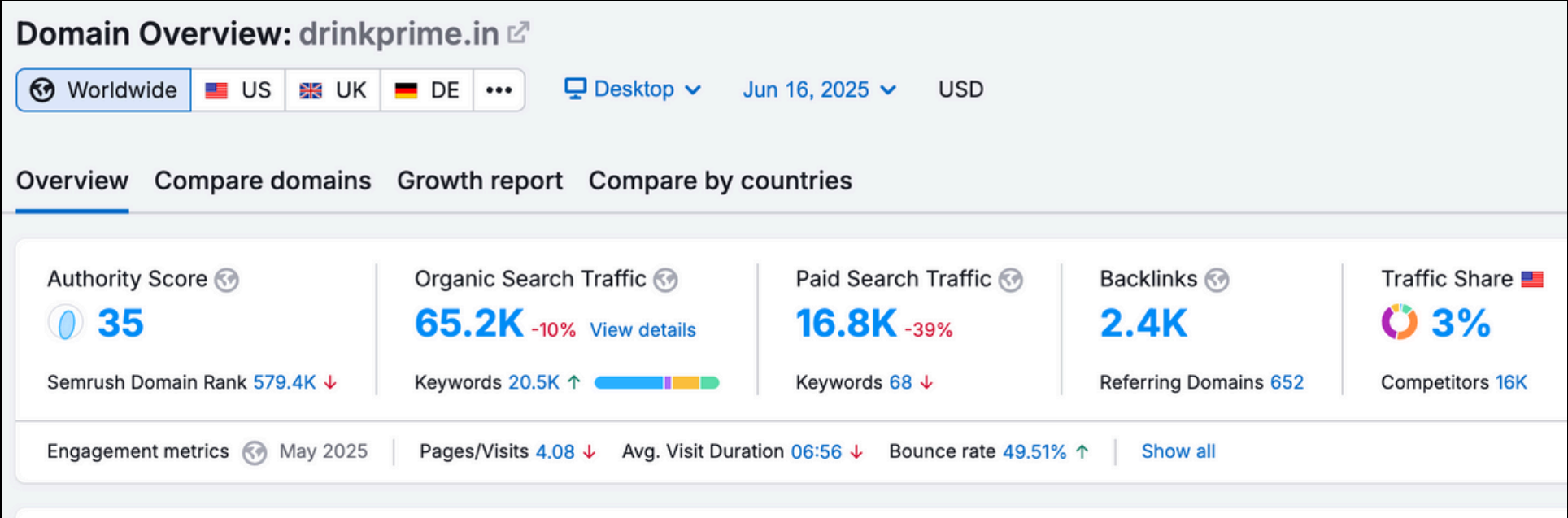
Challenge: MyMuse, operating in the lifestyle and wellness space, needed to differentiate itself in a crowded market while building organic search presence and establishing a distinctive brand identity that resonates with their target audience.

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/>



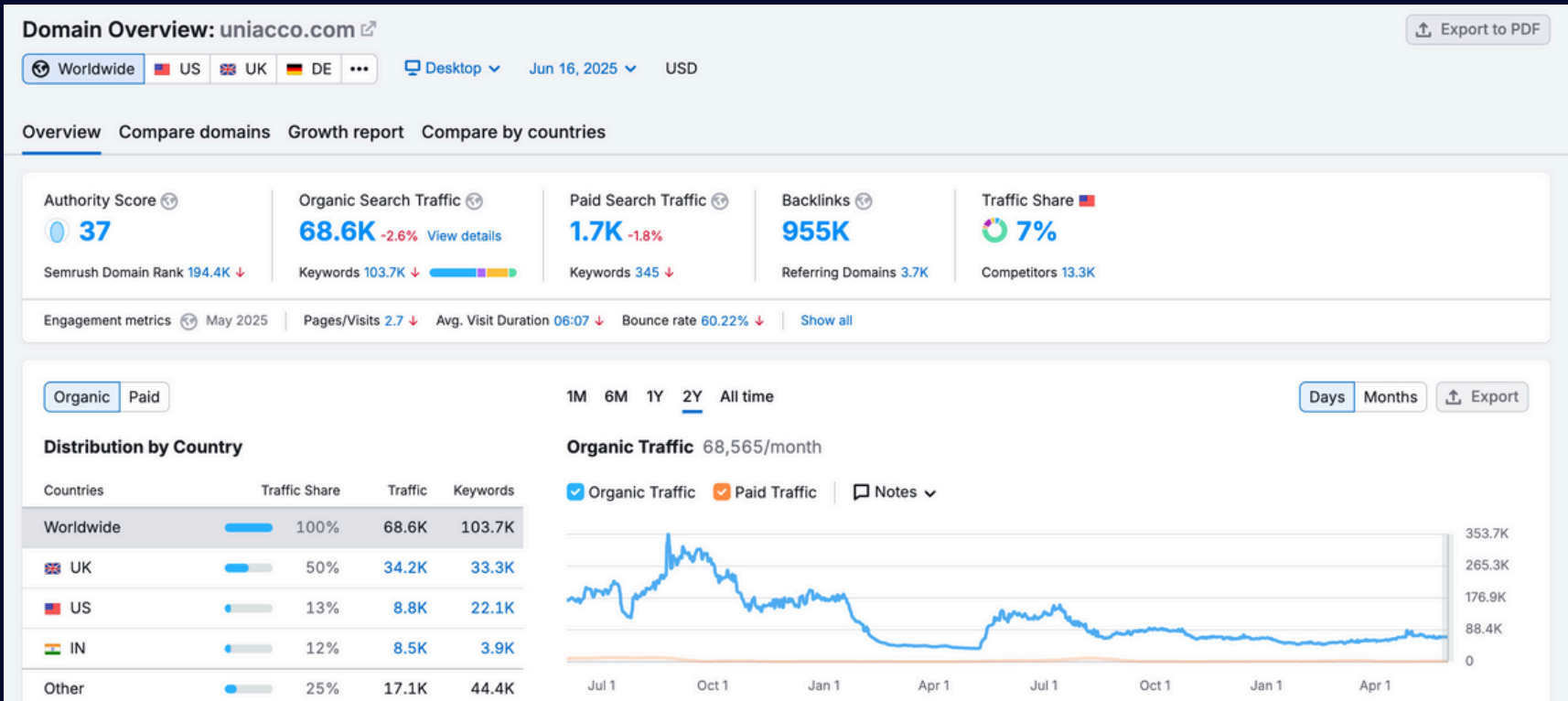
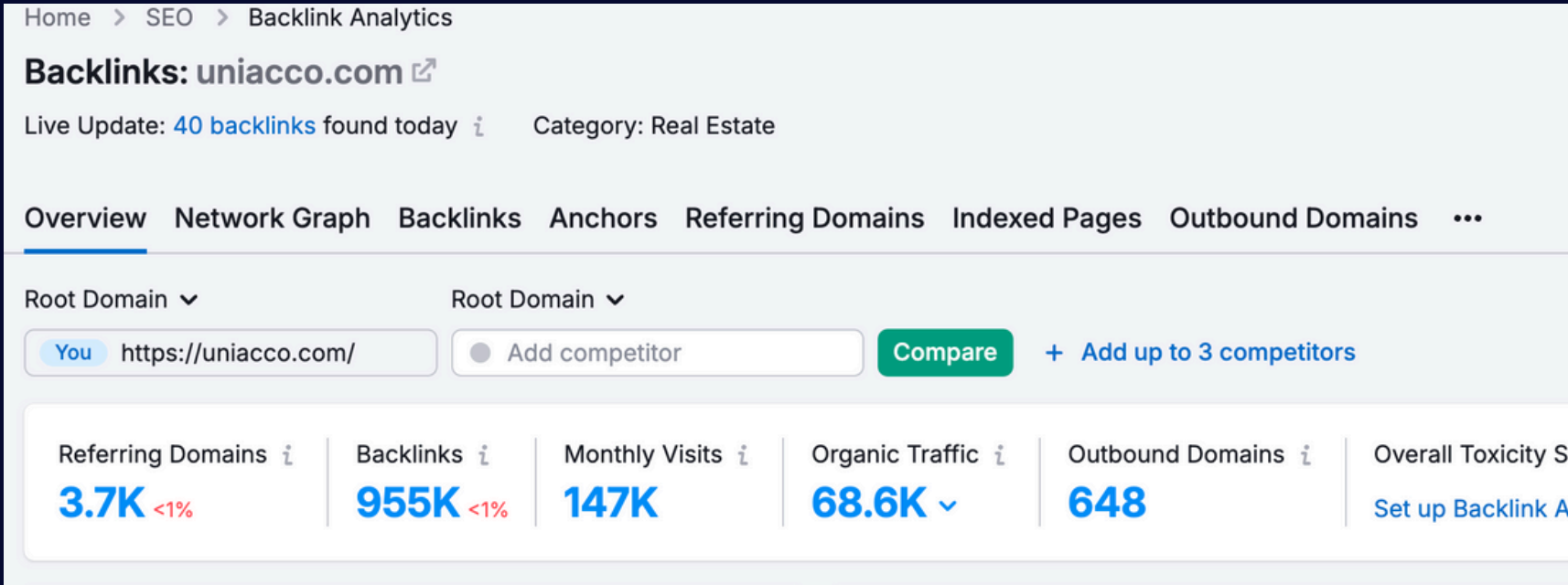
Challenge: DrinkPrime needed a sophisticated website that could effectively communicate complex water science technology to consumers while showcasing their innovative water purification products. The challenge was making technical information accessible and building trust in their water science expertise.

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/>



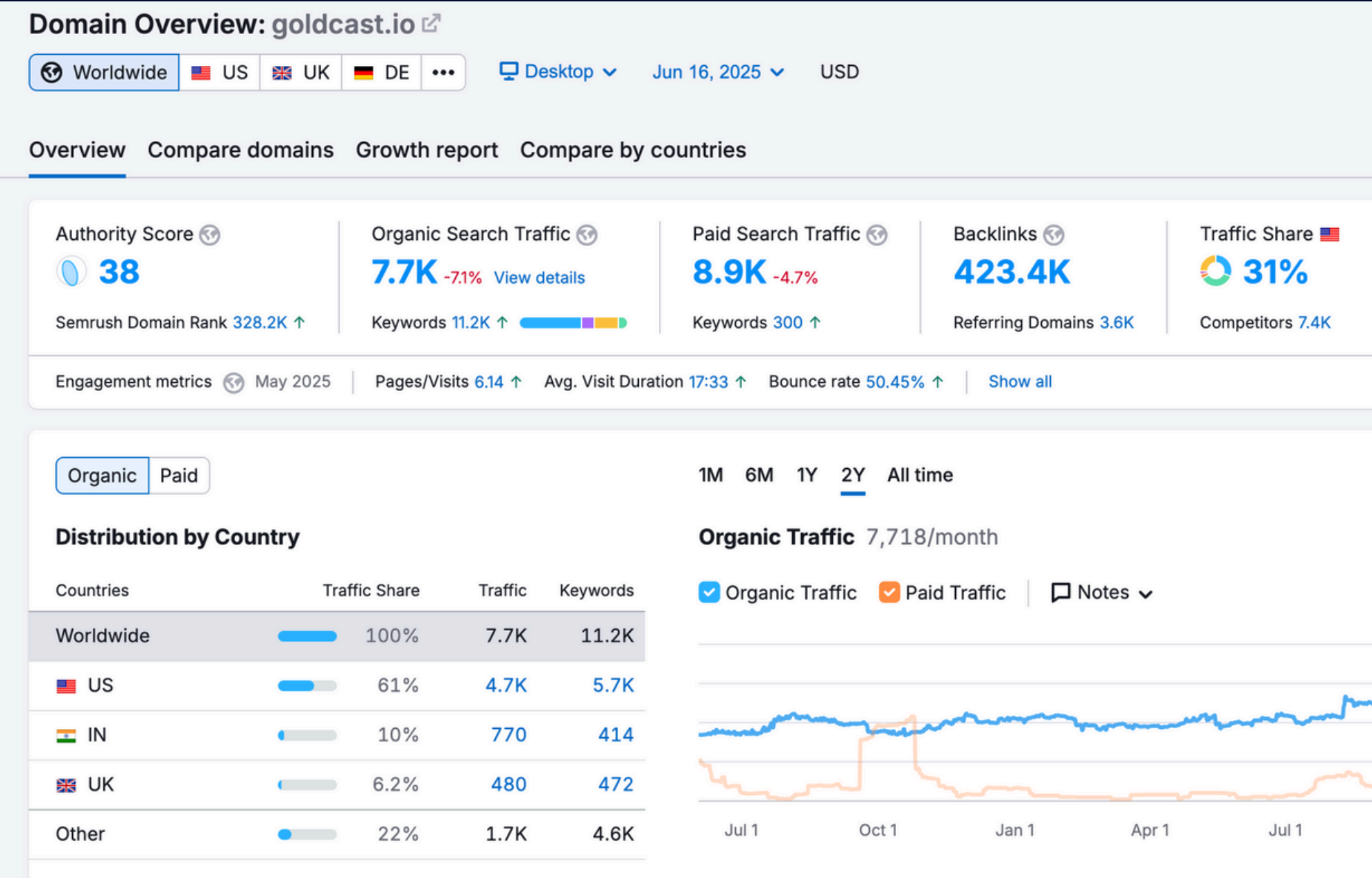
Challenge: Uniacco required a robust digital marketing strategy to increase online visibility and drive growth in their sector. They needed improved search engine rankings and comprehensive digital marketing campaigns to reach their target audience effectively.

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.

SEO and Digital Marketing

<https://www.goldcast.io/>



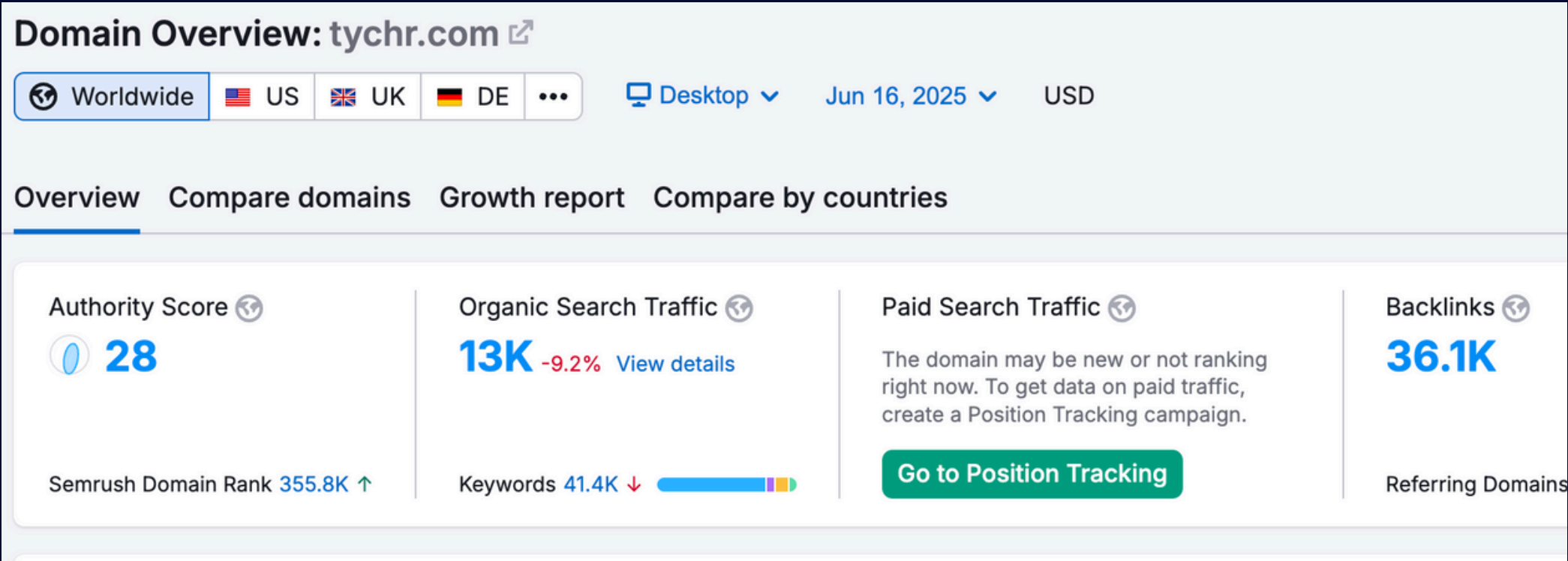
Challenge: Goldcast needed to establish strong digital marketing presence in the competitive event technology space. The challenge involved improving search visibility for event-related keywords while building brand authority in the B2B events and webinar platform market.

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.

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.

IB TUTORING AND EDUCATION PLATFORM

<https://tychr.com/>



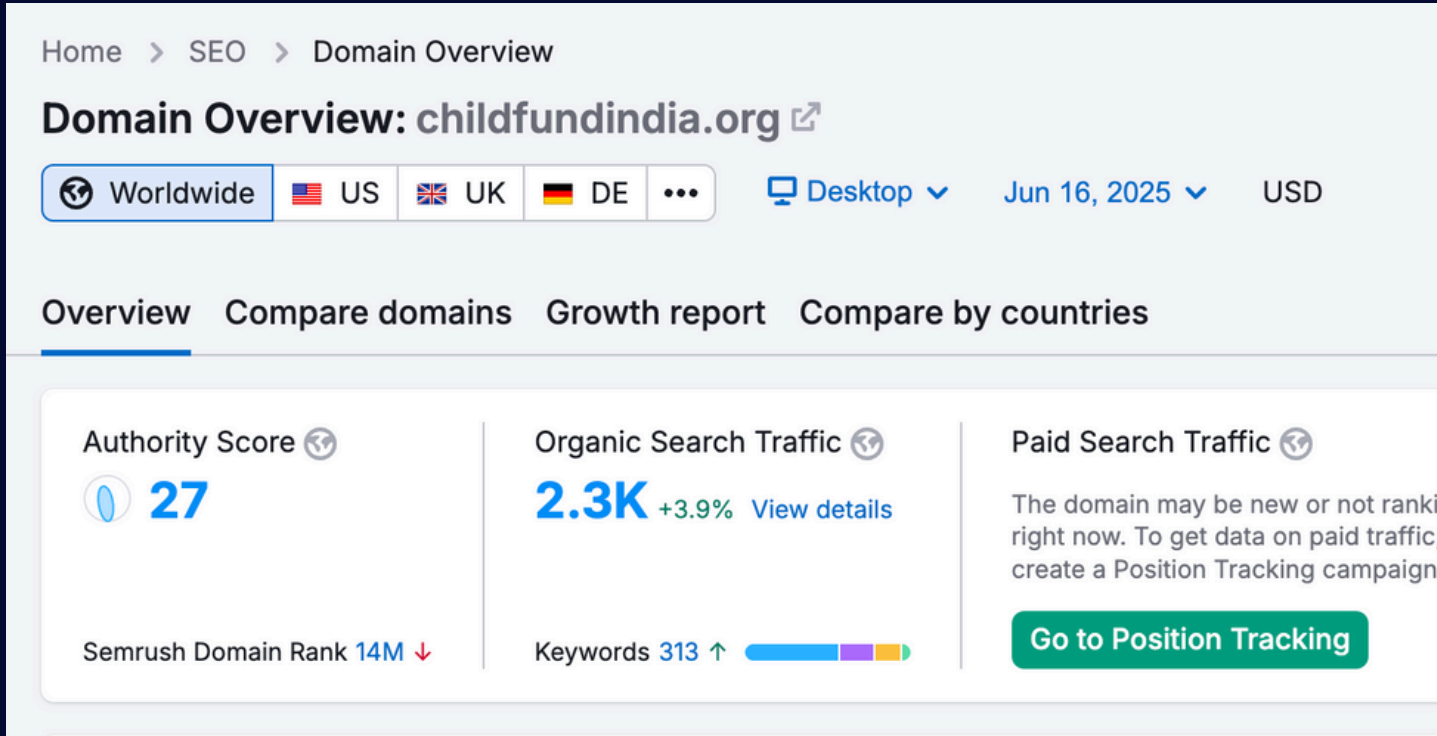
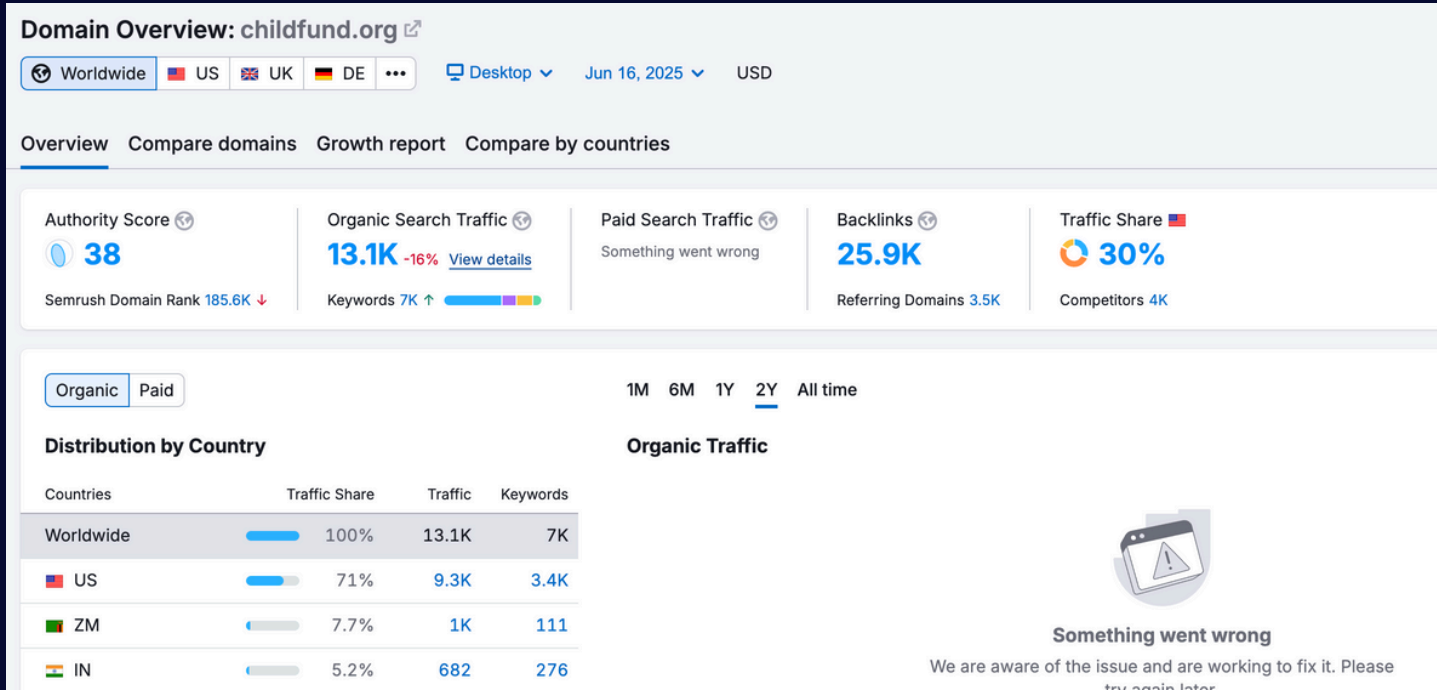
Challenge: Tychr needed to establish itself in the competitive online education market, specifically targeting IB (International Baccalaureate) students and parents. The challenge was building trust and authority in specialized educational services while reaching the right audience globally.

Solution: Developed a comprehensive digital strategy focusing on educational SEO, content marketing around IB curriculum topics, and targeted campaigns reaching international students and parents. Created authority-building content and optimized for education-specific search terms and 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/>



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