



## Paripoorna Shelters

### About the Project:

Paripoorna\_Shelters (P) Ltd develops and operates senior living paradise called Aishwariyam. Their gated communities projects featured with the finest amenities and services that make their homes the best place for senior living.

### Skill Set Used:

Search Engine Optimization – Competitor analysis, business listing, social bookmarking, Google analytics, keyword optimization and website code optimization

### Situation:

Paripoorna Shelters approached us to improve the customers for the Aishwariyam apartments and we suggested them to improve their online visibility through website and SEO. Our responsive website development team provides a business website with latest web development features that attract targeted audiences. We also create the SEO strategy that improves the rankings of their new website and enhances their conversion rate mutually.

### Solution:

Our SEO Strategy covers all major SEO factors including page level factors, domain factors, backlink factors, on-page and off-page factors. Our digital marketing team coordinated with the developers to construct SEO-friendly web pages with targeted keyword-based file names, meta tags, meta descriptions and keywords for search engine visibility. As paripoorna shelters focus on local audience situated around Coimbatore, Tamilnadu, we used location-based keywords in website content.

We created backlinks in business listing websites, forums and local constructions listing websites to improve the business credibility. We also promoted their homes to social media through multimedia content.

To obtain rapid conversion rate, paripoorna shelters (p) Ltd is ready to promote their Aishwariyam apartments through search engine marketing (Google Adwords) for instant results.

**Result:**



KEYWORDS	(After SEO)	(Before SEO)
<a href="https://www.paripoornashelters.com/">https://www.paripoornashelters.com/</a>	Google.co.in	Google.co.in
Retirement Homes in Coimbatore	3	No
Senior Citizen Homes Coimbatore	3	No
Senior Living Coimbatore	C, 3	No
Senior Living in Coimbatore	C, 3	No
Senior Living Homes in Coimbatore	8	No
Senior Retirement Homes Coimbatore	8	No