SHILABS DIGITAL

ELEVATING THE ROYAL GANGES' ORGANIC VISIBILITY

From Generic Searches to a Recognized Real Estate Brand

CLIENT PROFILE

The Royal Ganges is a premier riverfront residential project by Srijan Realty, located in Kolkata, India. The development offers luxury apartments, villas, and bungalows with scenic views of the Ganges River. The client's goal was to establish a strong organic presence, differentiate from generic real estate listings, and build brand-led search momentum.

CHALLENGE

When the project began in early December 2023, the website had limited organic traction:

- Monthly organic traffic was around 550.
- 0% brand search traffic, all queries were generic real estate terms like "riverside apartment Kolkata" or "luxury flat near Ganga."
- Weak backlink profile and low authority score.

OBJECTIVES:

Build brand awareness through organic searches.

- Improve rankings for both brand and non-brand real estate keywords.
- Acquire backlinks from trusted, high-authority sources.

STRATEGY

The SEO roadmap spanned December 2023 – December 2024 with a clear focus on three pillars:

1. On-Page Optimization:

- Reworked metadata, heading hierarchy, and schema markup.
- Created optimized landing pages for "Luxury Apartments," "Villas," and "Bungalows."

2.Content Development:

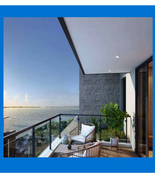
- Added blog articles and long-form project pages targeting local luxury buyer intent.
- Focused on semantic keywords such as "Ganga riverfront homes," "Kolkata luxury property," and "riverside township."

3.Off-Page SEO & Brand Authority:

- Built high-quality backlinks from premium publications like The Telegraph and The Print.
- Strengthened digital PR for brand keyword adoption.
- Implemented local citations and directory submissions.

CLIENT PROFILE

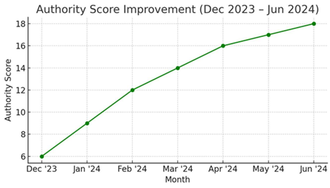
- **PROJECT DURATION:** Dec 2023 – Apr 2024
- **TOOLS USED:** GA3, SEMrush, Google Search Console, Ahrefs
- **EXECUTION PHASES:**
  Phase 1: Technical SEO audit and crawl fixes.
  Phase 2: On-page optimization and new content rollout.
  Phase 3: High-authority backlink acquisition and tracking keyword shifts.
  Phase 4: Brand search growth monitoring and analytics optimization.



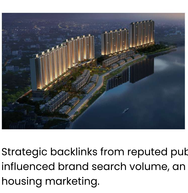
RESULTS

By June 2024, the results demonstrated clear brand growth and organic authority:

- **Organic Traffic:** Increased from 550 to 1,600+ monthly visits.
- **Brand Searches:** Over 1,000 brand-related keyword visits emerged organically — a clear sign of brand recognition.
- **Organic Keywords:** Rose to 209, with visibility expanding into luxury and location-specific search phrases.
- **Backlinks:** Reached 9,000+ total links from 148 referring domains, including media mentions.
- **Authority Score:** Improved to 18, up from a weak starting baseline.
- **Top Ranking Keywords:**
  1. "Italian villa" (12.1K volume)
  2. "Ganga riverfront appartment" (4.4K volume)
  3. "Luxury flats in Kolkata" (ranking within top 5 results)



ANALYSIS / INSIGHTS



This project highlights the importance of bridging technical SEO with brand storytelling in real estate. Transitioning from generic keyword dependency to branded search dominance demonstrated tangible growth in visibility and credibility.

Strategic backlinks from reputed publications reinforced trust signals and directly influenced brand search volume, an essential long-term differentiator in luxury housing marketing.

Get in touch with SHILABS today

and let's craft a strategy that drives real results!