

Blogs Case Studies

SEO
Driven
Content

Clients'
Reviews

A systematic way to arrive at a well-defined problem statement.

Strategic
Growth



“We feel yMedia has the right bunch of talent who are enthusiastic about producing meaningful content...and have been a major factor in our digital growth curve.”

- Yadunandan Bachu, Marketing, Unocoin

We began managing the [Unocoin](#) blog (accessible here) in August 2017, with the objective being:

01

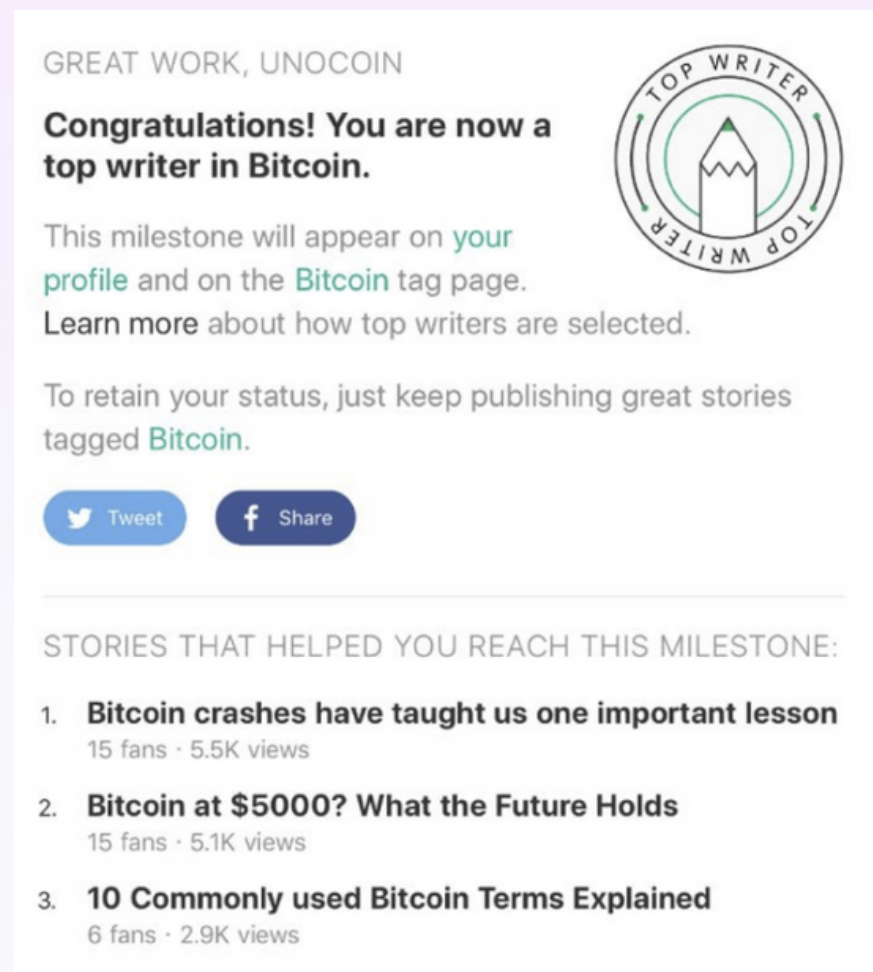
Introducing its audience to bitcoins and cryptocurrencies, and educating them on the industry.

Establishing the brand as an authority in its industry, and as a source for all things Bitcoin.

02



Within 4 months, thanks to quality content and increased engagement, the Unocoin Blog was recognised as a top writer on the Medium platform.



Over the next 8 months, its follower base witnessed an increase of **over 900%**, fueled by **over 100 submissions**, including a variety of

- Editorial style, in-depth articles
- Listicles for social media reach
- Controversial discussions for increased engagement
- News.



“The primary benefit working with yMedia is their] flexible style of working based on our ever changing requirements.”

Prashant Sharma, Manager, Marketing, iimjobs.com

yMedia began managing the iimjobs.com blog ([accessible here](#)) in January 2018. Within just the first 6 months, we delivered:

1

50+ blog posts

2

Product
announcements

3

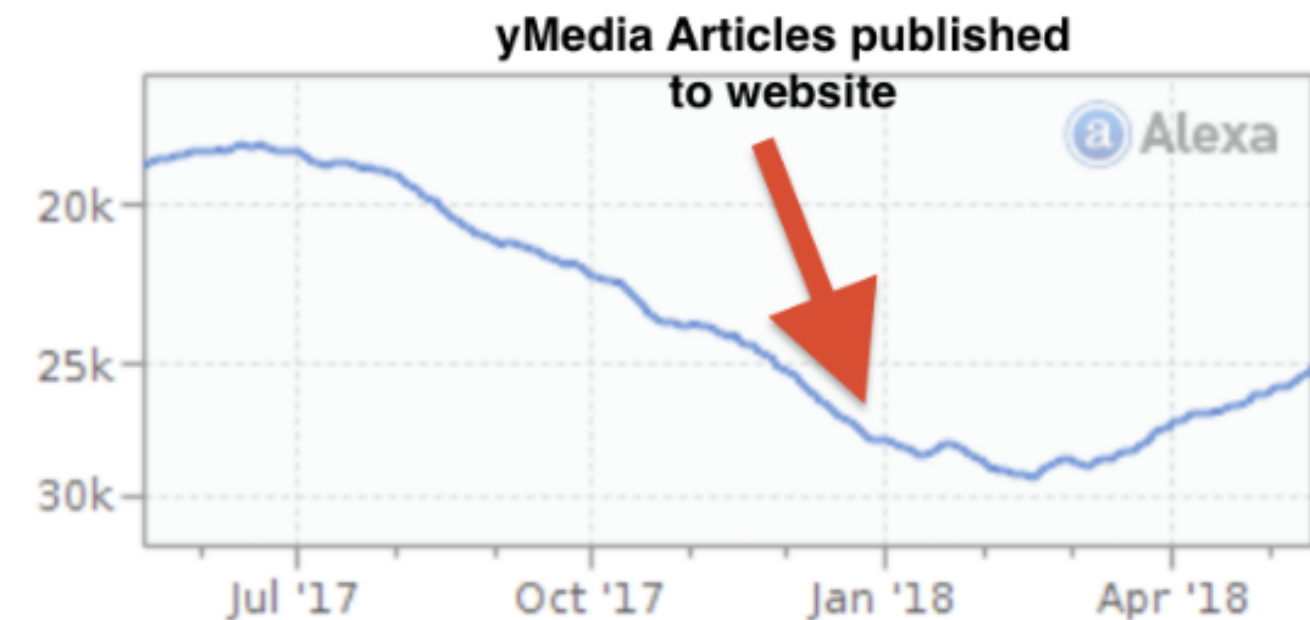
Interviews with over
10 business leaders +
coverage of events



The iimjobs.com portal witnessed an increase in its global Alexa rankings from 29,000 to 25,148 in April 2018. The rankings had declined from a peak of around 15,000 to about 27500 when yMedia began powering the Jobbers' park blog. With quality, SEO-optimized content, rankings peaked at **22,000** in July 2018.

Alexa Traffic Ranks

How is this site ranked relative to other sites?



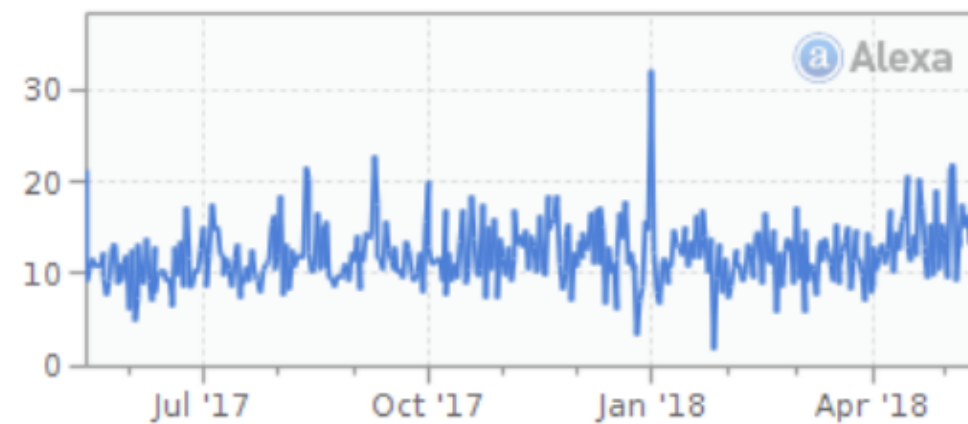
Note: Alexa rankings/SEO improvements can take some weeks (or months) to reflect



Where do iimjobs.com's visitors come from?

Search Traffic

What percentage of visits to this site come from a search engine?



Search Visits

12.70% ▲ 4.00%

Search engine visits doubled from from 6% to 13%+ during the same period. This number peaked at 30%+ in January, and again at 20% repeatedly in May.

1

Pageviews were up 96.72%

2

Average time spent on page, per user, was up 24.59%

3

Bounce rate was down by 7.18%

4 of the top 5 performing blog pages were articles submitted by yMedia.



With Clearfunds (now Mobikwik Money), the objective was to:

- Increase brand visibility and build a community of users around its core focus.
- Improve the domain's rankings and SEO scores.

We achieved these by:

- 1 Building content for the Clearfunds blog tailored to offer financial advice and other tips that its audience was likely to look for.
- 2 Delivering quality, SEO-optimized content that the Clearfunds team then pushed to other publications to increase the domain's SEO scores.



The Clearfunds domain's Alexa rankings went from 1 million+ to under 300k in 2018, fueled by the Clearfunds team's promotion of our content to other websites, and our SEO optimized quality content that was received well by both audiences and search engines.

Organic visits to the Clearfunds website went up to ~40%.

How popular is clearfunds.com?

Alexa Traffic Ranks

How is this site ranked relative to other sites?





“yMedia has understood our content philosophy very well and it is very much inline with our target audience's preferences.”

Kshitish Purohit, Chief Product Officer, IndiQus

IndiQus is a cloud product and services company that has served some marquee brands in India, South Asia, the Middle East, Africa and Eastern Europe. Their sector/focus being fairly technical, it is a bigger challenge than usual to successfully simplify their thoughts and ideas to an audience without diluting key ideas. yMedia began its association with IndiQus with 2 projects:

01

Managing the IndiQus blog with articles submitted on a monthly basis

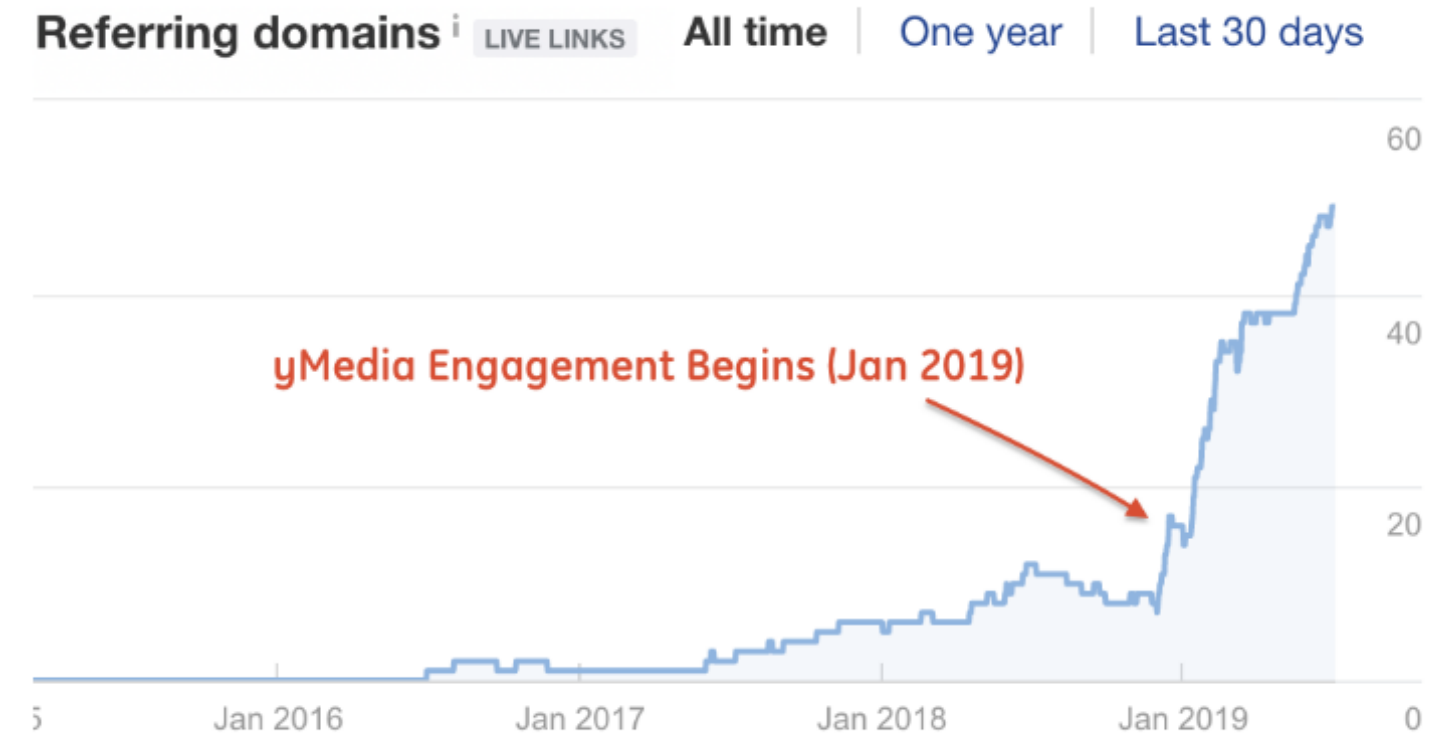
Building a glossary of about 100 commonly searched terms from IndiQus' sector, to boost SEO, bring in organic hits, and assist with conversions.

02



After yMedia's engagement, the IndiQus website saw the following results:

- Referring domains to the website went up by nearly 5x (from 14 to 50).
- Backlinks went up by 9x (from 19 to 170).



The website now ranked higher on their desired keywords and witnessed an increase in organic traffic - all contributing to higher conversions.



“With yMedia, we’ve been quickly able to scale our content needs with quality content”

Sharan Nair, Chief Business Officer, CoinSwitch

CoinSwitch is the Sequoia Capital-backed, largest cryptocurrency exchange aggregator in the world, processing over \$1 million in transactions daily. The yMedia team was tasked to deliver over 330 articles on the multiple cryptocurrencies the exchange supports, with a Wikipedia-style, exhaustive collection of information in each article. These articles were delivered in rapid time, with the first of them going live on the website in July 2018.





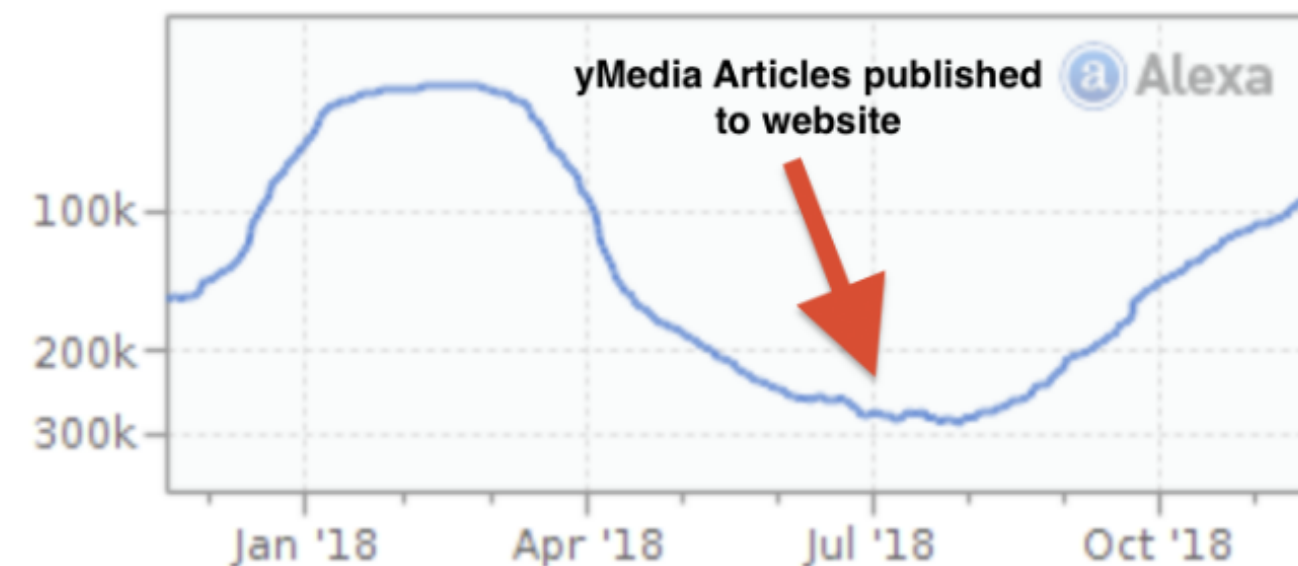
Within a few weeks, the results were visible in the website's:

- Alexa global rankings
- Increase in search traffic (44% as of November 2018)
- Higher rank on keywords relating to its services and products.

How popular is coinswitch.co?

Alexa Traffic Ranks

How is this site ranked relative to other sites?





Thank you for your
consideration!

Have a
good day!