



Case Studies

SEO
Driven
Content

Personal
branding

A summary of yMedia's work with early stage startups, publicly listed enterprises, and everything in between.

Blogs



Max Group is a \$4 billion Indian business conglomerate.

For their commercial real estate division - Max Estates - yMedia managed all content operations across blogs, social media, personal branding for senior leaders and videos.

For Max Estates in 2020-22, we delivered:

- **100+** blogs
- **3M+** impressions across social media
- A growth of **10x in reach**
- **200K+** media views

We grew their social media followers from **1K** to **125K** and were awarded the Bronze Award at the ET Brand Equity Kaleido Awards 2021 for the Real Estate and Construction category.



yMedia

3,945 followers

3yr •

Thrilled to receive this Bronze Award at the [ET BrandEquity #KaleidoAwards 2021](#) for the Real Estate and Construction category. A big thank you to [Max Estates Ltd.](#) for making us a part of their journey!



ET BrandEquity

66,980 followers

3yr • Edited •

[#KaleidoAwards](#) | We're pleased to see you accomplishing great things! Many Congratulations [Lodha](#) , [Max Estates Ltd.](#) [yMedia](#), and [MSLGROUP India](#) on winning Bronze Award in the category - Real Estate & Construction.

The Max Group | [Sahil Vachani](#) | [Rohit Rajput](#) | [Nitin Thakur](#)





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

- iimjobs.com

iimjobs.com is a specialized online recruitment platform in India primarily focused on middle and senior management positions, catering specifically to graduates from premier institutions.

50+ blog posts

Product announcements

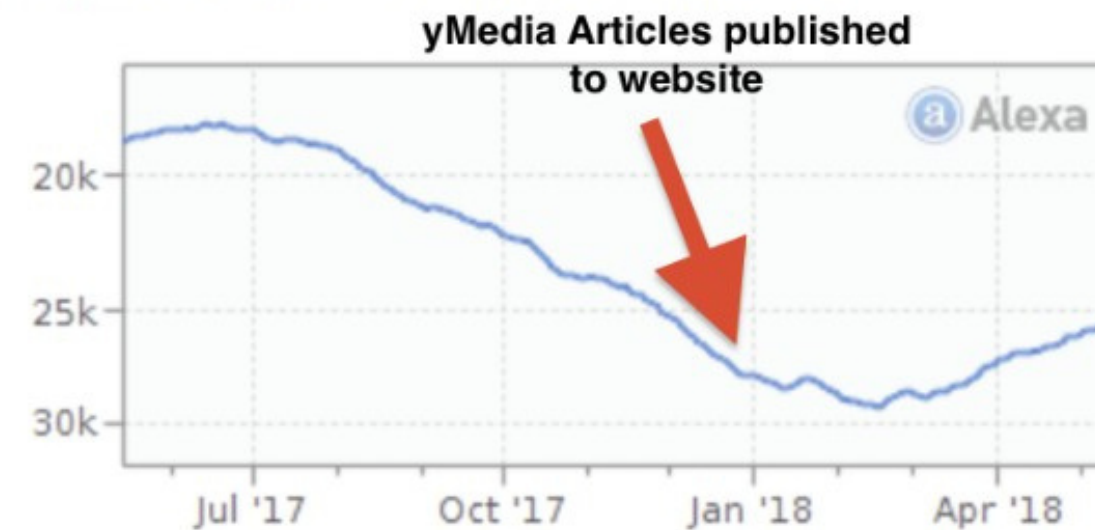
Interviews with business
leaders
+
Events coverage

The iimjobs.com website saw an increase in its global Alexa rankings from **29,000** to **25,148**.

With quality, SEO-optimized content, rankings peaked at 22,000.

Alexa Traffic Ranks

How is this site ranked relative to other sites?



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 **6%** to **13%+** during the same period. This number peaked at 30%.

1

Pageviews were up 96.72%

2

Average time spent on a page, per user, was up 24%

3

Bounce rate was down by 7.18%

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



“Great customer service and transparency”

- Glide Invest

A subsidiary of Motilal Oswal Financial Services Limited, Glide is a Mumbai-based fintech startup that acts as a financial advisor for everyday investors in India.

For Glide, we were tasked with crafting an ebook - ***“Investing Simplified”***

The ebook was a friendly guide on how you can make your money work for you - whether you're just starting out or have some experience.

We delivered in record time.

The ebook takes the pain out of investing by explaining everything in plain, everyday language. We skipped the fancy Wall Street jargon and focused on what really matters: how to grow your money smartly and safely. [Read it here](#)





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.



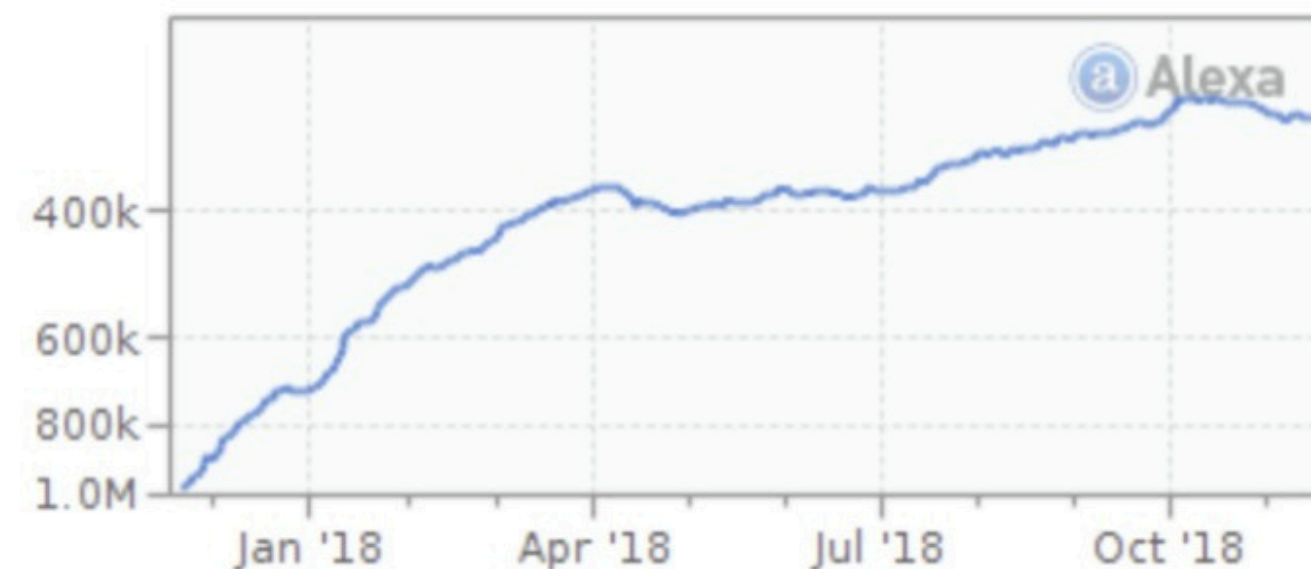
The Clearfunds domain's Alexa rankings went from 1 million+ to under 300k in 2018, fueled by the Clearfunds team's promotion of our content to other websites, and our SEO optimized quality content that was received well by both audiences and search engines.

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.”

- IndiQus

IndiQus is a cloud product and services company that has served marquee brands in India, South Asia, the Middle East, Africa and Eastern Europe.

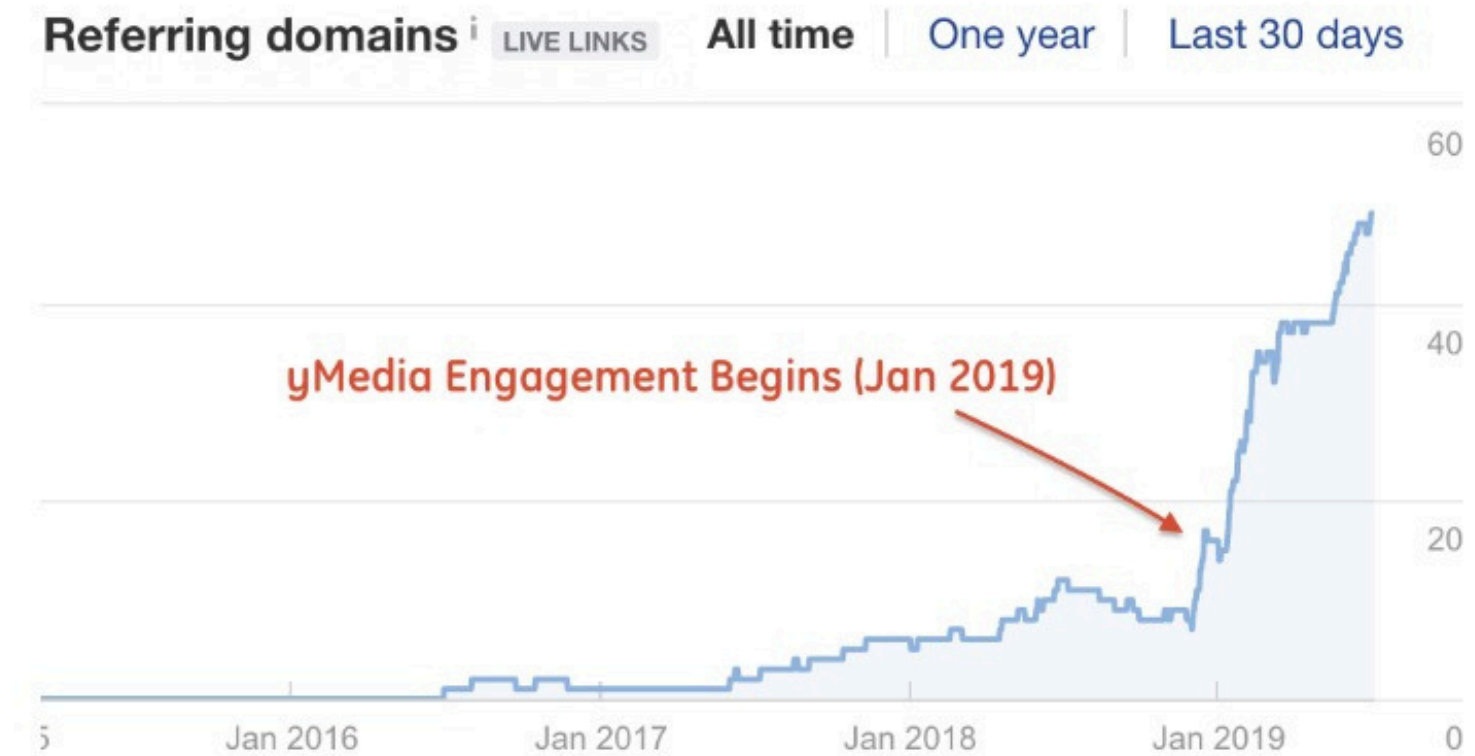
yMedia worked on 2 projects for IndiQus

- **Managing the IndiQus blog: content ideation, generation and SEO.**
- **Building a glossary of about 100 commonly searched terms from IndiQus' sector, to boost SEO, bring in organic hits, and assist with conversions.**



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.



“The good part about yMedia is that they understand our business very well and fill our requirements effectively and timely, which an agency can deliver only when they understand the client's business. We have been working together for a long time and I hope it will go longer.”

- Fibe

Fibe (previously known as EarlySalary) is one of India's leading digital lending platforms that primarily serves young, tech-savvy working professionals. The company has already served more than XX customers and processed over 4 million instant loans.



For Fibe, team yMedia delivered the following:

- Wrote and published - **530+** blogs
- Made **100+** creatives
- Took their Alexa global ranking from **3.9M** to **90K!**
- Increased backlinks on their website from **4K** to **47K**
- Increased their domain authority by **40%**
- Took the contribution of their blog to organic traffic from **4%** to **18%**.

**In other words: nearly 1 in every 5 hits on their entire website
was on our content generated by yMedia**

yMedia x SALT



"Team yMedia is legit our backbone. They understand our needs the best."

- Salt

Salt is a Bengaluru-based fintech startup that makes international payments easier for Indian businesses. It has processed millions in transactions and is backed by Y-Combinator.

For Salt, we were tasked with delivering well researched and in-depth articles.

1

214
articles

2

170K+
impressions

Our content marketing campaign delivered remarkable results thanks to strategic and selective topic selection based on data.

Each piece was crafted following data-driven best practices, including:

- ***Thorough research and data validation***
- ***Strategic use of statistics and quantifiable information***
- ***Clear data visualization and presentation***
- ***Citation of credible sources***



Prepay Nation is a B2B marketplace that helps connect people across borders through prepaid services.

For Prepay Nation, we were tasked with delivering a whitepaper.

Our team delivered a comprehensive, data-driven whitepaper in 2 weeks. Through meticulous research and expert analysis, we crafted a narrative that not only highlighted PrepayNation's crucial role in the global remittance ecosystem but also demonstrated the innovation in their approach to solving cross-border value transfer challenges.

We also delivered **44 blogs**.



Personal Branding

“Great communication, fast response, no micromanagement needed (or wanted) as you guys understand the task well and deliver quality content.”

- Anonymous Client

A dedicated team crafts authentic content that captures each leader's unique voice, expertise, and values while maintaining consistent brand messaging across all platforms.

yMedia has empowered key industry leaders by amplifying their personal brands through comprehensive digital presence management that transforms industry leaders into influential voices.

We offer:

- Professional Ghostwriting
- Strategic Personal Branding
- Strategic Social Media Management
- Active community management via timely responses to comments and messages



Personal Branding

Our dedicated team manages everything from crafting authentic thought leadership content to engaging with followers via timely responses and meaningful interactions.

We've executed personal branding projects for leaders of the following companies:





Thank you