

SEO (Search Engine Optimization)

for

Prestige Constructions



About

Prestige Group is a premier real estate development company with its Head office in Bangalore. They have in the past been instrumental in developing quality high end dwelling units.

The Challenge

The firm operates in the sector that is witnessing phenomenal growth in India, with industry heavyweights as its immediate competition. Prestige construction wanted to promote its dwelling units in the City of Bangalore, to a global audience looking to invest in property in the city.

The Ranking Matrix

	Search Engine Rankings August, 2006		Search Engine Rankings December, 2006	
	Google	MSN	Google	MSN
Real estate Bangalore	NA	NA	8	11
Bangalore Apart- ments	NA	NA	2	2
Properties in Bangalore	NA	NA	2	12
Bangalore Prop- erties	NA	NA	2	18
Property dealer Bangalore	NA	NA	2	1

Result

High rankings attained for a number of highly desirable key phrases resulting in high revenue generation through the website.