



CATEGORY: Music and Dance

LOCATION: India, Rajasthan, Jaipur

BUSINESS BACKGROUND:

Dhora is a 'Rajasthani Folk Music Group' ensemble to spread the fragrance of pure Rajasthani music to the world. They deliver music and dance performances for events. Performance is not limited to usual songs and dance but bespoke for the audience. They have famous and talented artists in their music group. They are leading in musical phere service.

MARKET COMPETITORS:

Rajasthani folk music is deeply rooted in the community, and there are countless talented musicians and performers contributing to its vibrant landscape. Due to which competitors of Dhora music group are too high. Alankar Musical Group, Padharo Events, Rajasthan Roots, Mame Khan are some of the top level music group in rajasthani folk music industry. All they have a great musicians and professional dancers, and there online presence is also very well managed.

PROJECT GOAL:

A crucial aspect of Dhora is to track and measure the performance of competitor's organic presence and campaigns. For this, Kudosta set the goal of achieving a significant organic presence, and thus planned to achieve the following objectives:

- A. Improving organic traffic
- B. Boost revenue rate
- C. Upgrade Keyword ranking
- D. Social media management
- E. Site maintenance f. Fixing high exit rates of pages

CHALLENGE:

Similar domain names ecommerce portal exist. Site crawling & indexing and internal linking was also not correct. To achieve the goals Kudosta Seo team performed unique ideas, which helped in raising traffic.

STRATEGY:

Explored the marketing tactics and channels being used by competitors. This included email marketing, social media advertising, content marketing, search engine optimization (SEO), paid search, partnerships, and more.

SOLUTION:

- A. Done On & Off page activity
- B. Regular blog posting
- C. Upload regular events updates and testimonials
- D. Google business page maintenance and data posting
- E. Page speed optimization
- F. SMM operations
- G. Link building
- H. Created customisable activity plans that were unique to the website's search needs

RESULTS:

SEO Results Summary:

