



MALANG MUSIC

CATEGORY: Folk Music and Dance

LOCATION: India, Rajasthan, Jaipur

BUSINESS BACKGROUND:

Malang Music Group is the best Rajasthani folk music group. They deliver high-quality performance in concerts, wedding events, cultural programs, college events, corporate events, important occasions and for any kind of events. Malang music is formed by prominent folk and Sufi singer Bundu Khan Khandela. With the true Rajasthani Folk music in blood and breathe the Malang music group take it to the different parts of the world.

MARKET COMPETITORS:

It is essential to have a comprehensive understanding of market competitors and their strategies. There are several online competitors of Malang Music with a strong brand reputation and a diverse range of services. They specialize in social media marketing and influencer partnerships, which has allowed them to carve out a niche for themselves.

PROJECT GOAL:

The primary goal and objective of Malang Music Group is to improved customer retention and loyalty, optimizing the customer journey and utilizing digital advertising channels.

CHALLENGE:

Technical challenges like website speed, mobile responsiveness, crawlability and structured data implementation were the main challenges that the Kudosta team faced while doing SEO for Malang Music. These issues can arise and impact search rankings if not addressed properly.

STRATEGY:

SEO is an on-going process, and it is necessary to constantly monitor and adapt the strategy based on changes in the market and competitor activities. Using SEO tools, analysing relevant data, and staying up to date with industry trends helped Kudosta make informed decisions to improve its SEO performance compared to its competitors.

SOLUTION:

- A. Done On & Off page activity
- B. Uploaded regular events updates and testimonials
- C. Maintaining Google business page
- D. Link building
- E. Measured and analyzed performance
- F. Meta tag optimization
- G. Explored long tail keyword opportunities

RESULTS:

SEO Results Summary:



73.85%

Increasing In New Sessions



4.36K

Increase In Page Views



87.36 %

Increasing New User Visits



21.6%

Session Duration 2m 22s
Increasing