

Case Study

Mynyx Consulting



SONI & SONI

ADVOCATES - PATENT & TRADEMARK ATTORNEYS



Sun Media Marketing

Maximize your Visibility

Mynyx Consulting Case Study:

Mynyx Consulting (Soni & Soni) is a privately held corporation headquartered in Ahmedabad, Gujarat. Mynyx is a specialized Intellectual Property (IP) organization with end to end Intellectual Property Solutions. The company enables Individual, Private Enterprises and Institutions to render various Intellectual Property services at affordable prices. The core value proposition of the company to provide robust protection of each Intellectual Property of its client within the committed time frame & in a cost-effective manner.



How We Helped

After getting success in the local market Mynyx Consulting have decided to spread their business over the internet So that they have launched a website. Mynyx approached Sun Media Marketing to establish its company brand value on the internet and create an online presence for the company. Mynyx wanted Sun Media Marketing to develop a marketing strategy that would result in good website traffic, a decent number of backlinks and most importantly good number of customer exposure and enquires. They wanted to build a reputation over the internet.

Initially, we have started with the SEO audit of the Mynyx website and analyzed the current situation of the website in terms of traffic and technical aspects. We have optimized the issues that are found at the time of the audit. We have created an effective link build strategy to make website reputation on the internet and also make a good number of backlink scores.



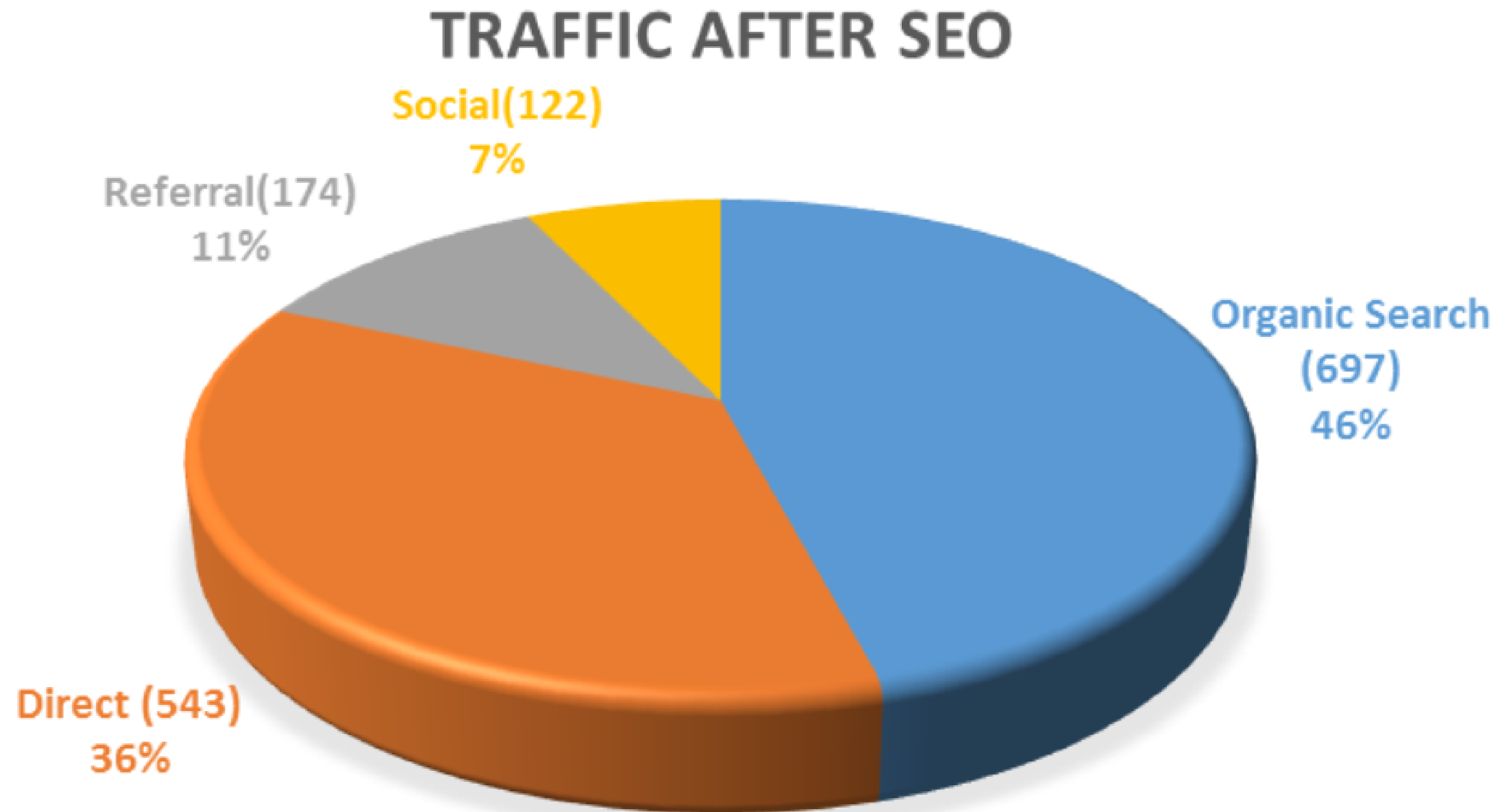
Strategy & Tactics

- Optimize the main service pages of the website.
- Developed keyword-optimized content for main service pages and established quality links back to them.
- Rewrote title tags and Meta descriptions based on enhanced keyword research.
- Conducted a highly focused link building campaign to target pages.
- Identified new, long-tail search terms to attract new sources of traffic.



The Results

Website Traffic



Key Achievements

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graph TD; A[Key Achievements] --> B[Growth 253.92% In Overall Session]; A --> C[Growth 889.47% In Contact Us Goal Completion]; A --> D[Growth 229.49% Overall Growth in Page views]; E((292.50% Overall Growth in Users)); F((-1.38% Overall Declined in Bounce Rate)); G((Improvement in 30% Avg. Session Visit Duration));
```

Growth
253.92%

In Overall Session

Growth
889.47%

In Contact Us Goal
Completion

Growth
229.49%

Overall Growth in
Page views

292.50%
Overall
Growth in
Users

-1.38%
Overall
Declined in
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**Improvement in
30%**
Avg. Session Visit
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