

Development and Marketing of Consultancy Portal for Legal Advice

Requirements

The client is the Retired Indian Government Officer and collaboration with more retired middle level as well as junior level officers wanted to launch the “Consultancy portal” to provide complete guidance and consultancy solutions to those companies who’re willing to acquire Government Projects or Tenders.

And, that cannot afford to seek advice from existing corporate consulting companies due to prohibitive cost.

As, the client has already a physical office that only operated with face-to-face consultancy but alongside he is not only to promote online their business but also to build a new website related to the business niche that would be the source to contact and provide consultancy solutions.

Challenges

The biggest challenge for us is – the business niche is complete new for us and first we need to understand the whole business and perform activities accordingly.

As client wanted to get website ready with different consultancy stages available on the website with different kinds of projects.

So, our team of developers worked on that to understand the client’s and industry needs and build the entire website.

Solution for Development

We used the ASP Dot net for creating the platform with code first approach. Our agile mechanism for developing a platform turn out successfully. We build and enriched the platform with latest techniques keeping in mind the user is not a tech geek and the platform must be self-explained.

Development Results

We presented a highly featured site that blended with the client’s business niche. As a result, the site not only attracts organic traffic but also became highly popular.

Solution for Marketing

As the business has completely new website, no social media footprints and didn’t have any digital audience to target. In that case, we opt some of the solutions and collect some valuable information that help us to drive desired results:

- First, we deeply understand the Tendering process, how it works, what kind of documents needed and what are the other sources to grab Tenders information, which helped us to created further strategies and work accordingly.
- Once gathered all the information, our developers ready to code the website as per the client and industry requirements with follow the government regulations.
- After successfully coded the website, our Digital Marketing team taken the charge to start promotions online. As we first started analyzing the whole website and measure some points that we need to fix in terms of SEO.
- We’ve conducted the Keywords Research for the project, this is another challenge for Digital Marketing team as competition is not so high in the market, they were only limited companies who provide tendering consultancy and limited people who seek advice. Here, needed to found keywords that highly searchable and industry specified.

- Alongside, we've created the social media profiles on Facebook, Twitter & LinkedIn – these 3 platforms were the top priority to use as per the business niche that our research found. And, completely optimized as per the social media guidelines.

Marketing Results

Our team helped the client to meet their organizational goals as result it impacts on conversion rate and generate quality leads from different sources. We were able to generate 60+ leads just 25 days.

In addition, with the help of implemented different strategies and performed multiple activities we've increased search engine rankings on search engines (Google & other) and achieved rank no. 1 on some competitive keywords, i.e., government project consultancy.

Organic results within 60 days.

