



# Digital Marketing Services



# About Us

We are Krishna Innovative Software (KIS), and we are an experience-led, web and mobile design & development and digital marketing agency based in Mohali, India. With a compelling list of startup and enterprise customers to our repertoire, we sit at the sweet juncture where technology meets customer experience.



**15 Years**  
In Business

**\$5 Million**  
Earnings Reached  
In 2022

**100+**  
Partnerships

**400K Hours**  
Of Work Delivered





## OUR VALUES

Our values revolve around one word: trust. And we measure our success through longstanding partnerships and the milestones that your business achieves.



## OUR MISSION

To be your trusted advisor on your journey to success. And to deliver scalable and innovative products that perfectly align with your blueprint for your future.



## OUR VISION

To help you maximize your potential. To help you grow as a business. To become a value-creating partner to your business.

## Digital Marketing Services

### SEO

- On-Page SEO
- Technical SEO
- Content Marketing
- Off-Page SEO

### GOOGLE ADS

- Setting up and running ads on Google or YouTube by creating engaging ad copies that help generate leads or brand awareness.
- Setting up tags in Google Tag Manager.
- We help in running ads using Search ads, Display ads, Performance Max, Shopping ads

### SOCIAL MEDIA MARKETING

- Creating and Optimizing Profiles on various Social Media Platforms (Facebook, Instagram, LinkedIn, Twitter).
- Creating engaging posts and content to inform users about the business and to keep them engaged.
- Setting up and running ads on social media for lead generation/brand awareness.

### CONTENT WRITING

- Creating engaging on-site blogs tailored to your target audience.
- Writing clear, concise, and compelling content for websites, including landing pages, service descriptions, and more.
- Ensuring that the content is plagiarism free.

# Clients

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# Client Speak

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Great communication all along, and great work too with our social media. Will definitely work with Bhumika again in the future, 5-stars

 **Aymeric Maudous**



Excellent person to hire for your local SEO citations and other SEO work. Will work with again when projects arise.

 **Nathaniel Devore**




Priyanka was great. She was always very communicative and offered some great assistance with our SEO needs. We will hire her again in the future when we can have more SEO performed for our company.

 **Alexandra Olivia**



Excellent SEO work with positive results. Plan to hire again!

 **Russ Pond**

WEB & MOBILE

OUR

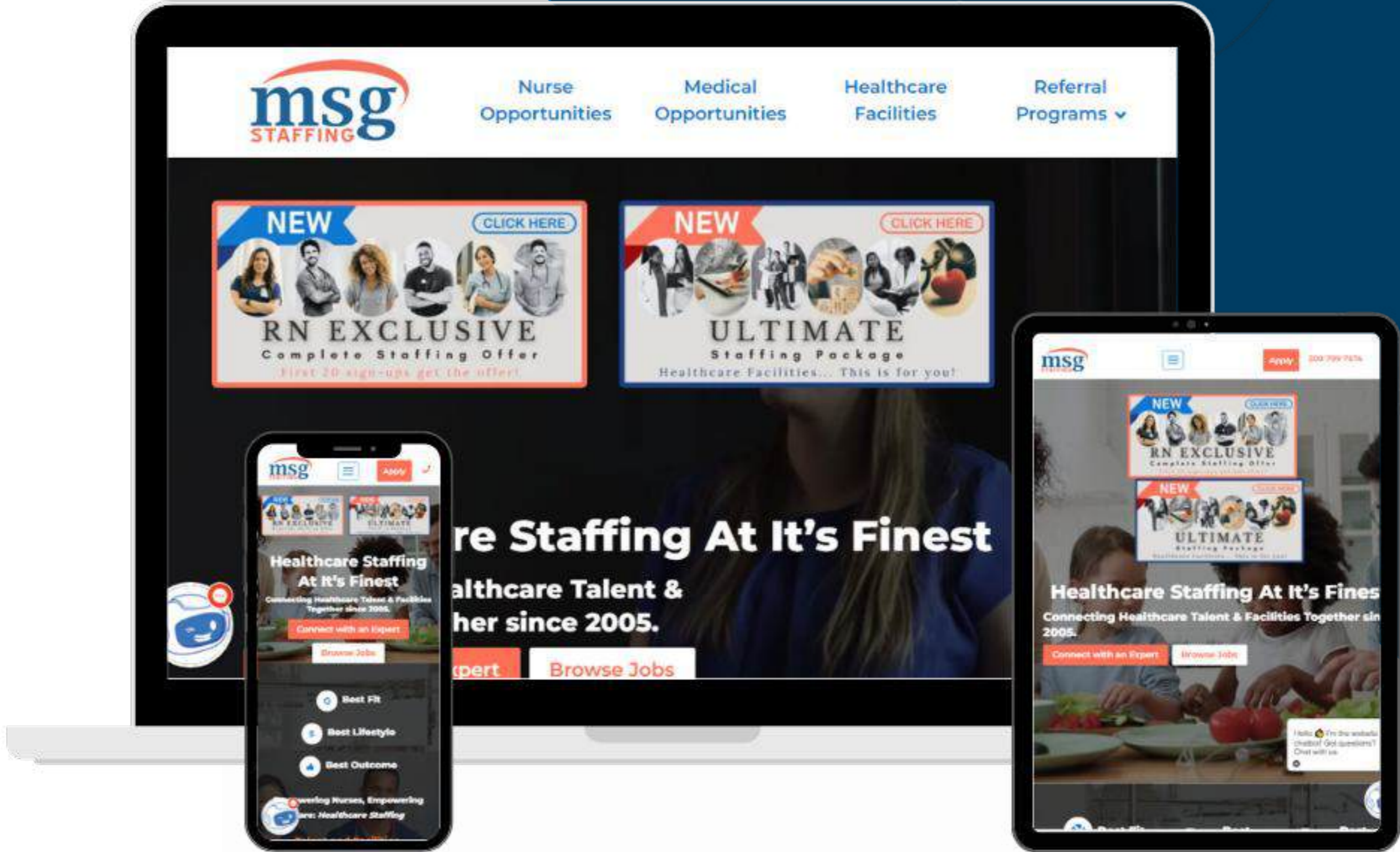
WORK

Ui/UX, Dot Net. Php, Angular, React,  
Flutter, Laravel, Python, Node js & more...

# SEO Case Study of MSG Staffing

## Overview

MSG Staffing is a medical staffing agency in Massachusetts that intended an individual approach to placing professional healthcare personnel in the right place. MSG Staffing offers candidates the best resources and support in career placement for travel, per diem and 24\7 assignments. The vast experience gives the agency an edge in providing quality placement services in nursing care and allied health positions.





## CHALLENGES

The owner of MSG Staffing shared two goals for growing his business:

- First, he wanted to increase the local online visibility of his firm.
- Second, he wanted to generate organic traffic and organic leads, targeting candidates looking for medical jobs.

## SOLUTION

- We analyzed the website status using various tools like Ahref, Semrush, and Screaming Frog. After conducting a thorough analysis, we concluded that we had to start from scratch.
- We started working on Keyword Research. We shared 25 high-volume keywords and the client selected 9 keywords.
- With target keywords selected, we implemented the on-page optimization strategy across the target pages of the website. This included page titles, headers, meta descriptions, and setting up a proper blog.
- To attract links in the natural, organic way that Google recommends, we engaged in content placement and provided monthly blog posts along with a link-building campaign. Within a year we started getting strong results.

# RESULT

Helped [MSG Staffing](#) a U.S.-based healthcare staffing agency grow its website traffic by 469.96% & Rank their keyword on first of the Search page.

**18k**  
visits in June 2019 vs.

**52k**  
in Jan 2022



## KEYWORDS

## RANKINGS

- |   |    |
|---|----|
| • Medical Staffing Massachusetts                    | 01 |
| • Healthcare Staffing Massachusetts                 | 01 |
| • Medical Staffing Agency MA                        | 01 |
| • Per Diem Jobs Massachusetts                       | 08 |
| • Per Diem Nursing Jobs In MA                       | 07 |
| • Per Diem Jobs MA                                  | 07 |
| • Travel Nurse Agency Massachusetts                 | 07 |
| • Healthcare Facility In Massachusetts              | 09 |
| • Healthcare Staffing Companies In<br>Massachusetts | 02 |

# SEO Case Study of Bonjour Tutor

## Overview

Bonjour Tutors specializes in French language tutoring for K-12 students in Canada. They offer one-on-one and group sessions, focusing on enhancing speaking, reading, and writing skills. Bonjour Tutors uses a personalized approach to match students with the right tutor and provide customized learning plans, aiming to build confidence and competence in French. They also offer flexible scheduling and long-term contracts.



## CHALLENGES

Owner of "Bonjour Tutors" shared his ideas & vision for his E-learning platform:

- optimize on-page SEO & eliminate all technical SEO issues from the website.
- Second, increase the website's traffic & keyword Rankings.

## SOLUTION

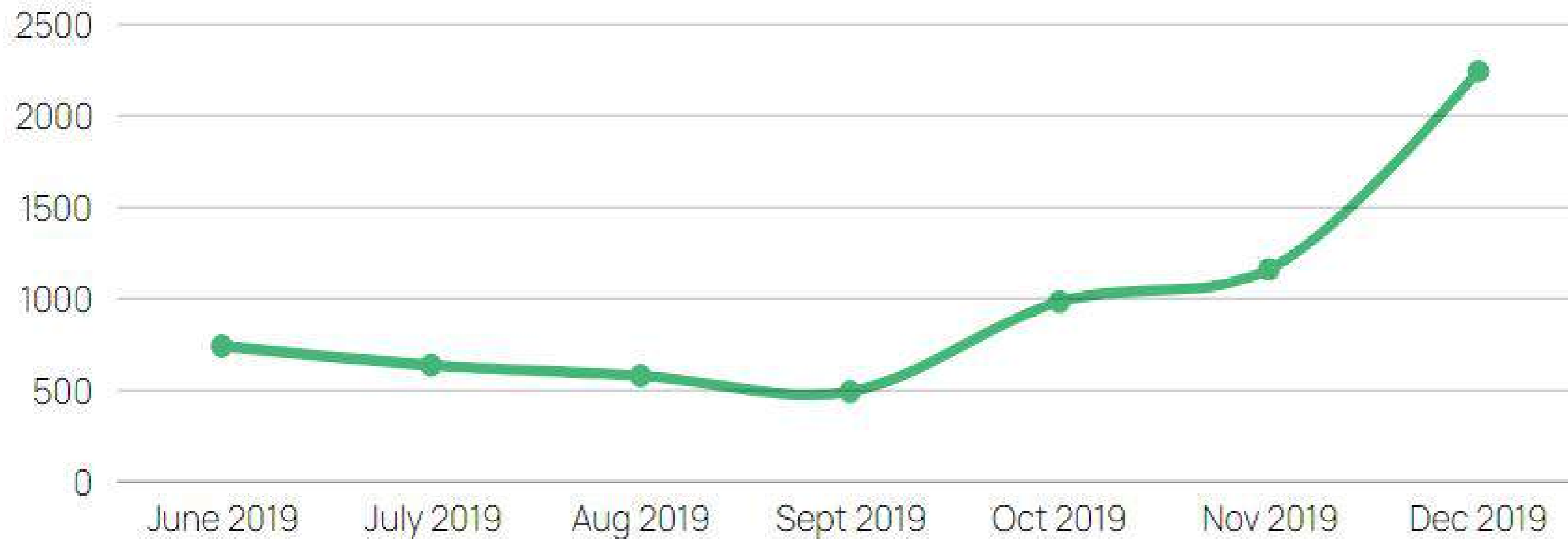
- The first step was to analyze the current status of the website. After analyzing the website's current state and using SEO tools like Ahref, SEMrush, and Screaming Frog, we identified issues affecting its search engine ranking.
- With target keywords selected, we implemented the on-page optimization strategy across target pages of the website. This included page titles, headers, meta descriptions, and setting up a proper blog.
- To attract links in the natural, organic way that Google recommends we engage in content placement and publish content on various reputed websites to acquire high-quality backlinks.
- We run ads on Facebook and Instagram for thank you page that will reflect after buying the course. We created engaging ad post and ad copy by considering the target audience.

# RESULT

We increased the Traffic & Ranking of Bonjour Tutors which is an online french learning platform.

**742**  
visits in June 2019 vs.

**2244**  
in Dec 2019



## KEYWORDS

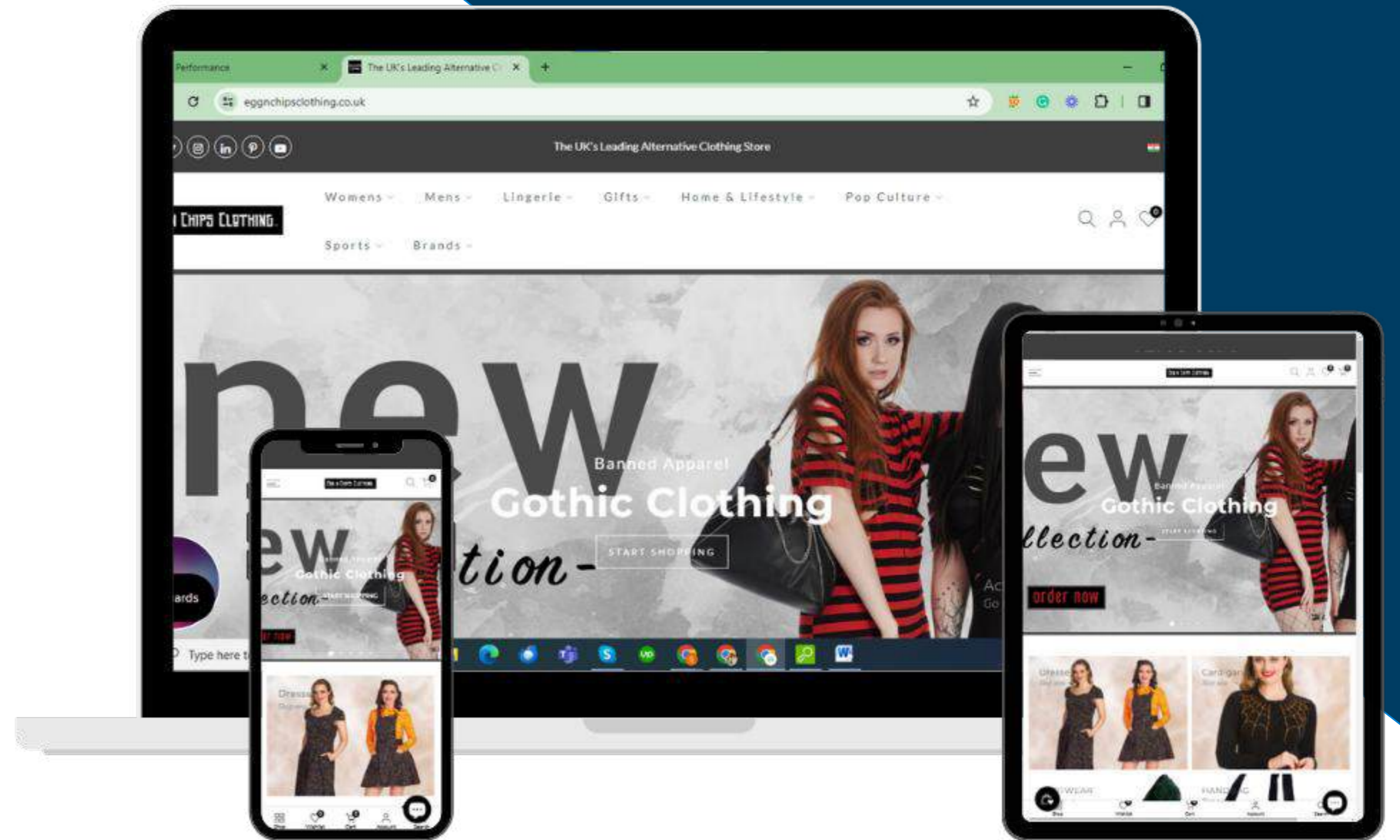
## RANKINGS

- |                                   |    |
|-----------------------------------|----|
| • french online classes canada    | 05 |
| • french online tuition in canada | 04 |
| • french online tutoring canada   | 07 |
| • k12 french tutoring             | 10 |
| • learn french online             | 19 |
| • french online teacher           | 12 |
| • french lessons online tutor     | 11 |
| • online tuition platform         | 08 |

# SEO Case Study of Egg N Chips

## Overview

Jack, proprietor of "Egg N Chips" shared his ideas & vision for his online fashion store. The first challenge was to optimize on-page SEO & eliminate all technical SEO issues from the website. After that, we have to create and implement a strategy to increase the website's traffic & keyword Rankings.





## CHALLENGES

Proprietor of "Egg N Chips" shared his ideas & vision for his online fashion store:

- optimize on-page SEO & eliminate all technical SEO issues from the website.
- Second, he wanted to generate organic traffic and improve keyword ranking.

## SOLUTION

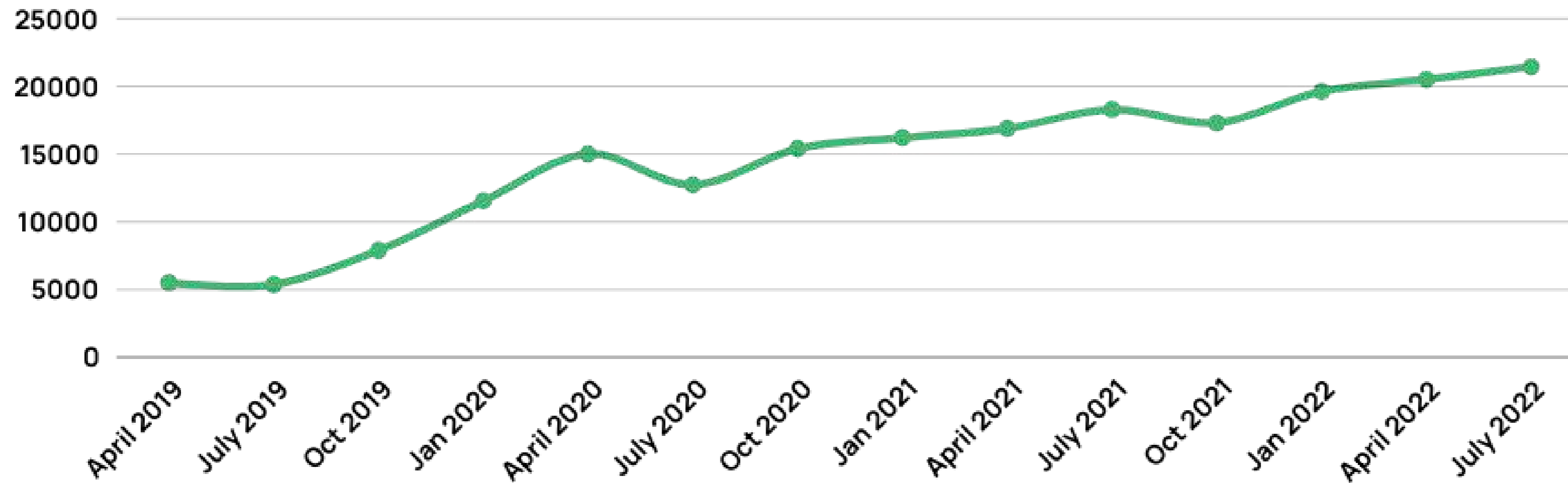
- We analyzed the website status using various tools like Ahref, Semrush, and Screaming Frog. After conducting a thorough analysis, we concluded that we had to start from scratch.
- We started working on Keyword Research. We shared 25 high-volume keywords and the client selected 9 keywords.
- With target keywords selected, we implemented the on-page optimization strategy across the target pages of the website. This included page titles, headers, meta descriptions, and setting up a proper blog.
- To attract links in the natural, organic way that Google recommends, we engaged in content placement and provided monthly blog posts along with a link-building campaign. Within a year we started getting strong results.

# RESULT

We increased the Traffic & Ranking of Egg n Chips Clothing, a U.K. online fashion brand.

**1016**  
visits in Jan 2023 vs.

**3612**  
in Dec 2023



## KEYWORDS

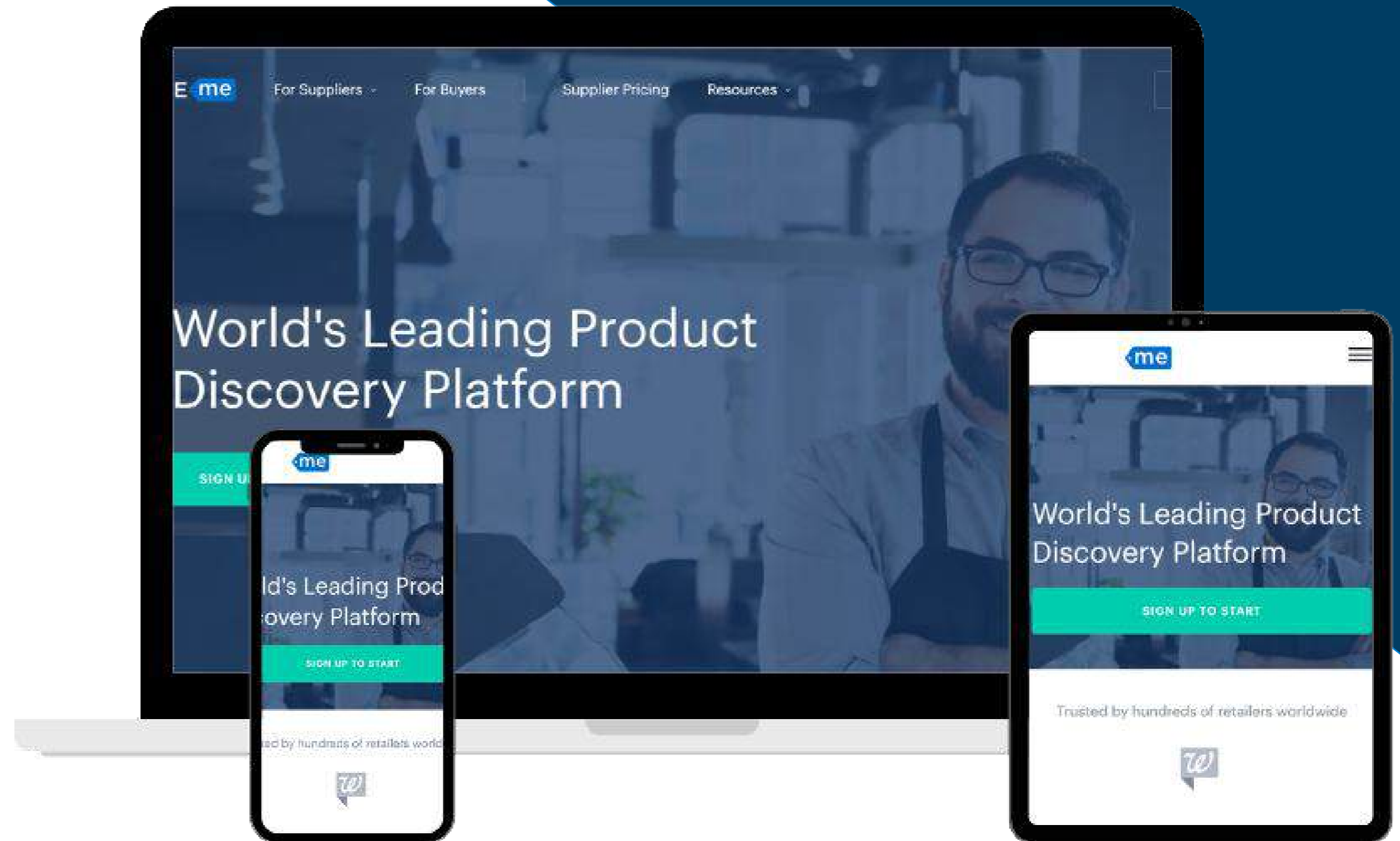
## RANKINGS

• banned apparel	15
• banned clothing	11
• iron fist clothing	14
• iron fist shoes	11
• new rock	163
• new rock shoes	37
• hades shoes	13
• Hades footwear	11
• voodoo vixen	11
• jawbreaker clothing	18

# SEO Case Study of Range Me

## Overview

RangeMe is a leading product discovery, sourcing, and purchasing platform that connects retailers with suppliers. It allows suppliers to showcase their products through a digital sell sheet, making it easier for retail buyers to discover, evaluate, and purchase products.



## CHALLENGES

The owner of "RangeMe" shared his ideas & vision for her e-commerce business:

- List products on the website with the target keyword.
- Second, she wanted to generate organic traffic and organic leads.

## SOLUTION

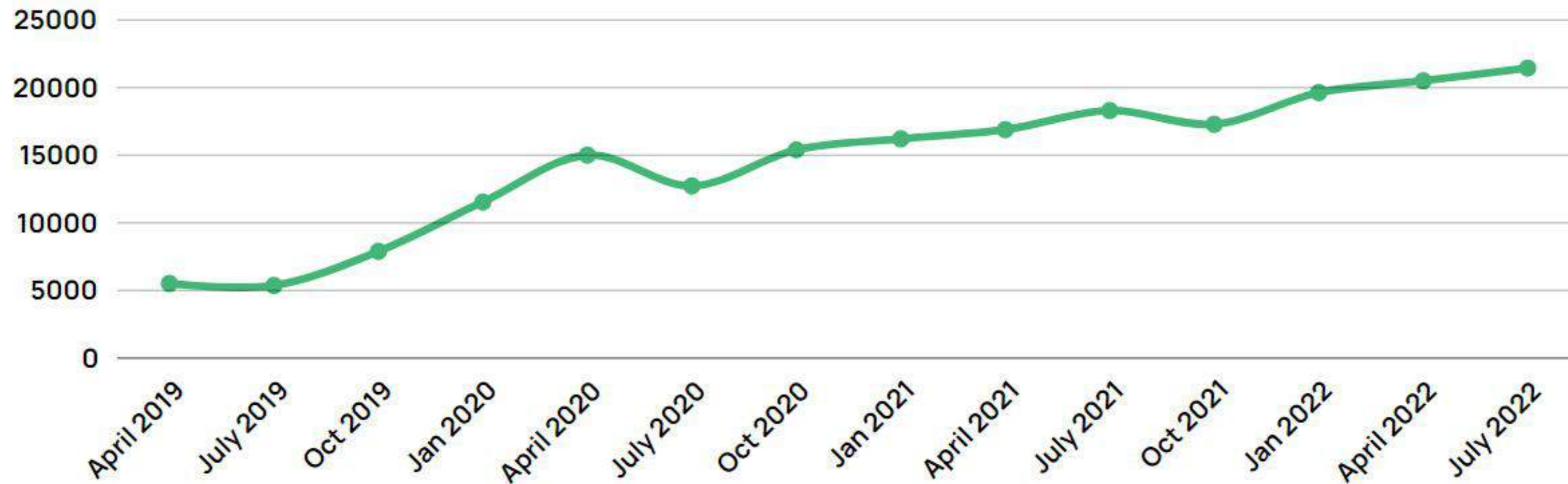
- The website was new and we were asked to add the products to the website.
- We started working on Keyword Research. We shared 25 high-volume keywords and the client selected 09 keywords.
- With target keywords selected, we implemented them while adding products to the website. This included page titles, headers, descriptions, meta tags, and setting up a proper blog.
- To attract links in the natural, organic way that Google recommends, we engaged in content placement and provided monthly blog posts along with a link-building campaign. Within a year we started getting strong results.

# RESULT

We helped Rangeme in increasing organic traffic and Keyword Ranking in the United States.

**5520**  
visits in April 2019 vs.

**21450**  
in July 2022



## KEYWORDS

## RANKINGS

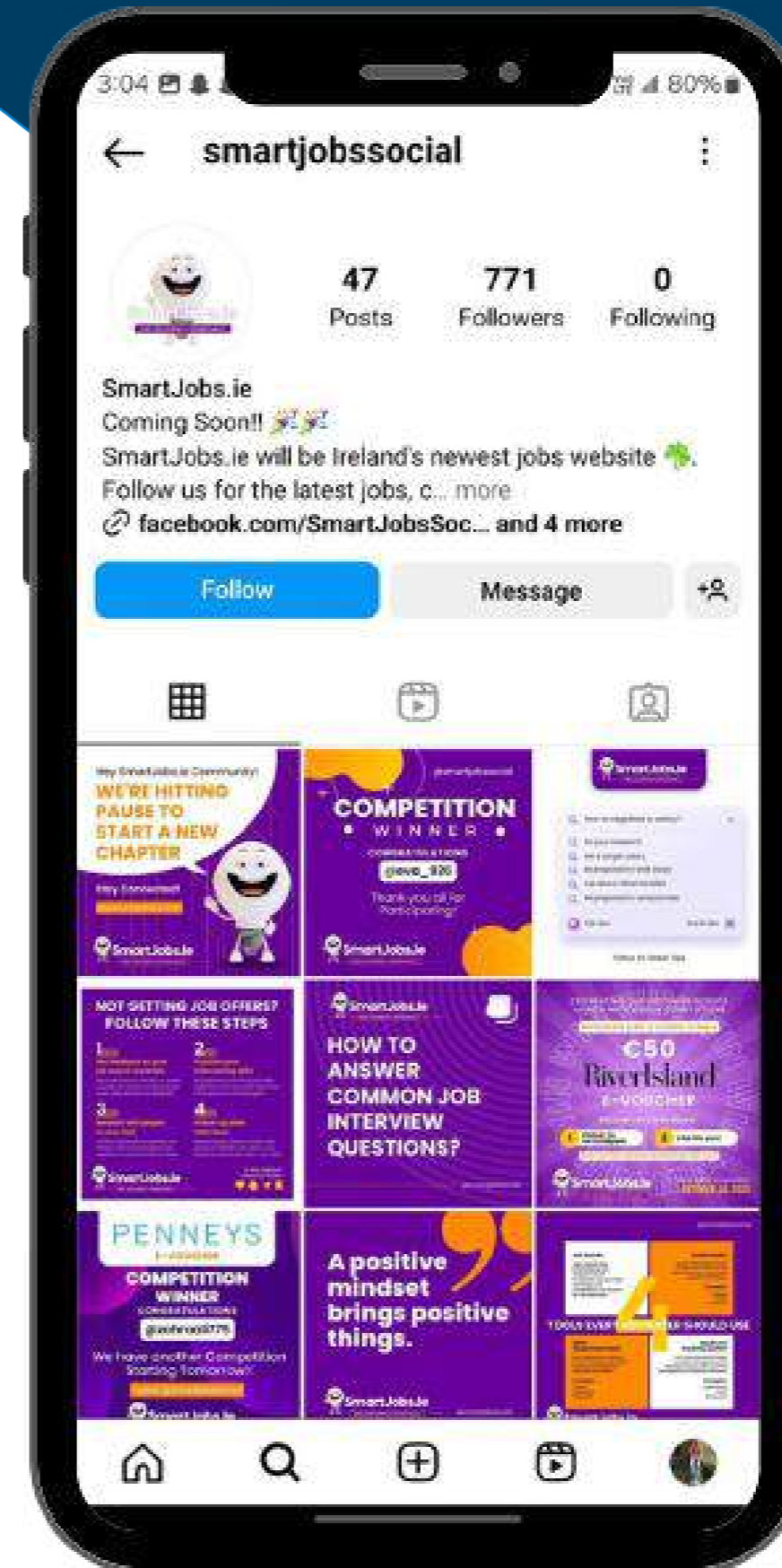
- |                               |    |
|-------------------------------|----|
| • whole foods products        | 09 |
| • private label goods         | 06 |
| • supply chain fulfillment    | 15 |
| • zoha fragrances             | 20 |
| • whole food suppliers        | 22 |
| • fulfillment in supply chain | 08 |
| • private label goods         | 18 |
| • supply chain retail         | 12 |

# Smart Jobs (Social Media) Case Study

Increased Instagram followers of Ireland's new Job Postal from **0 to 700+** in 2 months.

**42.7K+** Reach/Month

**2K+** Profile Visits/Month

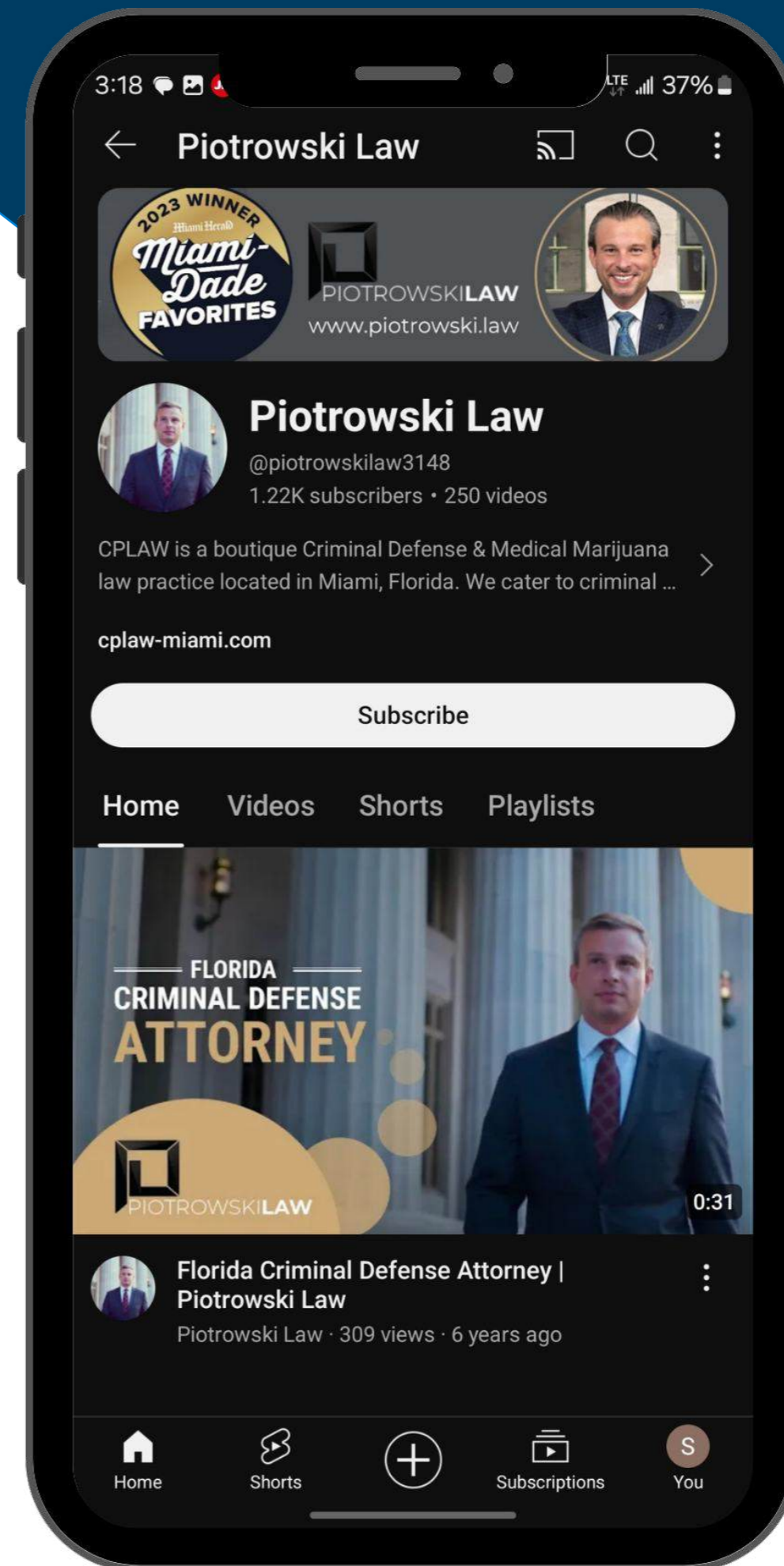




# Piotrowski Law YouTube Channel Case Study

## Overview

Piotrowski Law's YouTube channel provides legal insights, tips, and information, particularly focusing on criminal defense law. The channel features videos discussing various legal topics, offering advice and explanations of legal processes to help viewers understand their rights and options. The content is designed to educate the public on legal matters and to showcase the expertise of the law firm.



## CHALLENGES

Chad Piotrowski owner of the YouTube Channel. Shared his requirements:

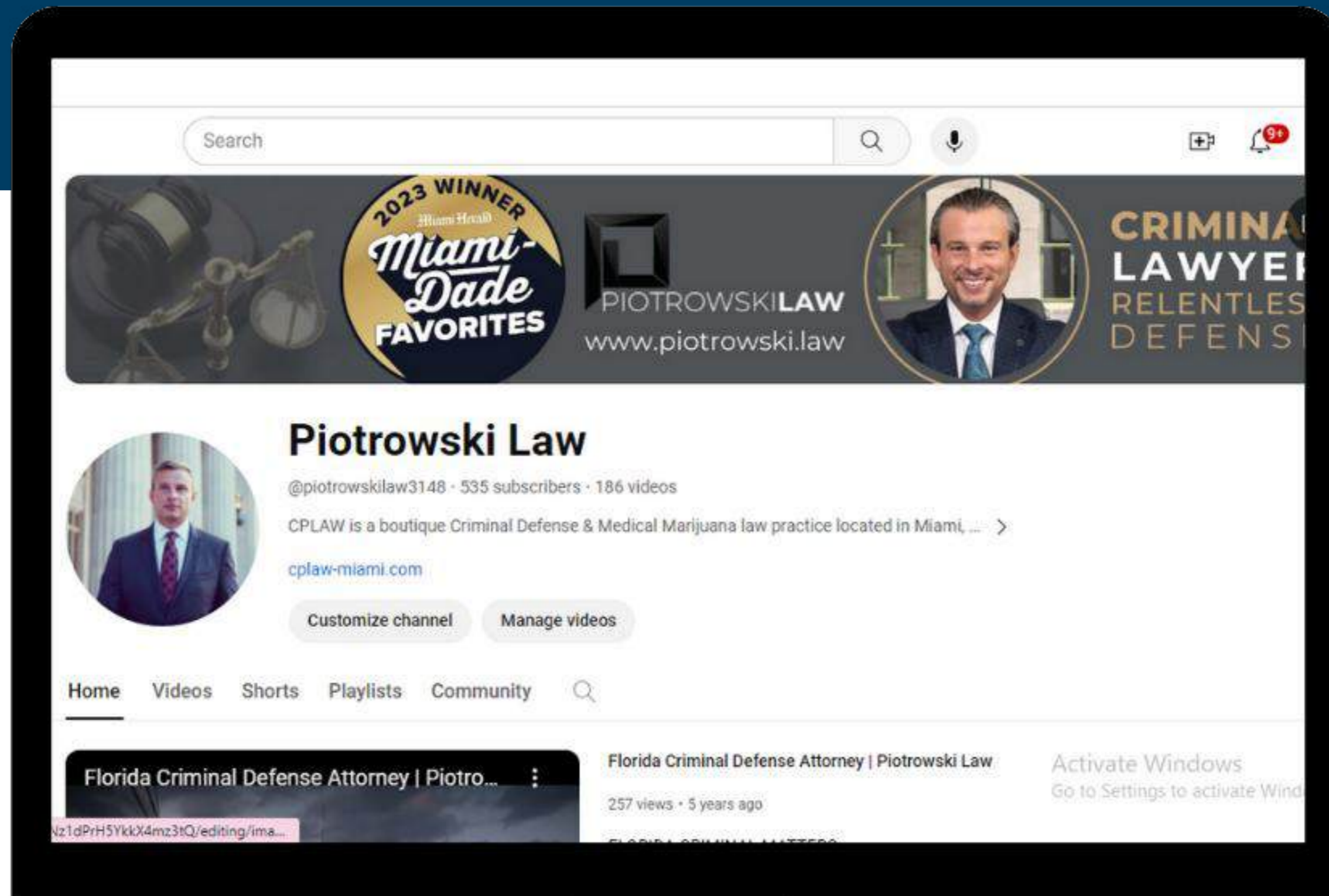
- Publishing the videos with engaging titles and descriptions on his channel.
- Increase the subscribers and views of the channel.

## SOLUTION

- When we started working on his YouTube channel he had 100 subscribers and views were very low.
- We then started optimizing the channel for a better understanding.
- He shared the videos with us and we created titles and descriptions for them after his approval we published the videos.

# RESULT

Helped Piotrowski Law a Maimi Lawyer's YouTube channel to grow from 100 to 500+ Subscribers in 2 months with only YouTube Shorts.



## 1 MONTH

Views	121.3K
Watch hours	746.5 hrs

# Google Ads Case Study of MSG Staffing

The screenshot displays the MSG Staffing website interface. At the top left is the MSG Staffing logo. To its right are four navigation links: "Nurse Opportunities", "Medical Opportunities", "Healthcare Facilities", and "Referral Programs" with a dropdown arrow. Below the navigation are two promotional banners. The left banner, titled "RN EXCLUSIVE Complete Staffing Offer", features a blue "NEW" tag, a "CLICK HERE" button, and a row of six circular images of healthcare professionals. Below the images, it states "RN EXCLUSIVE Complete Staffing Offer" and "First 20 sign-ups get the offer!". The right banner, titled "ULTIMATE Staffing Package", features a red "NEW" tag, a "CLICK HERE" button, and a row of six circular images showing various healthcare settings. Below the images, it states "ULTIMATE Staffing Package" and "Healthcare Facilities... This is for you!".

**msg STAFFING**

[Nurse Opportunities](#) [Medical Opportunities](#) [Healthcare Facilities](#) [Referral Programs](#) ▾

**NEW** [CLICK HERE](#)

**RN EXCLUSIVE**  
Complete Staffing Offer  
First 20 sign-ups get the offer!

**NEW** [CLICK HERE](#)

**ULTIMATE**  
Staffing Package  
Healthcare Facilities... This is for you!

**Healthcare Staffing At It's Finest**

 **Connecting Healthcare Talent & Facilities Together since 2005.**

[Connect with an Expert](#) [Browse Jobs](#)

## CHALLENGES

Proprietor of MSG Staffing shared goals for running Google ads:

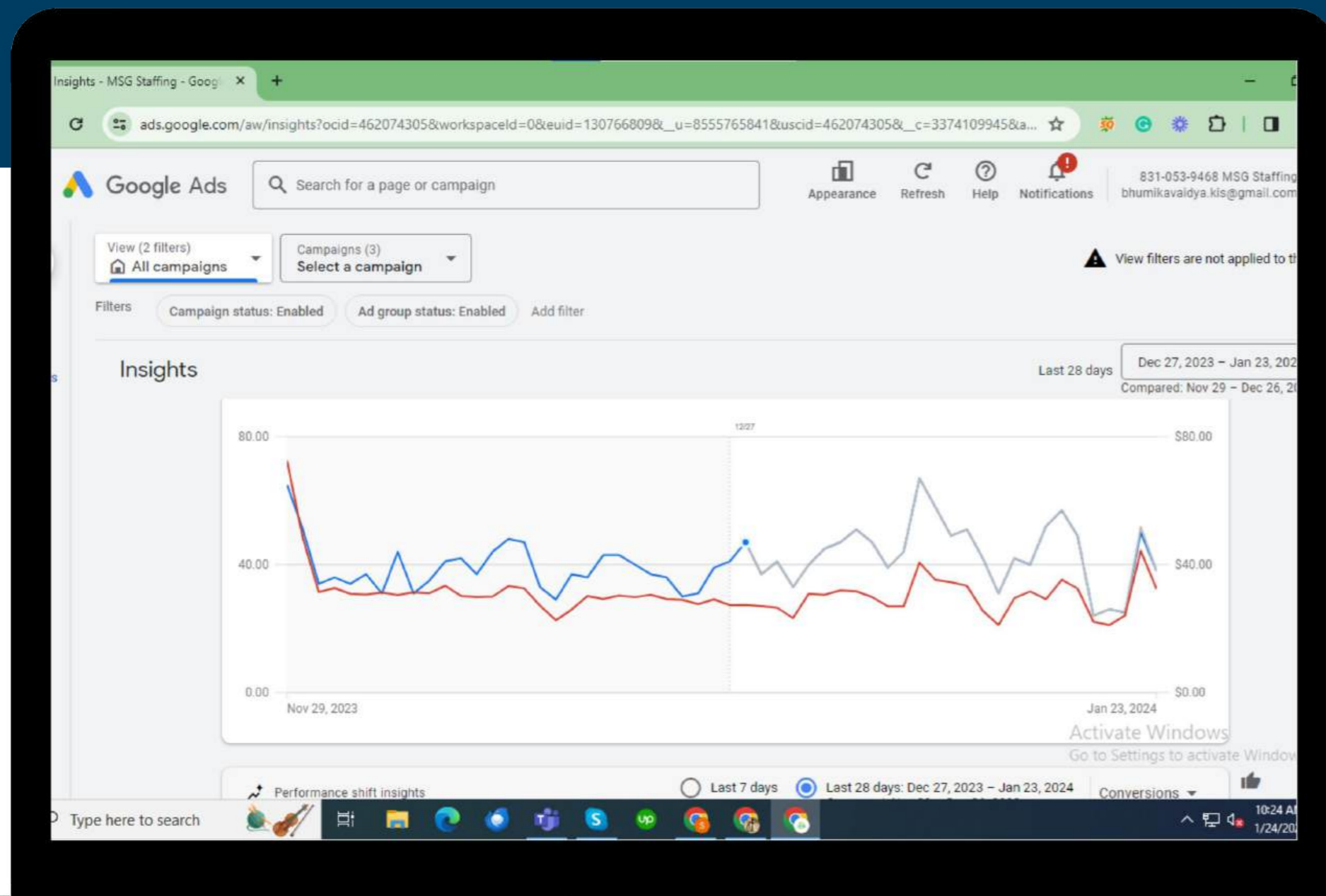
- Form Filling.
- Phone Calls.

## SOLUTION

- To fulfill the requirements given by the client. We set-up 2 Search ads 1 for form filling and 1 for phone calls.
- Both the ads performed well and ROAS (Return on ad spent) was good.

# RESULT

Generate 8000+ leads with 13.66% conversion rate for U.S.-based staffing firm.



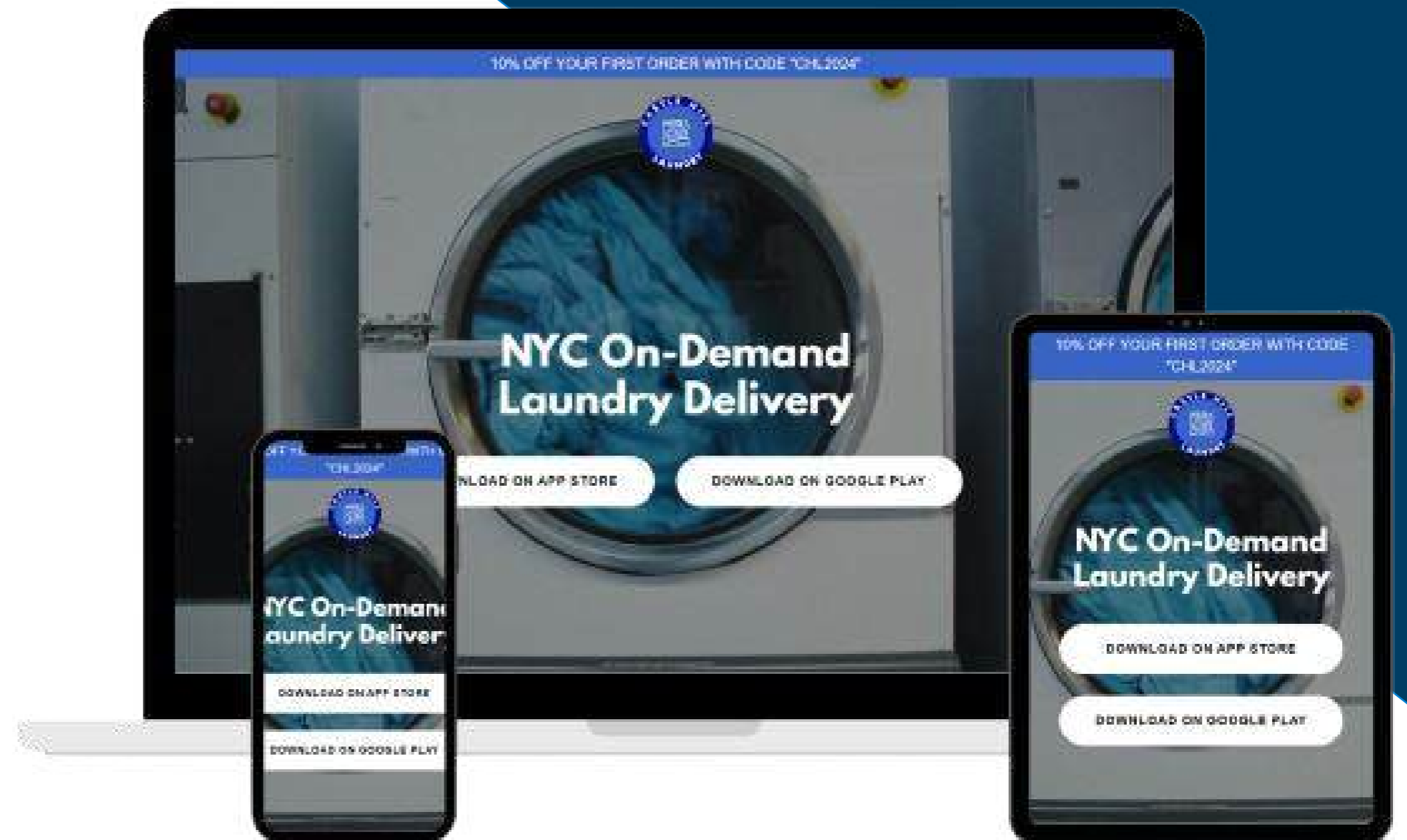
Total Spent	\$53,609.19
Total Forms	743
Total Phone Calls	7,921
Cost per lead	\$6.19
Conversion Rate	13.66%
CPC	\$0.99

# Google Ads Case Study of Castle Hill Laundry

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## Overview

Castle Hill Laundry is an on-demand laundry delivery service operating in NYC and Westchester, including the Bronx, Yonkers, New Rochelle, and Mount Vernon. They offer next-day and same-day laundry services at competitive rates.



## CHALLENGES

The proprietor of Castle Hill Laundry shared the goal for running Google ads:

- Store Visit
- Phone Calls.

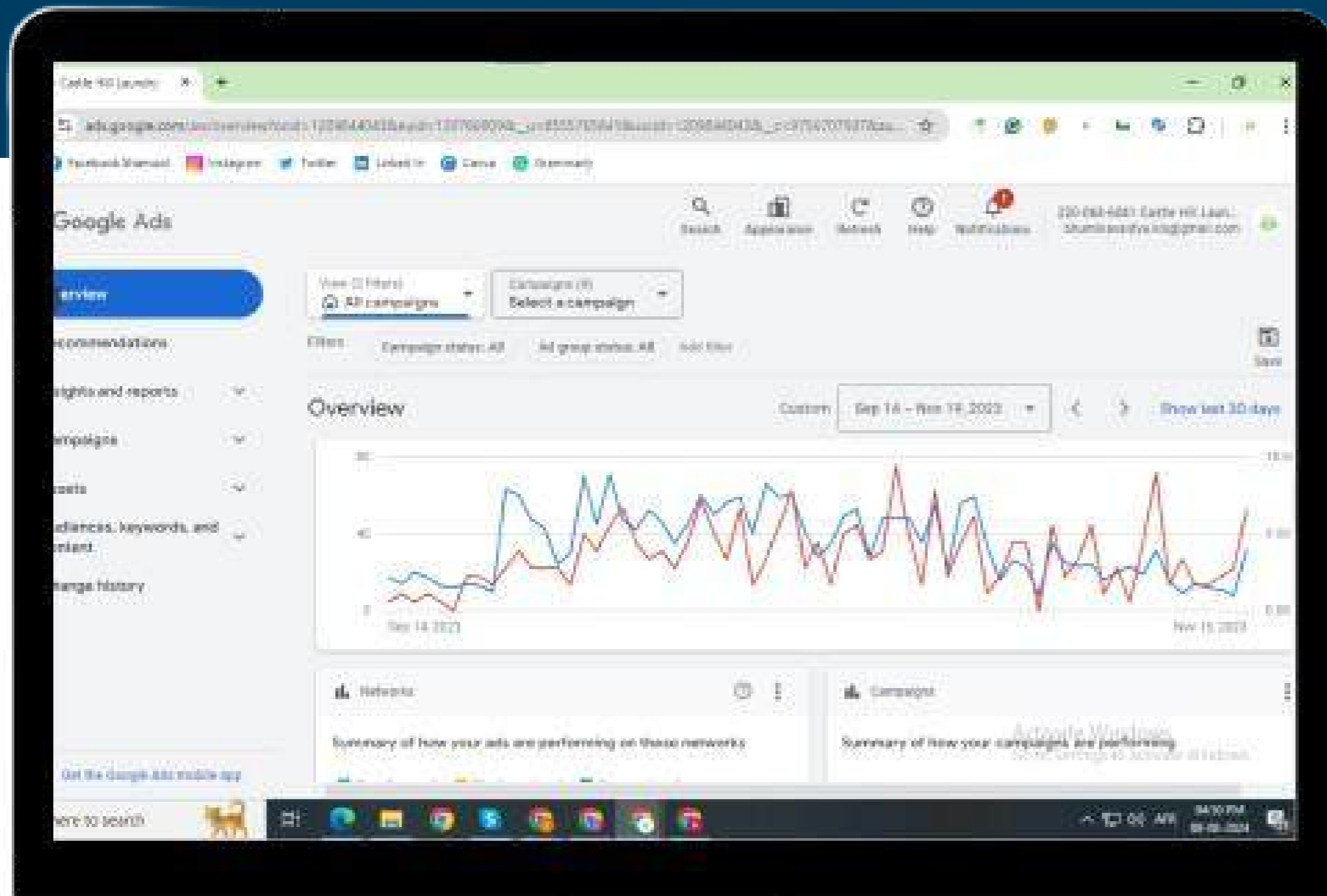
## SOLUTION

- To fulfill the requirements given by the client. We set up 2 ads, 1 is Performance Max and the other one is a smart ad.
- We received a better ROAS from ads we set up.



# RESULT

Generated **427 Leads** for **Castle Hill Laundry New York's** Local Laundry Business in a Month.



Total Spent	\$1060
Total leads	427
Cost per lead	\$2.48
Conversion Rate	12%
CPC	\$0.45



## Translate your ideas into products of tomorrow

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CALL US / WHATSAPP

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