

Increased Organic Traffic by 100% for an Ecommerce Client.

Client: [Glamourental.com](https://glamourental.com)

Glamourental.com (stylized as Glamou Rental) is a women-led U.S.-based platform offering designer Indian ethnic wear rentals—from sarees and lehengas to sherwanis and accessories—with delivery, custom fittings, and dry-cleaning service across the USA.

Approach & Key Metrics

- Market Research and Analysis
- AI Strategy Development
- SEAT Implementation
- Monitoring and Evaluation



56%

ROI increased quarterly



30%

Leads from paid campaigns



55%

Leads from Google Ads campaigns



Digital Marketing Agency



www.goseoexpert.com



S-82, 2nd floor, Manish Global Mall, Sector 22, Dwarka, Delhi, India. Pincode - 110077.

Case Study

CHALLENGES

- High customer acquisition cost (CAC) due to niche rental market
- Low brand visibility among Indian fashion consumers in the USA
- Limited repeat bookings due to lack of an ongoing engagement strategy.

SOLUTIONS

Here's competitive digital landscape, businesses need effective online strategies to stand out, engage their audience, and drive growth to maximize online potential.

40+

SEO audit & fixed
technical issues

240+

keyword research &
optimized pages



high-quality link &
boost domain
authority

BENEFITS



Organic search traffic grew
by 1454% within 14 months



Achieved Top 3 rankings
for 40+ long-tail
keywords like "rent
Indian lehenga USA".



Repeat rentals increased by 65%,
boosting customer retention.



CAC dropped by 22%
through optimized
campaigns and user
journey improvements.