

# Khed City Dominates Search Rankings with IKF's Strategic SEO Approach

Home / Case Studies / Khed City Dominates Search Rankings with IKF's Strategic SEO Approach

## About Client

A coming together of global design and state-of-the-art infrastructural facilities, Khed City is a prestigious project of the Kalyani Group and Maharashtra Industrial Development Corporation (MIDC). Khed City is an ideal 21st-century workplace combining concepts of industry integration, smart cities, and sustainable development. Designed keeping the modern-day professional in focus, Khed City lends itself as a sustainable industrial environment that is conducive to the thriving coexistence of both Indian and multinational companies.



## Results



**60.90%**  
Organic Traffic Increased



**36.46%**  
Page Views Increased



**51.84%**  
Sessions Increase



## Objective

- Khed City, one of India's largest integrated industrial hubs, partnered with IKF to enhance its online visibility, organic traffic, and brand awareness. Recognizing the need for a robust and well-thought-out SEO strategy, the aim was to establish Khed City as an authority within search rankings, leveraging a combination of technical SEO enhancements and strategic content marketing efforts.



## Problem Statement

- Despite its stature as a major industrial hub, Khed City faced challenges in achieving high search engine rankings, attracting organic traffic, and establishing strong brand authority online. The lack of an optimized SEO strategy and visibility limited its ability to connect with potential stakeholders and build credibility in the competitive SEZ industry.



## Strategy & Execution

### Comprehensive Website Analysis:

- Conducted a detailed audit of Khed City's website to assess its technical health and identify optimization opportunities.
- Reviewed key elements like title tags, meta descriptions, call-to-action buttons, and internal linking structure.

### Competitor Research and Analysis:

- Studied industry trends and competitor tactics to identify gaps and opportunities.
- Formulated strategies to differentiate Khed City's online presence and boost its rankings.

### Onsite Optimization:

- Refined website content, improving SEO elements such as keywords, metadata, and overall user engagement.
- Focused on creating an SEO-friendly structure to enhance search engine crawlability and relevance.

### Offsite Optimization:

- Executed link-building campaigns through bookmarking, business listings, search engine submissions, and quality backlinks.
- Developed a Wikipedia page and fostered positive brand mentions and reviews.
- Engaged with influencers and thought leaders to enhance credibility and build meaningful connections within the SEO industry.