

# BRAND BUILDING CASE STUDY

*Consultant discovery platform*

**Improving Overall Online Presence for  
a Startup**

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## Client Introduction

QuikConsult is an online consultation platform that connects people with top industry experts and consultants of India. The powerful website is built to facilitate secure chat and email consultation along with swift payments.



## Project Deliverables

While the startup had the development talent to build an ace consultation platform, it required help in:

- + Building initial base of consultants
- + Media coverage
- + Ranking and webs Presence

Our team started the work by studying brand's current online presence.

## Initial Analysis and Findings



Our branding and marketing specialists closely studied the current state of QuikConsult and discovered:

- ✚ Presence of testing and irrelevant pages on Google's first page
- ✚ Irrelevant results related to brand's spelling
- ✚ Non-existent media coverage
- ✚ Non optimized category pages

Below is an email snippet that shows problematic URLs:

Below are some URLs that shouldn't be live on the website. We should not add them in XML sitemap. Please ask developer to remove all such pages being developed by Wordpress:

<http://quikconsult.com/sitemap.xml>

<http://quikconsult.com/banner-parallex-3/>

<http://quikconsult.com/banner-parallex-4/>

<http://quikconsult.com/preview/>

<http://quikconsult.com/images/>

<http://quikconsult.com/images-1/>

<http://quikconsult.com/banner-parallex-5/>

<http://quikconsult.com/banner-parallex-compressed/>

<http://quikconsult.com/greencircle/>

[http://quikconsult.com/2000px-disc\\_plain\\_red-svg/](http://quikconsult.com/2000px-disc_plain_red-svg/)

<http://quikconsult.com/green/>

<http://quikconsult.com/quikconsult-logo/>

<http://quikconsult.com/quikconsult-log-new/>

<http://quikconsult.com/logo/>

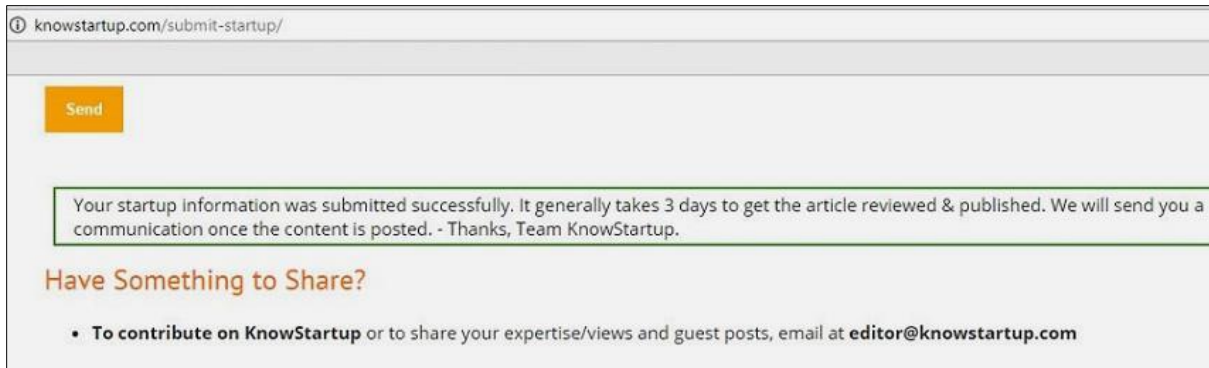
Our team created a detailed plan under which we started work on all the deliverables.

## Ranking & Presence - Action Plan

For startups, it's important to be present on the right channels and have an ace presence on Google for relevant search queries. To accomplish the same, we dedicated efforts in following areas:

### **STARTUP LISTING & OPTIMIZATION**

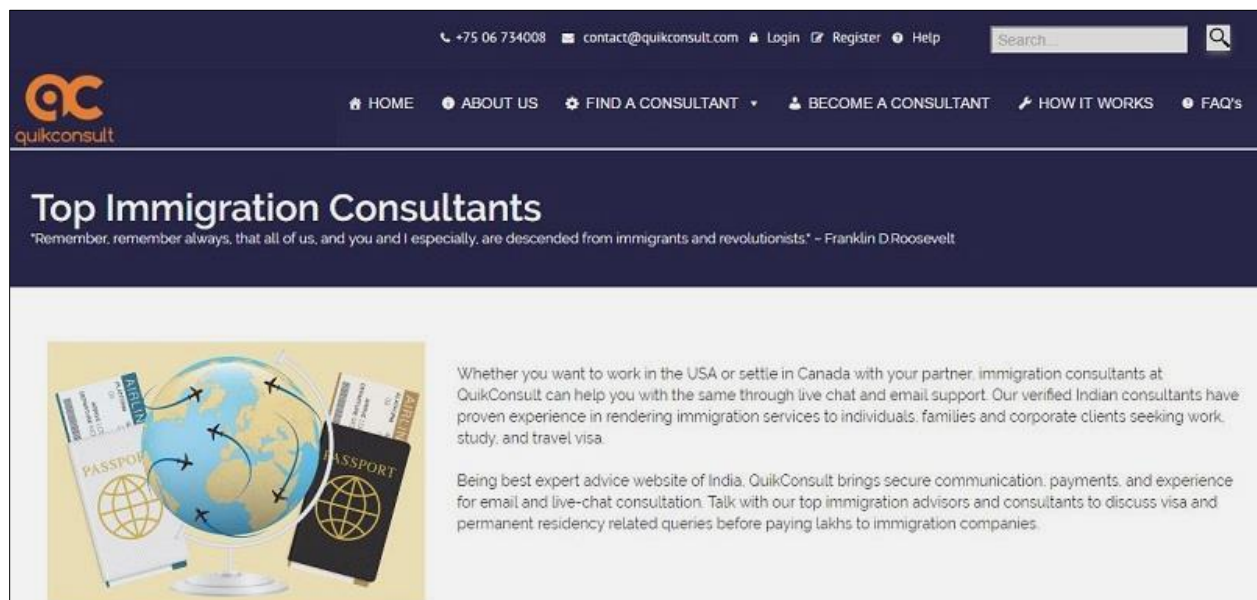
Our team undertook extensive research to discover startup listing channels relevant to QuikConsult. This not only improved brand's online presence but also created additional traffic channels.



Our team also optimized business assets like social media profiles and business listings to further improve their position on search engines.

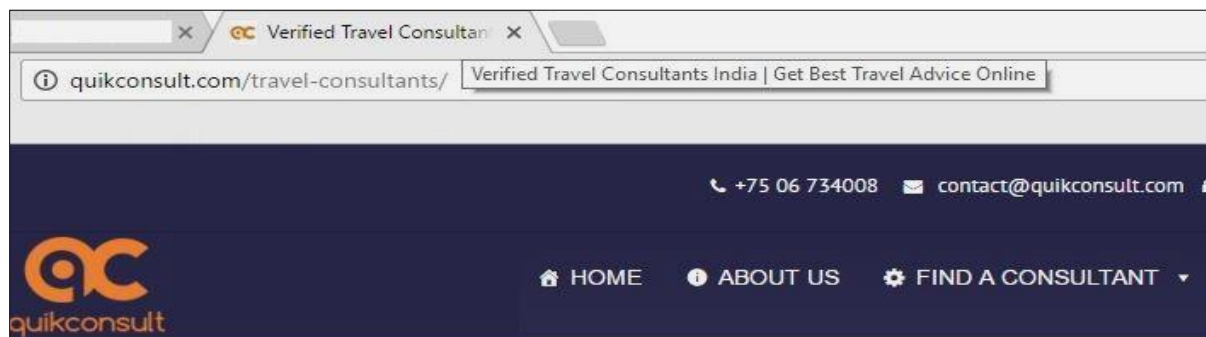
## PAGE OPTIIMZATION & UPGRADES

While QuikConsult brought consultants and industry experts from over 18 industries, the category pages were not optimized for higher ranking on Google. Some pages lacked content and hence lagged behind rivals in Google search results. Our team planned Meta details and keyword focused content to improve page ranking.



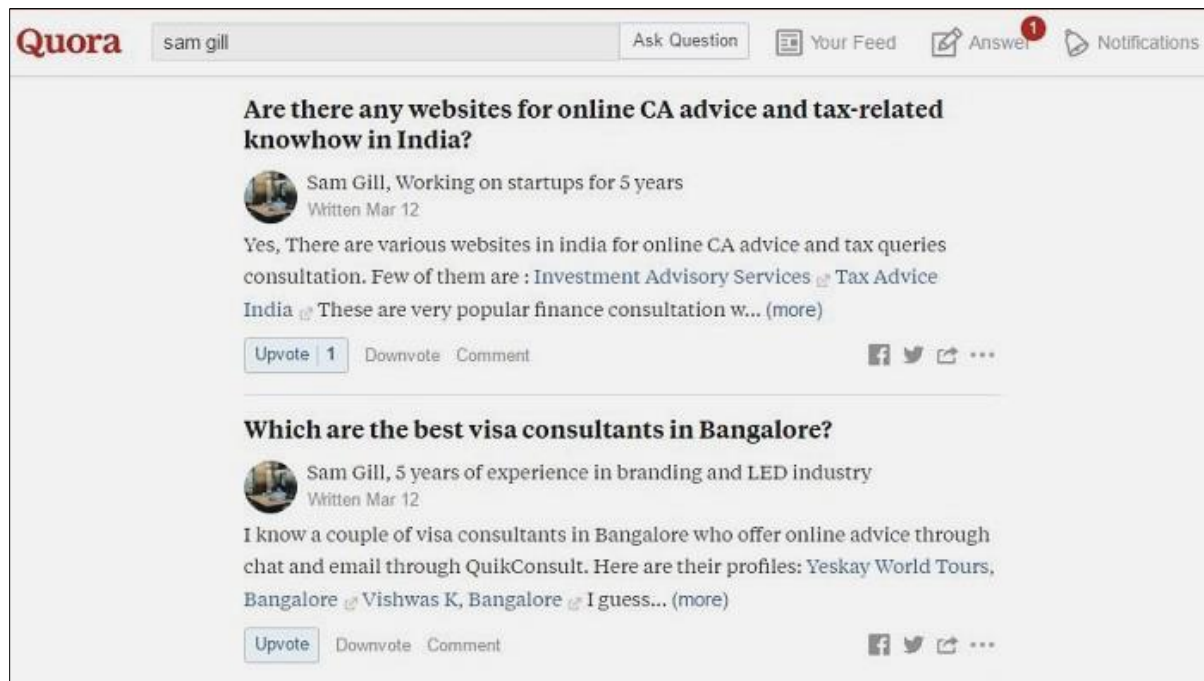
## URL PLANNING AND INTERNAL LINKING

Google uses vast range of factors to determine relevancy of a website and its pages for top searches. URL structure is one of the most important factors for it. Our team dedicated efforts to optimize the URL structure and worked on internal linking to bring the website in good books of Google.



## QUORA ACTIVITY

Quora is the favourite place of Indians for getting their questions answered. That's why we created a dedicated plan to dominate the platform in terms of presence and traffic generation. We answered questions in vast range of categories and deployed strategies to dominate Quora topics as well as questions.



## KEYWORD FOCUSED BLOGGING

While media publishing was crucial for brand building, keyword focused blogging was done to dominate search engines. We partnered with various emerging blogs to publish posts focused on QuikConsult.

The same played a crucial role in helping us dominate search engines for specific search terms.



## Top Travel Consultants of India Share Best Vacation Spots of Himachal



Admin

2 days ago

245

Are you planning to visit Himachal with your friends and family? Do you want to explore the beauty of Himachal but don't know where to go? If yes, then, check out the top 4 places to visit in Himachal recommended by the top travel consultants of India on QuikConsult, the leading **chat and email consultation platform of India**:

## Ranking & Web Presence – Results

In terms of ranking, we accomplished phenomenal results for the consultation startup in very short time. Check out following screenshots that shows QuikConsult's dominance on most competitive business keywords:

Google experts advice platform india

All News Images Videos More Settings Tools

About 6,030,000 results (0.67 seconds)

**Get Free Expert Advice & Find Verified Experts in India | Top Experts ...**  
<https://bestconsultantsindia.wordpress.com/> ▼  
 Top Experts Discovery Platform India. ... Top Immigration consultants in India for expert advice online · January 30, 2017 January 30, 2017 / author / Leave a ...

**Top Consultants Online Platform India | Expert Advice on Chat & Email**  
[quikconsult.com/](http://quikconsult.com/) ▼  
 Discover top verified consultants online in India for expert advice through chat and email. Hire best consulting expert on top advice platform, Quikconsult.

**Disclaimer – Top Consultants Online Platform India | Expert Advice on ...**  
[quikconsult.com/disclaimer/](http://quikconsult.com/disclaimer/) ▼  
 Quikconsult does not evaluate or guarantee the accuracy or success of any answers, advice or services given through the Site. The site and the services ...

**Login – Top Consultants Online Platform India | Expert Advice on Chat ...**  
[quikconsult.com/profile/login/](http://quikconsult.com/profile/login/) ▼  
 To get quick advice, discuss strategies, make decisions, be inspired and get ... for people to find, book and talk with trusted and qualified experts round the clock.

**Chat Agriculture Experts India | Floriculture Consultants Advice**  
[quikconsult.com/agriculture-floriculture-consultants/](http://quikconsult.com/agriculture-floriculture-consultants/) ▼  
 Find agriculture and floriculture experts in India online for advice. Discuss queries on chat and email with verified consultants of India's top advice platform.

Google find verified experts in india

All News Images Videos Maps More Search by voice Settings Tools

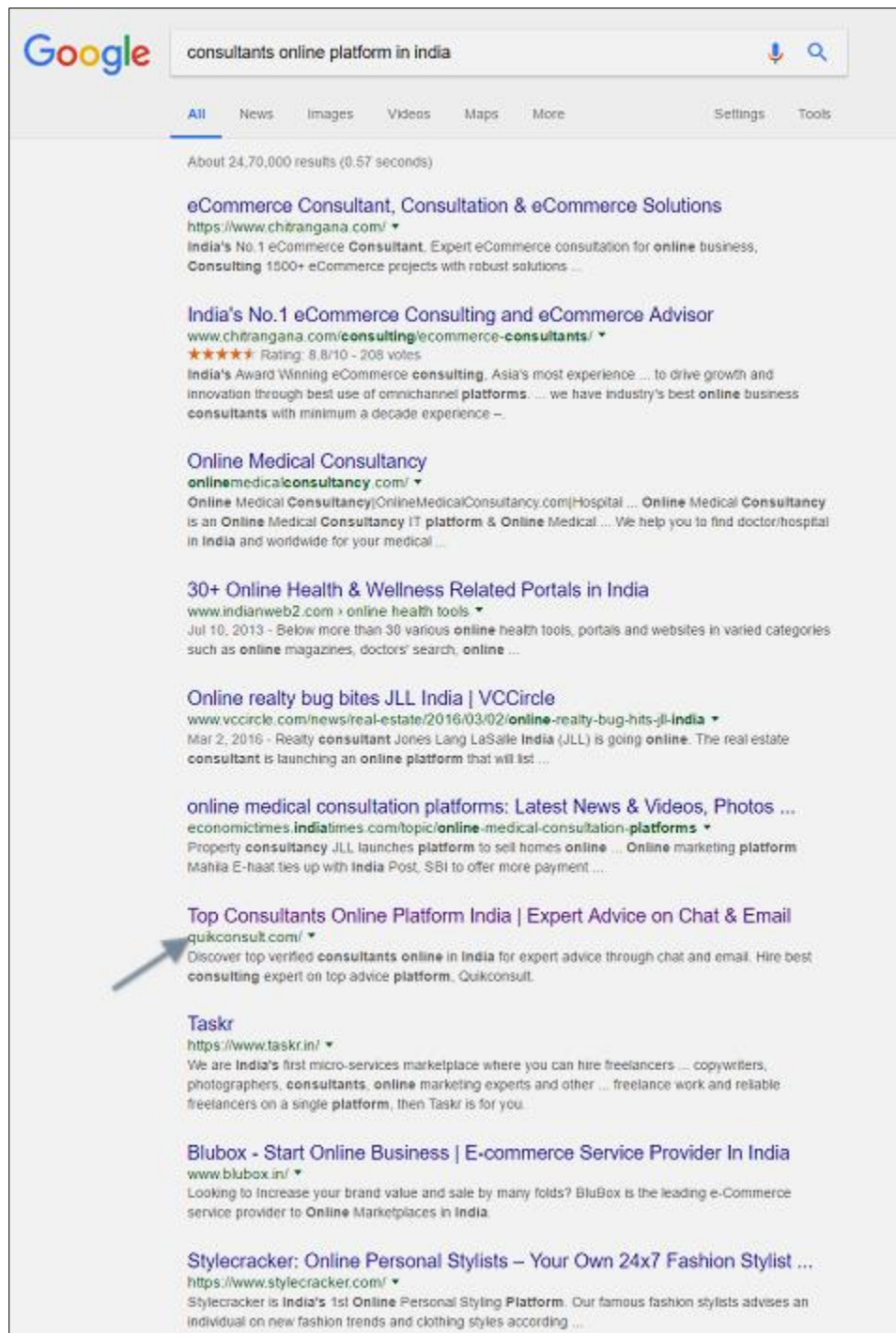
About 1,55,00,000 results (0.46 seconds)

**Get Expert Advice & Find Verified Experts in India- Quikconsult - Medium**  
<https://medium.com/.../get-free-expert-advice-find-verified-experts-in-india-quikcons...> ▼  
 Jan 10, 2017 - 2–3 years ago, on-demand consultants marketplaces were not much popular in India. People were finding it difficult to connect with experts for ...

**Get Free Expert Advice & Find Verified Experts in India | Top Experts ...**  
<https://bestconsultantsindia.wordpress.com/> ▼  
 Team QuikConsult has the reputation to share in-depth posts that help entrepreneurs launch online ventures. This time, it partnered with Business World to ...

**Get Free Expert Advice & Find Verified Experts in India - WordPress.com**  
<https://bestconsultantsindia.wordpress.com/page/2/> ▼  
 We all dream about retiring early to travel the world, write a book or simply enjoy life but the same is more easily said than done. Big savings and secondary ...

**author | Get Free Expert Advice & Find Verified Experts in India**  
<https://bestconsultantsindia.wordpress.com/author/quikconsult111/> ▼  
 Read all of the posts by author on Get Free Expert Advice & Find Verified Experts in India.



Our team took QuikConsult on top startup listing and discovery channels. Here are links to some of the listing pages:

<https://indianceo.in/startup-directory/quikconsult/>

<https://www.crunchbase.com/organization/quikconsult>

<http://www.startupranking.com/quikconsult>

<https://angel.co/quikconsult>

<http://www.ogoinc.com/quikconsult>

For keyword focused blogging, we created following assets and also channelized third party blogs through negotiations:

<https://medium.com/@quikconsult>

<https://bestconsultantsindia.wordpress.com/>

<http://top10consultants.com/>

To generate relevant traffic and leads from Quora, we partnered with various people and influencers. Here are some profiles that have been actively speaking about QuikConsult on the top QA site of India:

<https://www.quora.com/profile/Varun-Sharma-472>




<https://www.quora.com/profile/Sam-Gill-43>

<https://www.quora.com/profile/Shruti-Sharma-626>

<https://www.quora.com/profile/Romil-Mahant>

## Media Publishing - Action Plan

To create initial hype for the startup, our team of content strategists made media contributions on digital publishers that were most relevant to the brand. After detailed planning, we finalized the following mediums to reach top media sites:

-  Guest contributions
-  Founder interviews
-  Brand mentions

To accomplish the same, we worked in following directions:

### **PUBLISHER IDENTIFICATION**

Because QuikConsult is part of Indian startup scene, it required to make its presence felt on top and emerging startup news sites. Hence, we undertook extensive research to identify the best startup news and entrepreneur channels for QuikConsult.

### **PITCH & POST PLANNING**



After our team identified the best contribution channels, we chalked out the best ways to connect with them for guest contribution and media mentions. From social media interactions to email pitch, we deployed multiple strategies to reach the right channels. We also spent a lot of time in planning unique topics which greatly improved the acceptance rate.

Here's a mailer for reference:

Hello Sneha,

I have been following Entrepreneur.com for many years now and love stories from women entrepreneurs. For the past couple of years, I have been working on my startup (Quikconsult.com) as well and it has started taking shape now.

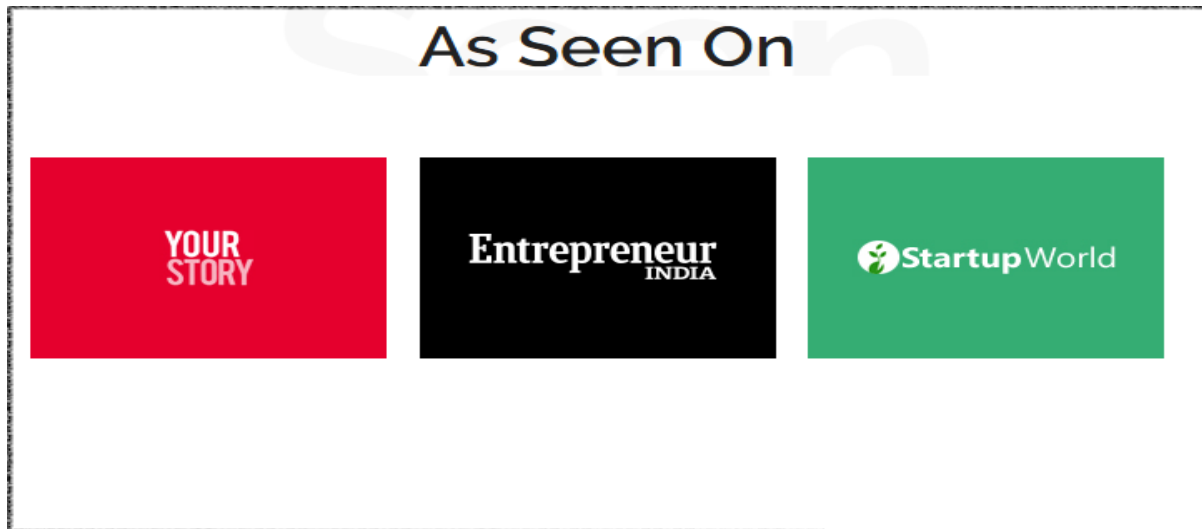
I want to contribute to the platform since it has been such an influence on my entrepreneurial journey. I have been working on a blog for quite some time now. It goes like "What successful tech startups did to grow big and gain acceptance". In this post, I will share practical tips and ideas to scale a technology driven venture.

Please guide me about the process of sharing my story. Thanks.

Regards,  
Jas Kaur  
[www.quikconsult.com](http://www.quikconsult.com)

## POST WRITING

We created a team of content strategists to come up with media contributions and blogs for premium publishers. The posts required in-depth research, personal insights, and rigorous writing efforts to improve the rate of acceptance. Our contributions had 95% acceptance rate.



## Media Publishing - Result

In just 3 months, we took QuikConsult to the leading India's digital media publishers that speak about entrepreneurs and startups. Here are links to some of the media contributions and posts:

<https://www.entrepreneur.com/article/287195>

<https://yourstory.com/2017/01/entrepreneur-building-marketplace/>

<http://bwdisrupt.businessworld.in/article/5-Things-Every-Web-Entrepreneur-Without-IT-Background-Should-Accept/30-01-2017-112135/>

<http://smepost.com/quikconsult-connecting-you-to-right-experts-round-the-clock/>

<http://www.iamwire.com/2017/02/5-visual-content-formats/149037>

<https://newsaurchai.com/quikconsultthese-women-are-changing-the-way-you-consult/>

<https://www.youthkiawaaz.com/2017/02/how-entrepreneurs-find-right-talent-for-their-ventures/>

<http://www.indianweb2.com/2017/01/23/learnt-entrepreneurs-around-2016/>


Taking QuikConsult on high authority channels not only started a buzz around the brand but also strengthened its position on Google.

NOTE: All the contributions done by Upreports were guest contributions. No contribution was promoted or sponsored in nature. Through this, we saved huge marketing spend for client.

## Database Development - Action Plan

Building database of consultants for a new platform is always a big challenge. Consultants had to be educated about the venture and its vision to bring the right talent online for chat and email consultation.

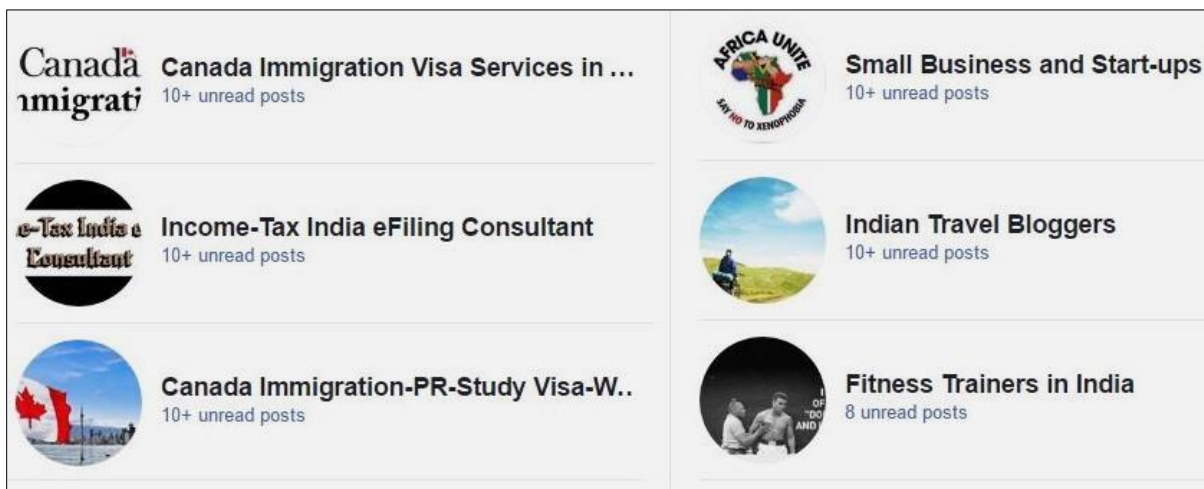
Team UpReports focused on utilizing personal reach to connect with consultants and answer their queries. Our most rewarding channels were:

-  Facebook
-  LinkedIn



## CONSULT DISCOVERY

Our first goal was to discover consultants and industry experts for all the industry categories. Our research team applied multiple strategies to discover consultants and shared the quickest ways to make connections. **Highly targeted searches, social groups, and lists were central to this work.**



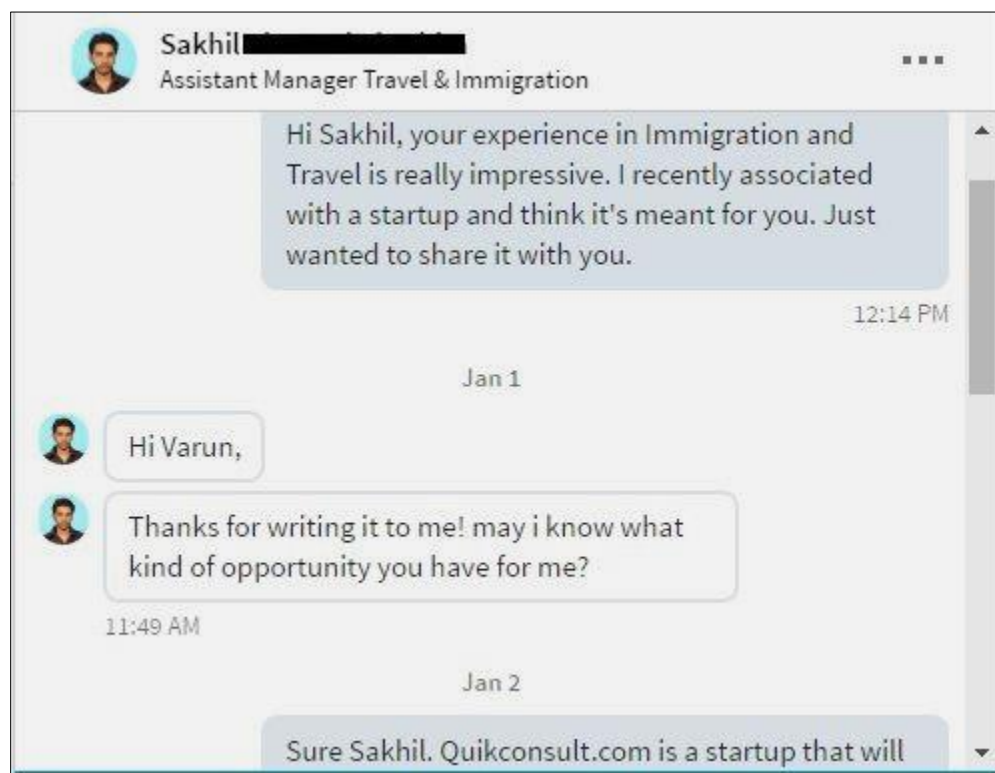
## PERSONAL INTERACTIONS

After zeroing on the potential consultants and group, our team did a session to create a conversation pattern that will quickly communicate the brand idea. This pattern was optimized over time and became more succinct and impactful. This saved us hundreds of work hours which would have been spent on unforeseen interactions.

## REGISTRATION ASSISTANCE

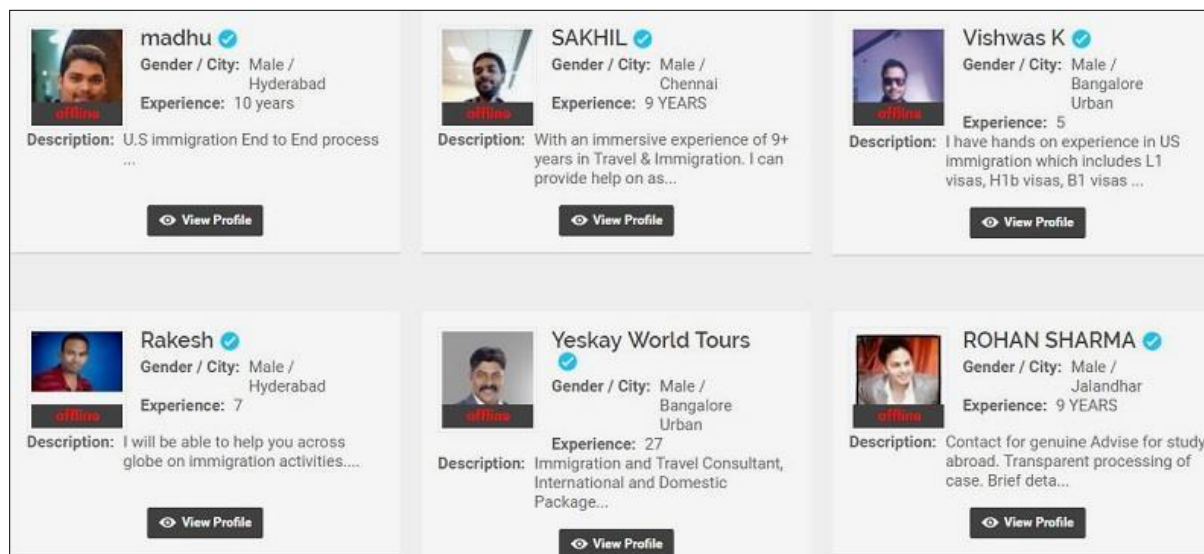
Consultants often came across queries while joining the platform, and we were always there to assist them. This helped build trust in the minds of consultants since critical personal information like bank accounts were required.

From chat help to call support, we provided everything required by QuikConsult.



## Database Development - Results

With our efforts, we managed to connect with over 5000 consultants. All of them had vast experience in different industries and were chosen after careful study. Our work in terms of database development helped QuikConsult in building the initial base of consultants which was crucial to set the platform rolling.



## Conclusion

Team Upreports achieved success with all the project deliverables way before the timeframe stated by the client. We have a collective work experience of over 20 years and understand what it takes to deliver results on challenging projects.

Send an email at [hello@upreports.com](mailto:hello@upreports.com) to discuss your business goals with top team of brand specialists, SEO experts, and digital marketers.

Take your online brand presence to the next  
level

Get in Touch

*Note:*

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