

Case Study

**Whizhack Technologies- Online Cyber
Security Training Institute India**

Whizhack Technologies- Online Cyber Security Training Institute India

Industry: IT

Whizhack Technologies is a Cyber Security Innovation enterprise. The organization was formed with the aim to provide best in class portfolio for cyber security in India.

They provide Cyber security products for small and large enterprises to diagnose, empower and prevent cyber attack. Their mission is to create a pipeline of cyber security products and a team of empowered manpower that can drive sustainable innovation in securing digital assets of tomorrow.

They also provide complete courses for cyber security. Their aim is to qualify talent from the country to provide cyber security. They provide certification courses from IITJ Bootcamp Dual Certification from IIT Jodhpur and ThriveDX, Israel. They also provide a special course for teenagers in the domain of cyber security.



Time Period- 12 months

Started from April-2021(currently ongoing)



Marketing Objectives/Challenges

1. Branding, reach and visibility
2. SEO rank improvement (Organic)
3. Website traffic generation (Online Traffic)
4. Lead generation
5. Paid SMO Campaigns



Our Role

Whizhack Technologies wanted us to generate quality leads from the targeted customers and to improve the ROI. So we went ahead and crafted the online campaigns of SEO, SMO and PPC. We executed Ad campaigns across all platforms: Google Ads, LinkedIn Ads, Facebook Ads, Instagram Ads, Youtube Ads. These campaigns were closely optimized to get the best results. We helped them gather relevant leads which helped them increase their sales, manifold.

We had remarketed the lost audience via different marketing platforms. We have channelised our best marketing methods to generate prospective customers via market segmentation and data analysing.



Our Digital Marketing Strategy



Digital Marketing Channels Used

1. SEO (Google Organic)
2. Paid Ads (Google + Facebook+ LinkedIn+ Instagram+ Youtube)
3. Social Media (Facebook + Instagram+Twitter+LinkedIn)
4. Content Marketing (Blogs, Quora, Third Party Articles)
5. YouTube Optimisation



Outcome

Our Digital Marketing campaign significantly increased Whizhack Technologies brand recognition & improved SEO keyword's ranking and online traffic and Facebook followers.

- **Ranking:** 95% keywords are ranked on the **1st** and **2nd** page of SERPs.

- **Leads :** Recieved multiple leads through the various campaingns **(2966)**

PPC campaigns **1290** , facebook ads **242**, **teenager campaign:** instagram leads: **1278** , facebook leads **156**

- **Page Views:** We received good number of views on the website. (Page Views: **46,868**)

- **Click:** We received good clicks thorough PPC. **(Clicks: 3,881/month)**

- **Traffic:** We increased good number of traffic through online campaigns. **(Users: 9,498)**

Time Period : April 2021- Currently
Ongoing

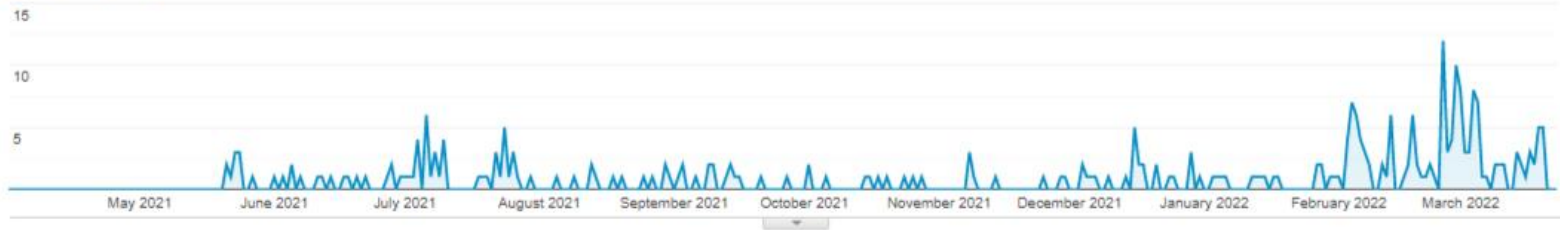


Keyword Ranking (SEO)

Final keywords	initial rank 31.05.21	current rank 28.02.22
Cyber Security dual certificate in India	1	1
Cyber security Institute in India	45	6
Cyber security course in India	98	7
Cyber Security Training Online India	62	3
Cyber Security Training India	95	4
Online Cyber Security Training India	62	2
Cyber Security classes in India	97	6
Advance Cyber Security Course in India	40	5
Best Cyber Security Institute in India	44	5
Learn Cyber Security Course in India	71	4
Best Cyber Security Course in India	56	5
Top rated cyber security course in India	85	5
Best cyber security training program from II	12	3
Best cyber security training for freshers	NA	2
cyber Security course for school students	NA	7
cyber security course for teenagers	9	1
cyber security school programs India	35	4
Top cybersecurity certification program	40	46
Best cyber security training program for eng	NA	28
Best course for cyber security career online	NA	18

Website Leads Report

● Goal Completions



Goal Completions

290



Goal Value

₹0.00



Goal Conversion Rate

1.91%



Total Abandonment Rate

0.00%



Thank You (Goal 1 Completions)

225



Phone Track (Goal 2 Completions)

47



Email Track (Goal 3 Completions)

18



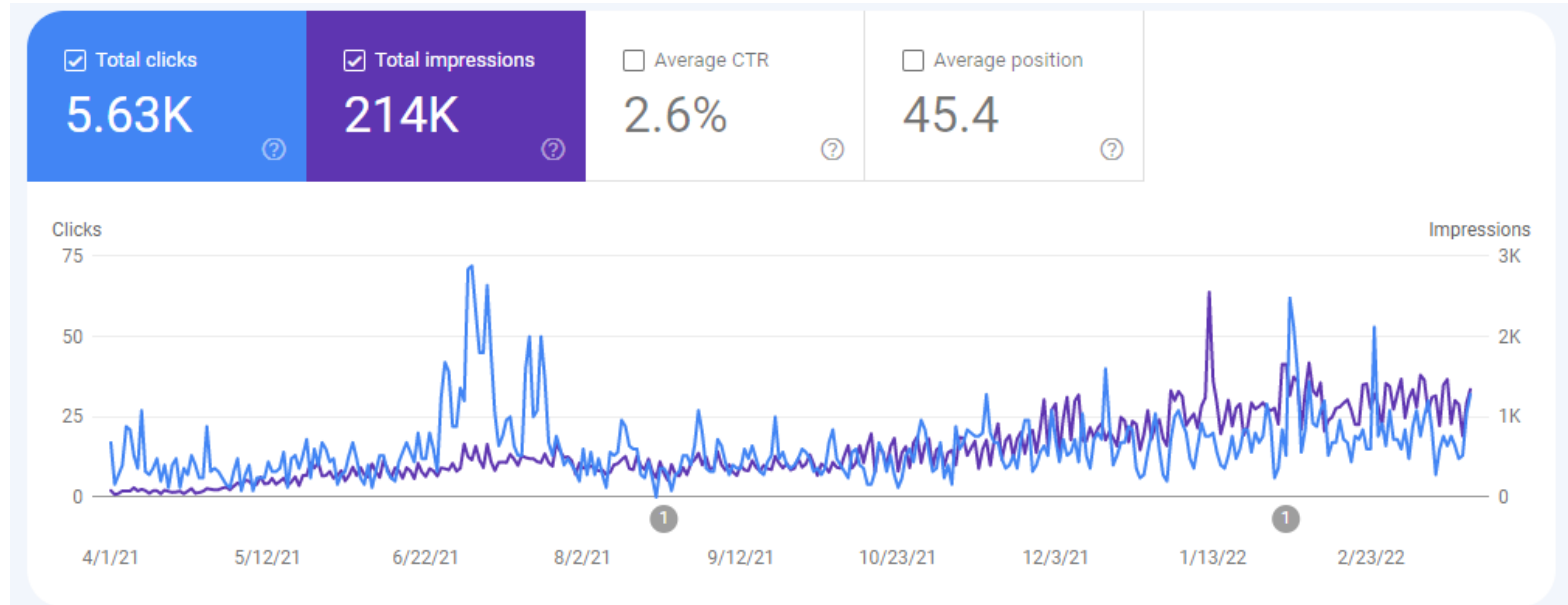
Time Period : April 2021- Currently Ongoing

Website Traffic Performance



Time Period : April 2021- Currently
Ongoing

Search Console Performance



Time Period : April 2021- Currently
Ongoing

Thank You

Lnsel Digital Marketing Team

