Portfolio Shanta Naranng

Website: www.shantanarang.com
E-mail: contact@shantanarang.com
Linkedin Profile:
https://www.linkedin.com/in/seowithshanta/
Phone Number: +91 91524 75733

What domains have I brought CRO results for, and in what span of time?

Domains I have worked in and bring CRO

1. **Health and Medical** (Foodsafetyhelpline, Sprint Medical, Medanta, Truemeds, and Oliva Clinic)
2. **E-commerce** (eTerior, True Meds, Simco Steel, Bump 2 Cradle and Bewakoof)
3. **EdTech** (Zell Education, Rostrum Education)
4. **Digital Marketing Agencies** (performance.io and Digital Refresh Networks)

Results That I have gotten (8 Case Studies)

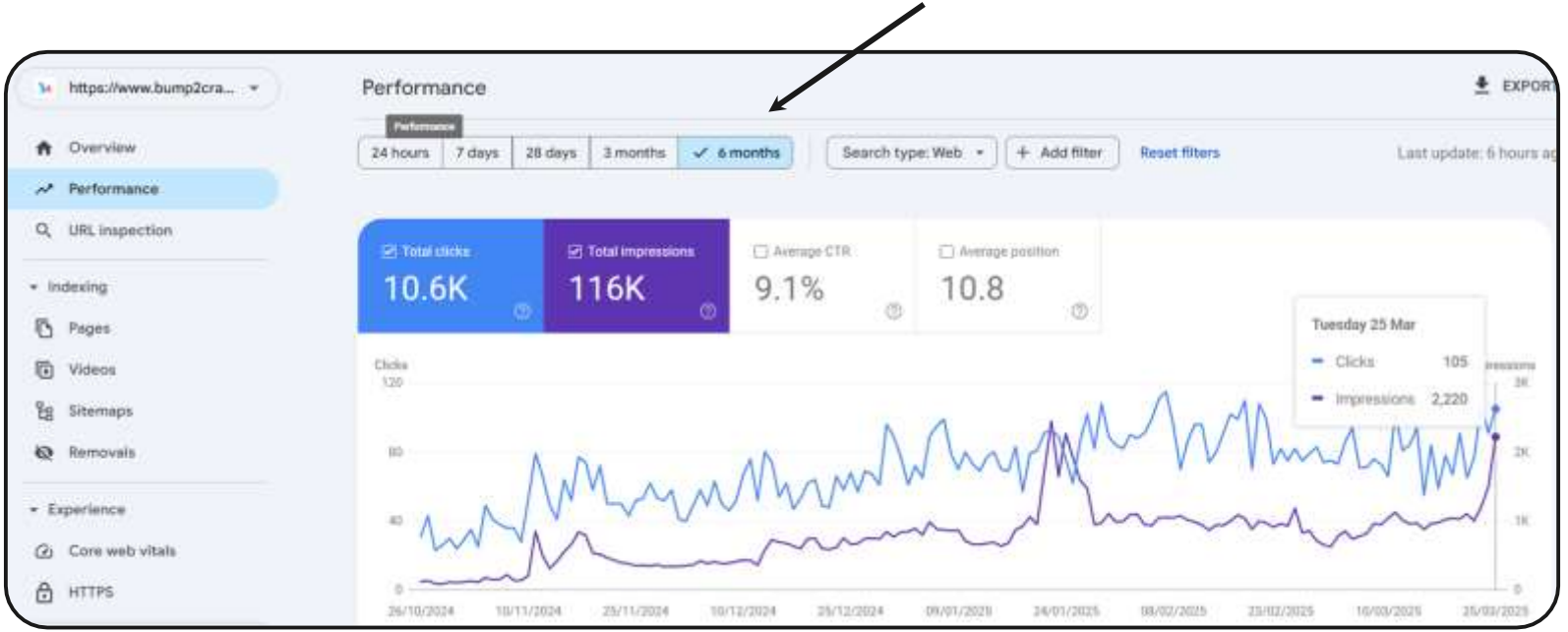
1. Bump 2 Cradle

I started this project in **October 2024;** I started doing SEO of this website from scratch with **0 traffic**.

Month	Organic Traffic / Source - GA	Clicks/Source - GSC	Impressions / Source - GSC
Sep 2024	0	0	0
Oct - Feb 2025	**11,056**	**10557**	**115858**

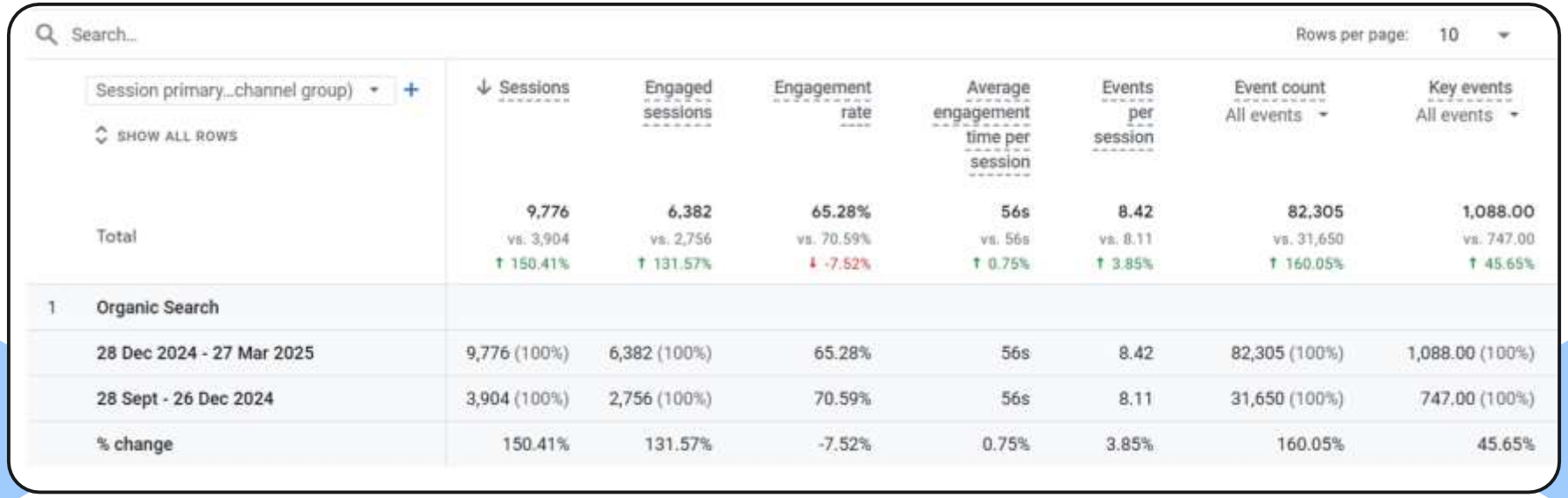
GSC Data (Last 6 Months)

This e-commerce brand achieves **116K impressions** & **10.6K clicks** in just **6 months through my SEO strategies.**



GA Data (Comparison from last 90 Days)

Organic search traffic increased by **150.41%** in the last 90 days compared to the **previous 90 days.**



Search...

Rows per page: 10

	Session primary...channel group)	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events
	SHOW ALL ROWS							
	Total	9,776 vs. 3,904 ↑ 150.41%	6,382 vs. 2,756 ↑ 131.57%	65.28% vs. 70.59% ↓ -7.52%	56s vs. 56s ↑ 0.75%	8.42 vs. 8.11 ↑ 3.85%	82,305 vs. 31,650 ↑ 160.05%	1,088.00 vs. 747.00 ↑ 45.65%
1	Organic Search							
	28 Dec 2024 - 27 Mar 2025	9,776 (100%)	6,382 (100%)	65.28%	56s	8.42	82,305 (100%)	1,088.00 (100%)
	28 Sept - 26 Dec 2024	3,904 (100%)	2,756 (100%)	70.59%	56s	8.11	31,650 (100%)	747.00 (100%)
	% change	150.41%	131.57%	-7.52%	0.75%	3.85%	160.05%	45.65%

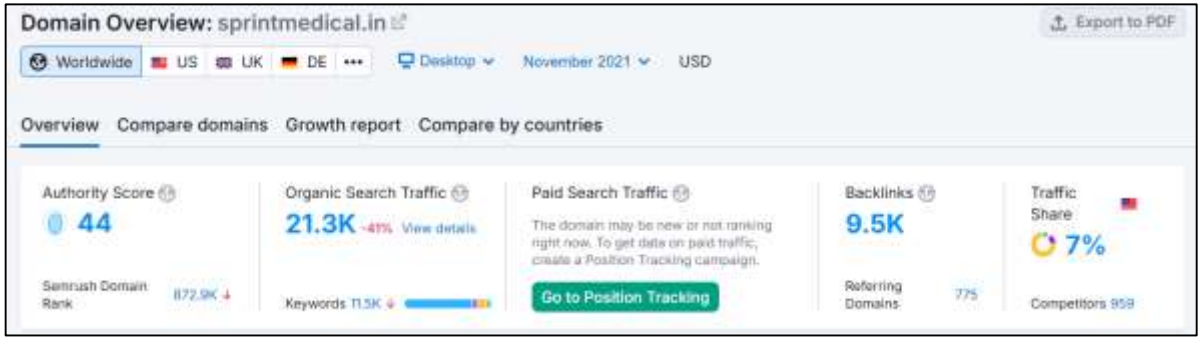
I’ve built countless success stories. Ready for yours? Let’s work together to elevate your business. **Connect with me today!**

Time frame for Results That I have gotten

2. Sprint Medical

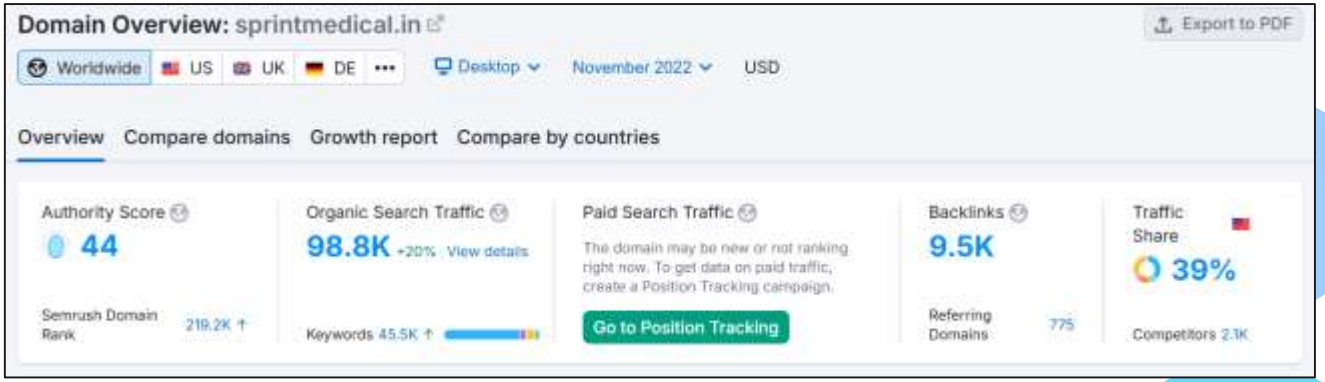
When I joined Sprint Medical in **November 2021,** I significantly increased website traffic from **25K monthly visits to 100K monthly visits within a year**. Additionally, online doctor consultations grew from **200 to 900 per month**, representing a **4X increase.** Also increased the local e-clinics conversion by doing local SEO for e-clinics, increasing the calls from **200/month to 700/month.**

Results

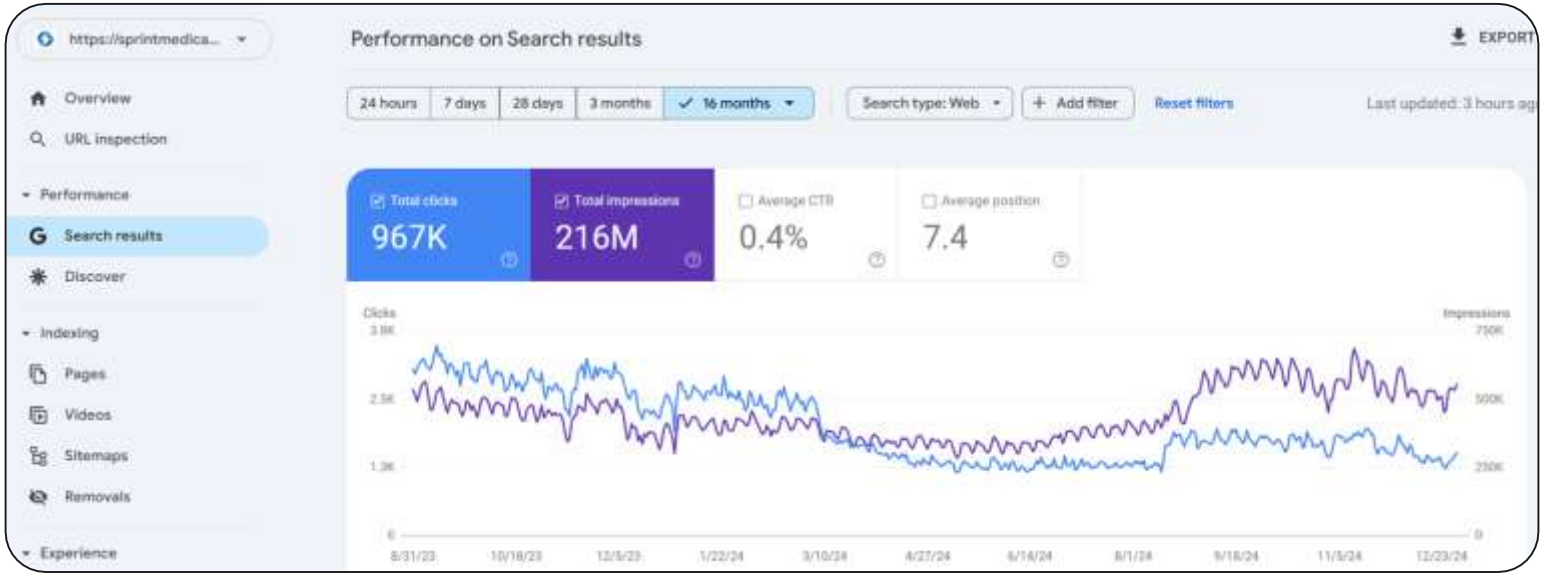


BEFORE

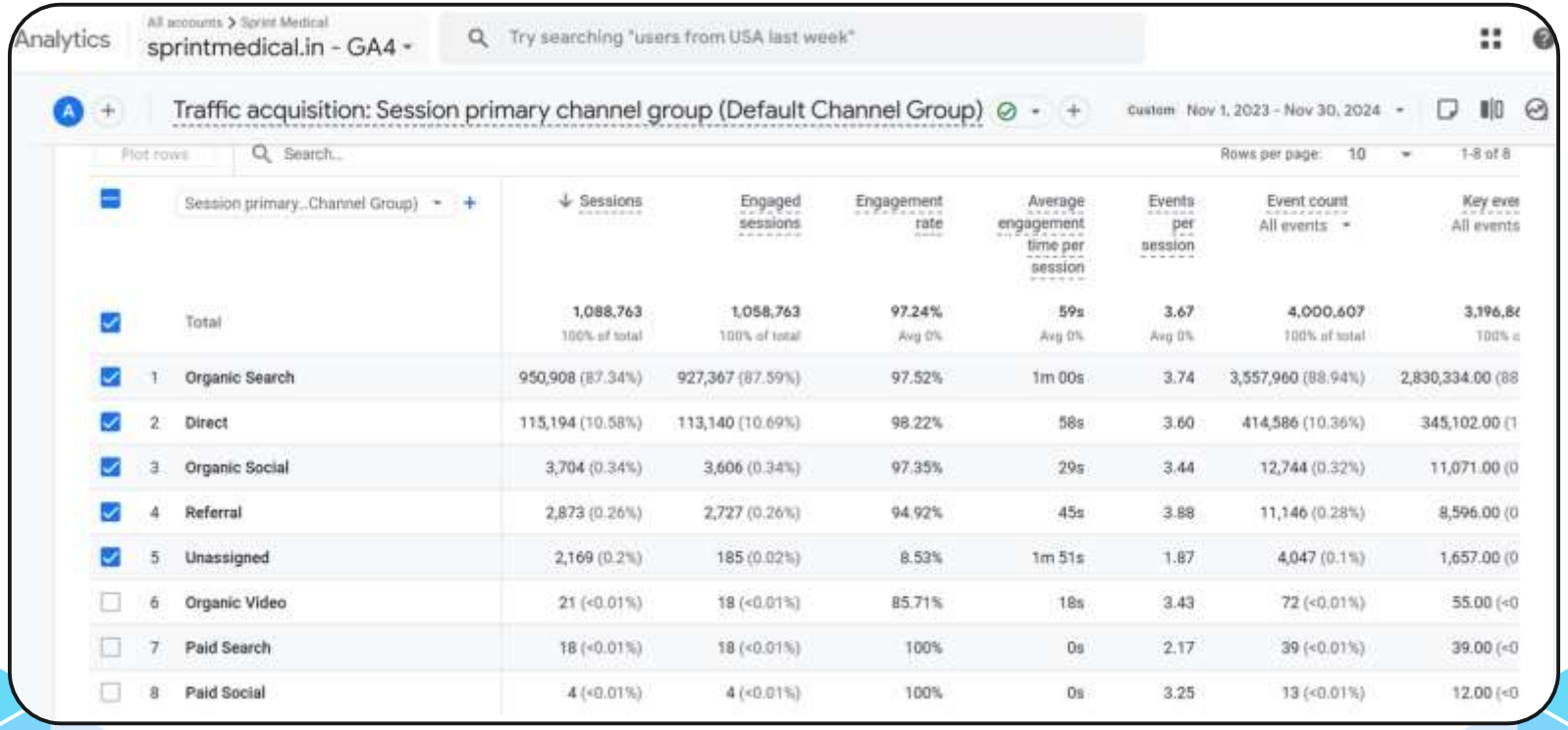
AFTER



Now, from the last 16 months, **Sprint Medical got 967K traffic with 216 million impressions.**



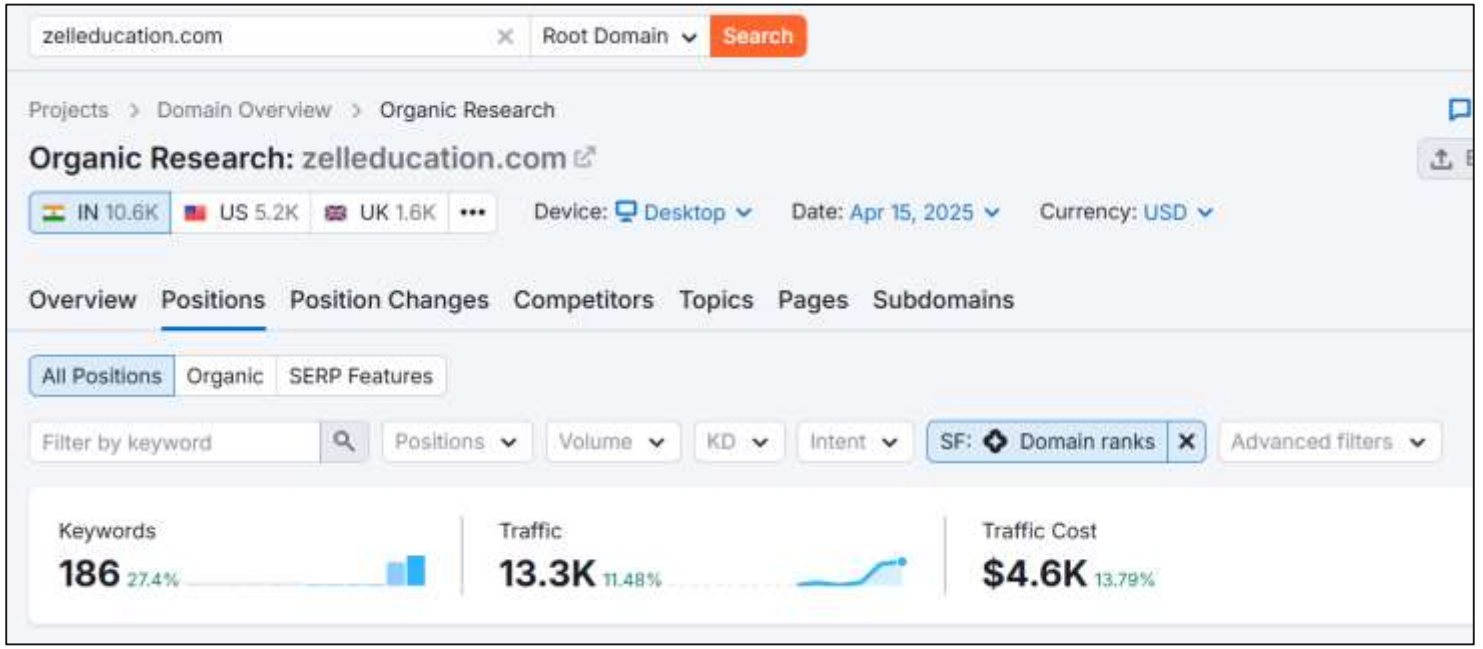
From Nov 2023 to Nov 2024, **Sprint Medical got 950,908 organic traffic** with more than **1 million sessions,** showing an **87.34% growth** from last year.



3. Zell Education

Upon joining Zell Education in **November 2023**, I focused on enhancing the digital experience. I worked on the low value content, improved website UI/UX, and implemented a **strategic CTA approach**. These efforts resulted in a **70% increase in daily conversion rate**, from **100 to 170 leads.**

AI Overview Traffic Data of Zell Education:

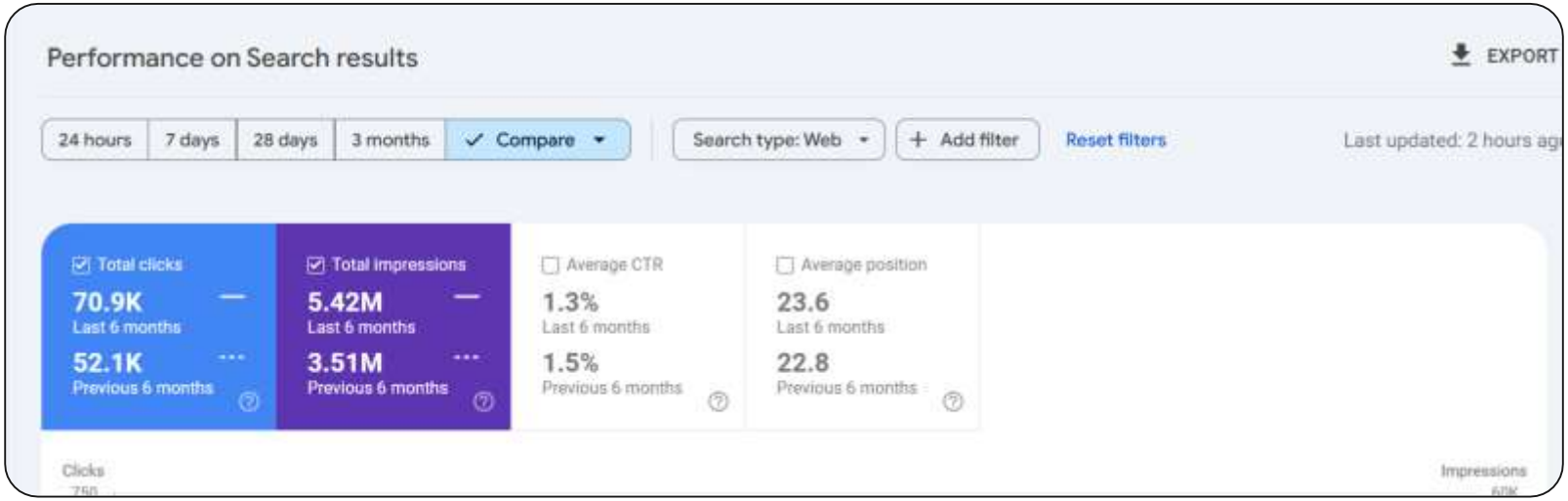


4. Rostrum Education

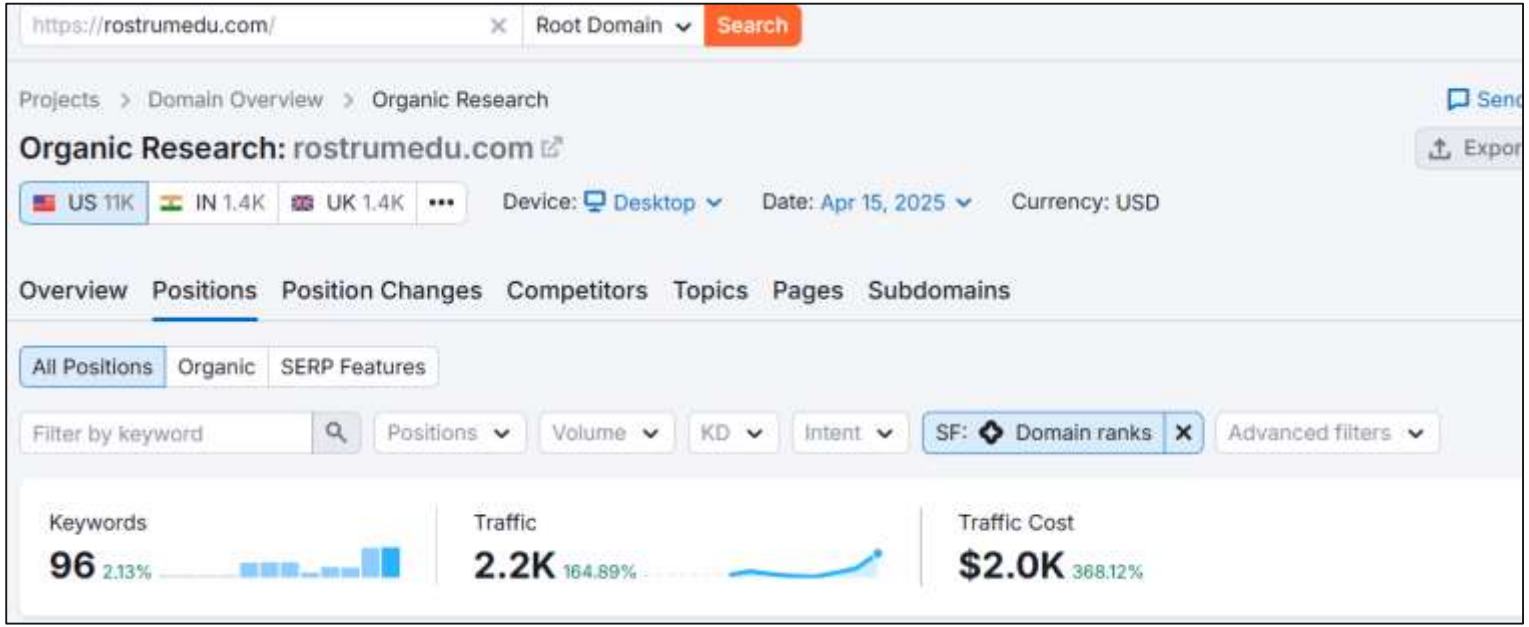
I started working for Rostrum Education in Sep 2024; when I started working, the traffic was **9K/month, and leads were 200.**
I worked on on-page optimization basics like

- Headings and Meta Tags Optimization with keyword research
- Worked on UI/UX suggestion, which improved user engagement rate
- Optimized old blogs with competitor and keyword research
- Optimized the landing pages for UAE and Hong Kong locations

- The traffic improved from **9K/month to 20K/month in 4 months.**
- The traffic was **2X in 4 months**
- Leads increased from **200 to 500 leads per month.**



AI Overview Traffic Data of Rostrum Education:



Results

BEFORE

AFTER

My methodology of doing CRO and achieving more sales?

My Methodology of achieving more sales

- Initially, I will focus on optimizing **transactional pages.** This will involve conducting thorough keyword research using tools like **SEMrush and Keyword Planner,** analyzing competitor keywords on which they are ranking for transactional keywords, and leveraging **Google's 'Suggest' and 'People Also Ask'** features to identify relevant keywords. I will work on **80% transactional keywords.**

- I will conduct a **competitor analysis,** focusing on their keyword strategy (informational and transactional both), CTA effectiveness, image SEO, lead generation forms, and backlink profile."
- For the **remaining 20%,** I will focus on addressing top-of-funnel (TOFU) informational queries. By identifying common **problems and questions users are searching for**, I will create an **on-page SEO strategy** (blogs or landing pages) that positions **our product or service as a solution to there problem.** This approach will attract potential customers to our website and drive conversions through strategically placed **calls-to-action.**

- Today's competitive SEO landscape makes it challenging to rank for high-competition keywords. To overcome this, I employ a two-pronged approach: **targeting high-volume, low-competition long-tail keywords and implementing a pillar content strategy with supporting articles.**

5. Bewakoof Case Study 2019 - 2020

SEO Performance Overview: Non Brand | Non Blog - 1

Metrics	Dec '19	Dec'20
Webmaster Clicks	129K	209K
Webmaster Avg CTR	0.9%	2.1%
Non Blog Total KWt hat Rank	34,342	57,277
Top 300 KW Ranks 1-3	NA	80
Top 300 KW Ranks 4-10	NA	96
Top 300 KW Ranks 11-20	NA	38
Revenue	1084528.8	30,69,238 (Webmaster Clicks* AOV(Average order Value) *CTR

SEO - Non Brand Landing Pages - Webmaster Clicks

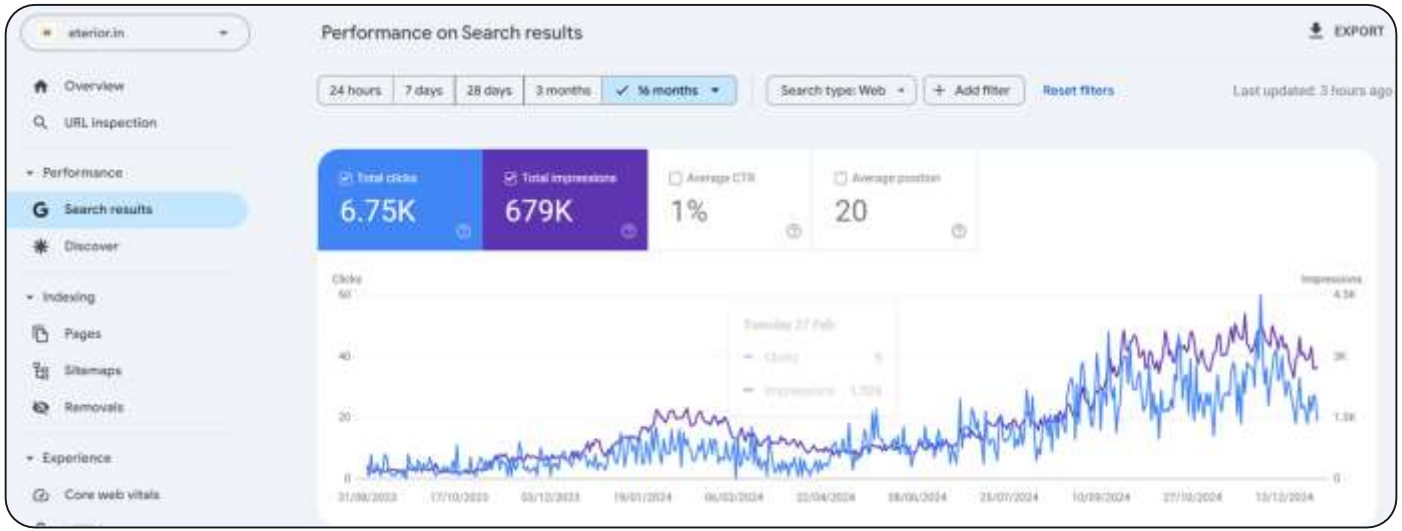
Metrics	Dec '19	Dec '20
Men T-Shirts	9789	24,876
Women T-Shirts	2102	4,739
Mobile Covers	85579	130,553
Covid Essentials	0	6,177
Men Boxers, Joggers, Shorts & Pjs	2619	6,062
Women Boxers, Joggers, Shorts & Pjs	588	1,569
Bags	459	1,266
Regional	920	540
Bazaar	0	43
Men's Hoodies & Sweaters	11,121	10452
Women's Hoodies & Sweaters	4,180	2482

I’ve built countless success stories. Ready for yours? Let’s work together to elevate your business. **Connect with me today!**

6. eTerior: Furniture Shop in Bangalore, India

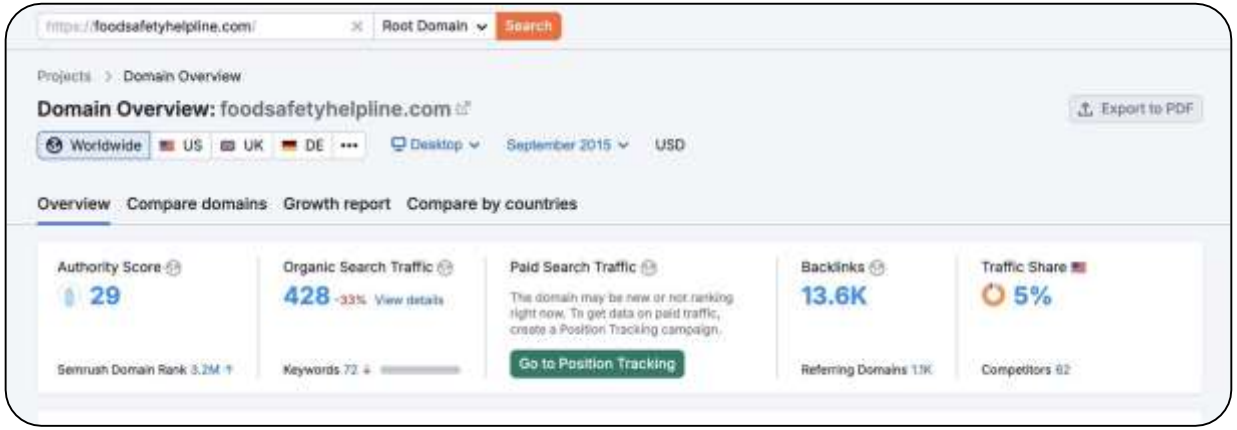
- At eTerior, I have worked on transactional keywords, technical SEO, and GMB optimization.
- When I joined in **june 2023, they were getting 0 orders and 0 traffic.**
- The technical SEO, keyword research, and content marketing strategies were very poor. I have implemented content on collection pages with local keyword intent.
- Now, after **6 months of content updates** with UI and UX improvement, we have got **300 traffic/month with 10 leads/month**

- Than after 6 months (june 2024), we were getting 700+ traffic on eTerior collection pages with 30+ leads/month
- Now on the present website, traffic is **1200+/month with 100+ leads/month from local intent keywords.**



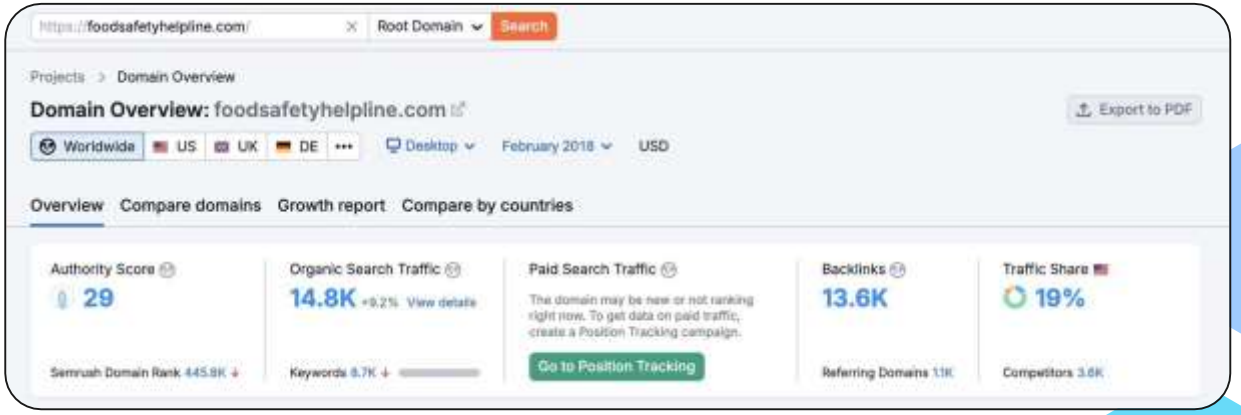
7. Food Safety Helpline

- I started working on this site in 2015, the website had just over **400 monthly visitors.** I was the only person handling SEO, supported by one amazing content writer. By the time I left, three years later, we had grown to over **14,000 monthly visitors.**
- One of my proudest achievements from that time was ranking for the keyword **'FSSAI'** we even managed to outrank the official FSSAI website.



BEFORE

AFTER



8. Medanta

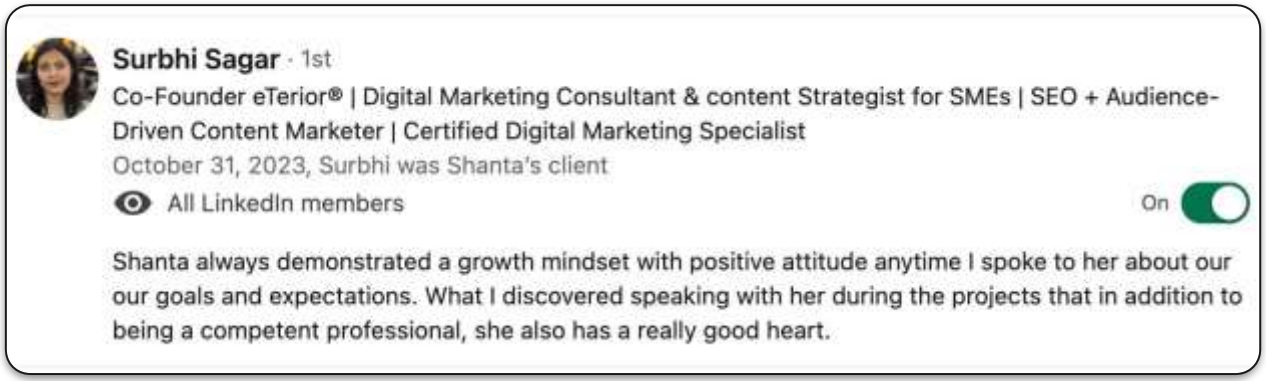
- Focused on position-wise keywords and traffic distribution.
- Categorized them into short-term, mid-term, and long-term keywords.
- Focussed on Content strategy included the On site Content and Blogs
- Created and enhanced the backlinking strategy to build the credibility and authority of the website.
- On page/technical enhancements and advancements have been done.
- Overall, E.E.A.T. was maintained to get the best results.

Results

BEFORE

AFTER

What My Client Says About My Work?



Surbhi Sagar · 1st

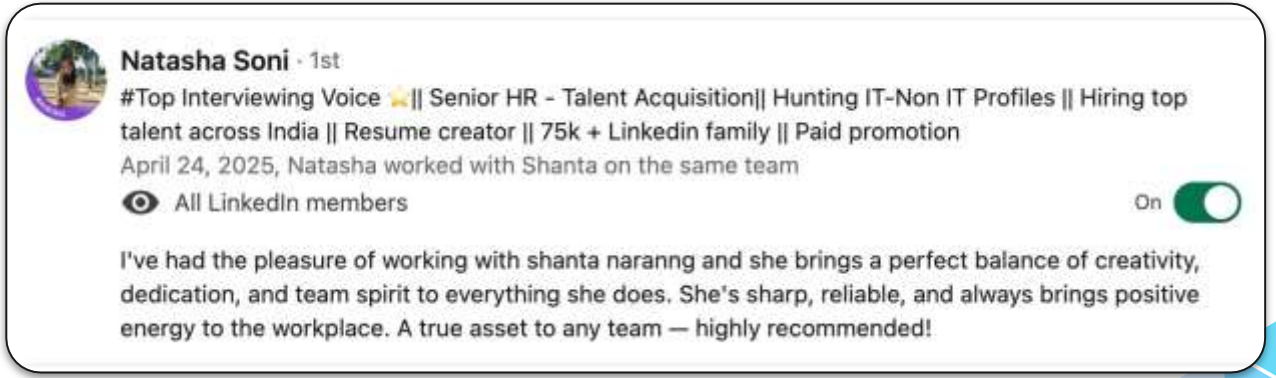
Co-Founder eTerior® | Digital Marketing Consultant & content Strategist for SMEs | SEO + Audience-Driven Content Marketer | Certified Digital Marketing Specialist

October 31, 2023, Surbhi was Shanta's client

All LinkedIn members

On

Shanta always demonstrated a growth mindset with positive attitude anytime I spoke to her about our our goals and expectations. What I discovered speaking with her during the projects that in addition to being a competent professional, she also has a really good heart.



Natasha Soni · 1st

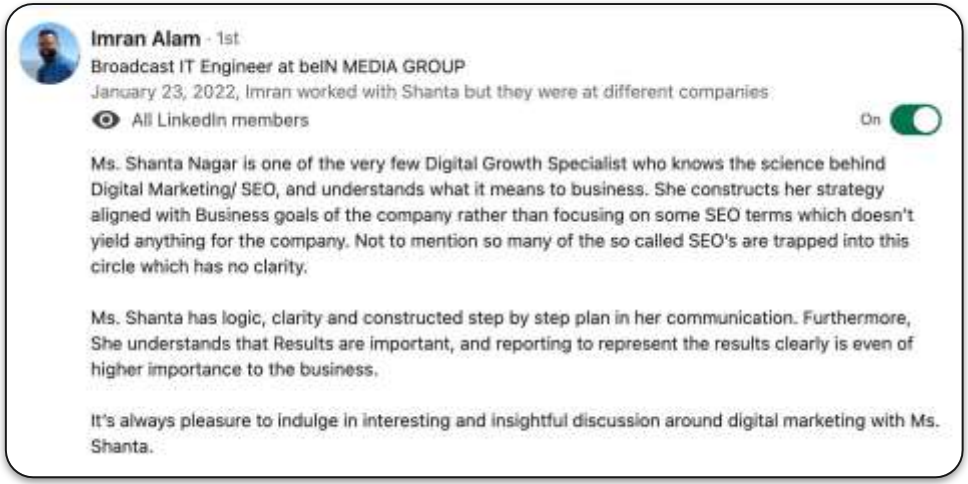
#Top Interviewing Voice ⭐|| Senior HR - Talent Acquisition|| Hunting IT-Non IT Profiles || Hiring top talent across India || Resume creator || 75k + Linkedin family || Paid promotion

April 24, 2025, Natasha worked with Shanta on the same team

All LinkedIn members

On

I've had the pleasure of working with shanta naranng and she brings a perfect balance of creativity, dedication, and team spirit to everything she does. She's sharp, reliable, and always brings positive energy to the workplace. A true asset to any team — highly recommended!

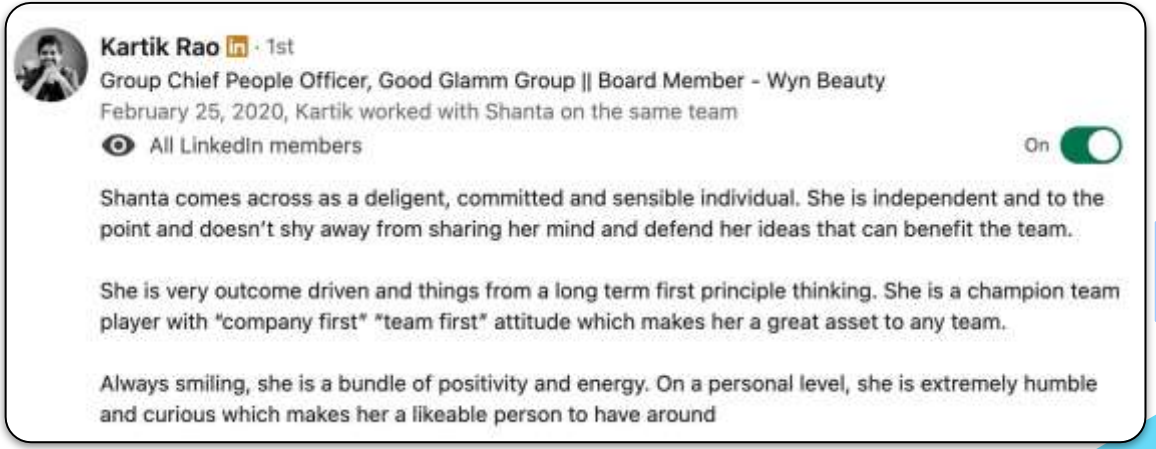


Imran Alam · 1st
Broadcast IT Engineer at beIN MEDIA GROUP
January 23, 2022, Imran worked with Shanta but they were at different companies
All LinkedIn members
On

Ms. Shanta Nagar is one of the very few Digital Growth Specialist who knows the science behind Digital Marketing/ SEO, and understands what it means to business. She constructs her strategy aligned with Business goals of the company rather than focusing on some SEO terms which doesn't yield anything for the company. Not to mention so many of the so called SEO's are trapped into this circle which has no clarity.

Ms. Shanta has logic, clarity and constructed step by step plan in her communication. Furthermore, She understands that Results are important, and reporting to represent the results clearly is even of higher importance to the business.

It's always pleasure to indulge in interesting and insightful discussion around digital marketing with Ms. Shanta.



Kartik Rao · 1st
Group Chief People Officer, Good Glamm Group || Board Member - Wyn Beauty
February 25, 2020, Kartik worked with Shanta on the same team
All LinkedIn members
On

Shanta comes across as a deligent, committed and sensible individual. She is independent and to the point and doesn't shy away from sharing her mind and defend her ideas that can benefit the team.

She is very outcome driven and things from a long term first principle thinking. She is a champion team player with "company first" "team first" attitude which makes her a great asset to any team.

Always smiling, she is a bundle of positivity and energy. On a personal level, she is extremely humble and curious which makes her a likeable person to have around

Sirat Khan · 1st

Consultative Selling | Key Account Manager | Business Development Manager | Digital Marketing | Enterprise sales | Saas | Sales Manager | SEO | Media | Ad Sales | Concept Sales

May 20, 2024, Sirat worked with Shanta but on different teams

All LinkedIn members

On

I highly recommend Shanta for her awesome SEO skills! She has done wonders for multiple websites traffic with her smart strategies and deep knowledge of search algorithms. She is super detail-oriented and always on top of the latest SEO trends, which has made a huge difference for clients. Plus, she is a great team player and always ready to help out and share tips. If you need an SEO expert who delivers results, Shanta is the person!

Arpita Trivedi · 1st

Digital Marketing Specialist| Content Management Specialist |SEO | Business Development Manager| Social Media|

April 15, 2025, Arpita managed Shanta directly

All LinkedIn members

On

One of the best SEO person I have ever met. She won't ever give you a false hope regarding SEO. She is crystal clear in her work. Shanta helped me in establishing my new website, she told me what type of content should I write, she even gave me content outline and the trending keywords.
She was specific in her work, how much content she wants and when she wants for the website to be ranked. And if any issue comes in the website, she won't see the time and will make it work ASAP. I remember, one day she was on holiday and the issue came in the website, I approached her and she without thinking for a second helped me.
I would definitely recommend her for any SEO related work.

Thank You