



Company Strength & Capabilities

Advertising & Tech Enabled Agency

www.neodesynz.com



WHO WE ARE?

Bringing Action To Brands

We are a design, development & execution agency that has collaborated with numerous enterprise-level Fortune clients for over 15+ years. Our passion lies in partnering with clients to create distinctive and innovative ideas that effectively communicate their brand message.



Know more: www.neodesynz.com



Trusted by Leading Enterprises:

Our Key Clients



CREATIVE SOLUTIONS

Our Key Business Services

Building brands with purpose and passion



Advertising &
Communication



Enterprise Web Design
& Development



Enabling Digital
Technology



OUR APPROACH

We Develop Big Ideas that Sell

neoDesynz is a dynamic advertising and marketing agency that fuses creativity, branding, digital strategy, and technology to deliver impactful solutions. We specialize in crafting brand identities, building engaging digital experiences, and driving growth through strategic communication and performance marketing.

Our expertise spans UI/UX design, enterprise tech solutions, content creation, and marketing automation. Serving clients across IT, healthcare, education, and deep tech industries, NeoDesynz empowers brands to connect with audiences and thrive in a fast-evolving digital landscape.

OUR FORTE & EXPERTISE

- **Advertising & Communication**

- Print/ Digital Creative
- Integrated Marketing Campaigns
- Internal Communications
- Audio/Visual Communications
- Event Management and Promotion

- **Enabling Digital Marketing**

- SEO, SEM, SMO, SMM
- Google & Display Ads
- Content Marketing & Email Marketing
- Lead Generation Campaigns
- Online Reputation Management

- **App Store Optimisation**

- iOS
- Android

- **Mobile Application Development**

- iOS
- Android

- **Web Design & Development**

- Static
- Dynamic
- Web Applications
- eCommerce Portal

- **Branding**

- Brand Identity
- Corporate Branding
- Brand Strategy
- Brand Consulting

DOMAIN KNOWLEDGE AND TECH STACK



Amazon Web Services (AWS) is a leading cloud computing platform offering scalable computing, storage, and networking services. It helps businesses build, deploy, and manage applications securely with high reliability and global reach.



Apache is an open-source software foundation that provides powerful tools for building and running web applications. It is widely known for the Apache HTTP Server, which delivers secure, reliable, and high-performance web hosting.



Linode is a cloud hosting platform that provides fast, reliable, and affordable virtual servers. It helps developers deploy and manage applications with simple tools and global data centers.



WooCommerce is a powerful open-source eCommerce plugin built for WordPress. It allows businesses to create, customize, and manage online stores with ease and flexibility.



HTML, CSS, and JavaScript form the foundation of modern web development. They work together to create structured, visually appealing, and interactive websites.



WordPress is a popular open-source content management system used to build websites and blogs. It allows users to create, manage, and customize websites easily without deep technical knowledge.



Node.js is a JavaScript runtime built on Chrome's V8 engine for building fast and scalable applications. It is commonly used to develop server-side applications and APIs with high performance.



PHP (Hypertext Preprocessor) is a popular, open-source, server-side scripting language used primarily for web development to create dynamic websites and web applications, often embedded directly within HTML, running on web servers (like Apache, Nginx) and interacting with databases (like MySQL) to generate content before sending it to a user's browser.

DOMAIN KNOWLEDGE AND EXPERTISE



.NET Framework is a software development framework for building and running applications on Windows. We recommend that all new product development uses.



Shopify is a comprehensive, cloud-based e-commerce platform that lets individuals and businesses create, manage, and grow online and offline stores. It offers an all-in-one solution for building a website with customizable themes, managing products, processing payments, handling inventory, marketing, and fulfilling orders, all through a user-friendly interface accessible from anywhere.



AngularJS is a discontinued free and open-source JavaScript-based web framework for developing single-page applications. It was maintained mainly by Google and a community of individuals and corporations.



jQuery is a JavaScript library designed to simplify HTML DOM tree traversal and manipulation, as well as event handling, CSS animations, and Ajax. It is free, open-source software using the permissive MIT License.



Bootstrap is a popular, free, open-source front-end framework for building responsive, mobile-first websites quickly, offering pre-built HTML, CSS, and JavaScript components like grids, navigation bars, and forms, saving developers time and ensuring consistent, sleek designs across devices. It's customizable through Sass and supports JavaScript plugins, making it a versatile toolkit for projects of any size.



Magento is a powerful, open-source e-commerce platform (now part of Adobe Commerce) used to build highly customizable, scalable online stores, ideal for mid-to-large businesses needing extensive control over B2B and B2C features, inventory, and integrations, with both a free Open Source version and a premium enterprise solution available, requiring technical expertise for setup and maintenance.

DOMAIN KNOWLEDGE AND EXPERTISE



These Adobe products represent our core domain expertise across design, video, UI UX, photography, and audio. We actively use them in our everyday workflow to build scalable brands, digital products, and content with speed, consistency, and professional-grade quality. This ensures every output is technically strong, creatively sharp, and ready for real-world business use.



Drupal CMS empowers marketers and site builders to create stunning websites with ease—no advanced skills required. Ideal for most projects. Drupal core is the open source foundation you need to build powerful digital experiences. Perfect for developers and advanced users.



HubSpot is an all-in-one customer platform used by businesses to unify marketing, sales, and customer service efforts within a central CRM (Customer Relationship Management) system, helping them attract leads, close deals, and support customers more efficiently through automation, data management, and integrated tools.



BigCommerce is a cloud-based SaaS Ecommerce platform that enables businesses to create, customize, and scale online stores without technical complexity, offering built-in features, API-first architecture, and enterprise-grade performance.



Wix is used as an easy, all-in-one platform for individuals and businesses to build, manage, and grow websites using a drag-and-drop editor, professional templates, and built-in tools, requiring no coding, with features for e-commerce, marketing, and reliable hosting to create a professional online presence quickly.



Webflow is a visual web development platform for building responsive, custom websites without code, combining a powerful design tool, a Content Management System (CMS), and integrated hosting, used by designers, marketers, and businesses for everything from simple landing pages and portfolios to complex e-commerce stores, blogs, and web applications, offering creative control, clean code, and scalability.

DOMAIN KNOWLEDGE AND EXPERTISE



React can be used to develop single-page, mobile, or server-rendered applications with frameworks like Next.js and React Router. Because React is only concerned with the user interface and rendering components to the DOM, React applications often rely on libraries for routing and other client-side functionality.

Express



Express.js (or simply Express) is a fast, minimalist, and flexible backend web application framework for Node.js, designed to simplify building web applications and APIs. It is the de facto standard server framework for Node.js and the backend component of popular development stacks like MERN.



The Elastic Stack (formerly ELK Stack) is a powerful set of tools (Elasticsearch, Kibana, Logstash, Beats) for collecting, searching, analyzing, and visualizing data from any source, in any format, in real-time, widely used for log analysis, security, and observability. Its core components work together: Elasticsearch (search/analytics engine), Kibana (visualization), Logstash (data processing pipeline), and Beats (lightweight data shippers).



PostgreSQL is a powerful, open-source object-relational database used for a vast range of applications, from powering dynamic websites and web applications (like the LAMP stack) to complex data warehousing, geospatial analysis (with PostGIS), and generative AI (vector search for LLMs).



MongoDB is a popular NoSQL document database that stores data in flexible, JSON-like documents (BSON) within collections, making it ideal for modern applications needing scalability and agile development, used for CMS, e-commerce, real-time analytics, and IoT due to its flexible schema, high performance, and horizontal scaling.



Redis is an in-memory data store used primarily as a super-fast cache, message broker, and database, leveraging its speed for tasks like session management, real-time analytics, leaderboards, and handling message queues, making applications faster by reducing database load and latency.

DOMAIN KNOWLEDGE AND EXPERTISE



Linux is used for various purposes, including as an OS for web servers, scientific and edge computing instances, smartphones through the Android OS and more.



Jenkins is a leading open-source automation server that helps automate tasks in the software development lifecycle, primarily for building, testing, and deploying applications, facilitating Continuous Integration/Continuous Delivery (CI/CD) with a vast plugin ecosystem to integrate with nearly any tool, all while being a Java-based, self-contained program.



Docker is an open platform for developing, shipping, and running applications. Docker enables you to separate your applications from your infrastructure so you can deliver software quickly.



The Git command line interface (`git`) allows you to work with a local or remote Git repository. The remote repository may be hosted on GitHub or it may be hosted by another service.



Case Study Showcase: Multi-Industry Impact by neoDesynz

IT Organisation



Product Company



Educational Institute



Entertainment Industry



Non-Profit Organisation





Carrier India

CASE STUDY:
DIGITAL LEAD GENERATION FOR
CARRIER COMMERCIAL AC SOLUTIONS

Overview - Carrier India



Objective:

To generate product inquiries, drive website traffic, and increase awareness of Carrier's commercial AC offerings through LinkedIn and Google SEO.

Approach:

LinkedIn Campaigns:

Targeted decision-makers with engaging creatives and lead-gen forms to capture inquiries.

SEO Strategy:

Implemented a focused SEO strategy with high-authority link building, technical optimization, and content enhancement to boost visibility and increase inquiries for Carrier commercial Ac solutions.

Results:

- 159% growth in Overall traffic within a year
- 261% growth in Overall traffic within a year
- 456% growth in Find a dealer enquire
- 281% growth in contact us
- 90+ backlinks every month

Conclusion:

A well-crafted social + SEO strategy helped Carrier grow digital presence and generate high-quality leads in the commercial HVAC space.

Paid Ads - Media Spends



Monthly Spend	Impressions/ Views	CTR	Clicks /Traffic	CPC
\$300	63K	0.45%	540	\$3.04

page_view	Linkdin / CPC	
Jan 1 - Sep 30, 2024		914 (0.09%)
Jan 1 - Sep 30, 2023		0 (0%)
% change		0%

Ad Format: Image/ Video Ads with Call to Action (Visit Product Page)

Target Audience: Facility managers, operations heads, procurement teams in companies looking for energy-efficient air conditioning solutions, large enterprises, designers, engineers looking for updated climate control technologies, operations supervisors, and engineers, maintenance heads in commercial spaces, large enterprises, hospitals, hotels, malls, and real estate companies.

LinkedIn Ads - Paid Ads



Carrier India
Promoted

Enjoy both increased savings and year-round comfort with the Carrier Inverter Ducted Air Conditioners. Delivering energy-efficient, cost-effective and reliable performance in temperatures of 25–35°C, the Inverter Ducted is engineered to be your preferred cooling partner in place of fixed-speed systems. Click here to invest in the right choice for your projects: <https://shorturl.at/buzEN>

#Carrier #InverterDucted #airconditioner #hvac #energysaving




CARRIER INVERTER DUCTED
Exceptional Cooling, Intelligent Performance

Carrier India
Promoted

Multiple design, connectivity and installation possibilities! Discover them all with the all-new Carrier XPOWER VRF which allows for 4 connection options: Tree connection, Daisy Chain connection, Star connection and Circle connection. Do more with all the possibilities that these offer you. Click https://lnkd.in/g/4uW_Ym to know more or visit the Carrier Expert Center.

#XPOWER #VRF #PowerUp #Flexibility



The All-New
Carrier
XPOWER
VRF

0:00 / 0:38

Carrier India
Promoted

Discover Carrier's comprehensive HVAC solution - the Made-in-India 39K AHU, offering customizable design, energy efficiency, reliability, and safety.

39K Air Handling Units from the House of Experts



- FLEXIBLE.
- EFFECTIVE.
- DURABLE.
- CUSTOMIZABLE.
- SAFE.

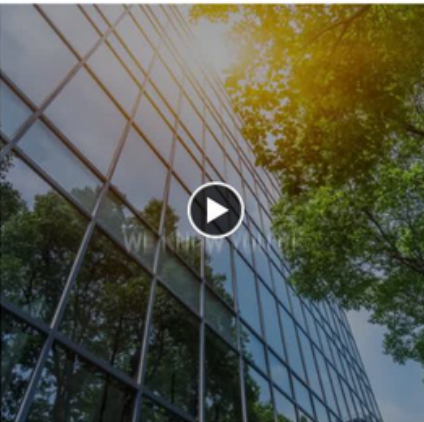
THINK COMPREHENSIVE HVAC. THINK CARRIER.

THINK COMPREHENSIVE HVAC, THINK CARRIER.

[Learn more](#)

Carrier India
Promoted

The latest, Made-in-India AHUs are equipped with Heat Recovery Solutions to recycle energy and deliver efficient, eco-friendly cooling in your spaces.



THINK SUSTAINABLE COOLING, THINK CARRIER AIR HANDLING UNITS

[Learn more](#)

Carrier India
Promoted

benefits of the Carrier 30RB Scroll Chiller — reliable, efficient and optimally designed from the House of Experts!

LAUNCHING CARRIER 30RB MODULAR AIR-COOLED SCROLL CHILLER

MADE IN INDIA. MADE FOR INDIA.



CARRIER.COM/COMMERCIAL/EN/IN/

EXPERIENCE THE RELIABLE AND TRUSTED PARTNER FOR ALL COOLING NEEDS

[Learn more](#)

Carrier India
Promoted

With minimal changes required in Existing System, Carrier Inverter Ducted offers improved payback and energy savings versus conventional ducted system



Choose **INVERTER DUCTED**

Suitable for retrofit applications, easy-to-replace with significant energy savings.

INVEST IN EFFICIENT COOLING WITH CARRIER INVERTER DUCTED

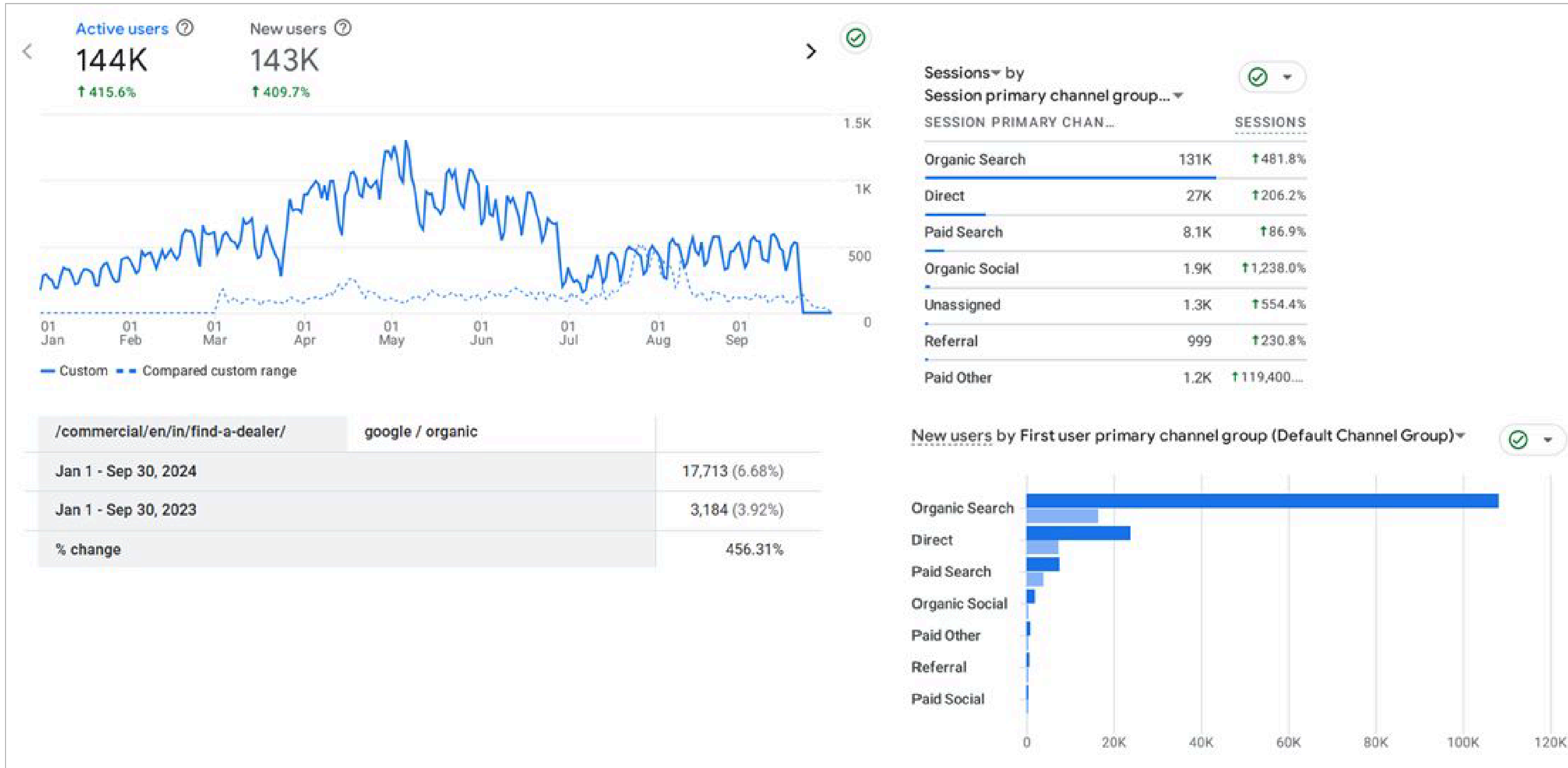
[Learn more](#)

Organic SEO Growth



Keyword	Volume	2024	2023
Fan coils	1k-10k	1	65
Commercial AC	2000	2	83
VRF AC	1k-10k	1	76
Chillers	9900	2	70
AHU India	1500	1	100+
Best commercial AC	3500	2	50
Air Handler unit	1k-10k	1	100+
VRF AC	1000	1	48
VRF Indoor AC	2300	1	100+
Made in India chillers	300	1	100+
R410 AC	250	4	100+

Google Analytics Data





Toshiba India

CASE STUDY:
SEO-DRIVEN VISIBILITY AND ORGANIC LEAD GENERATION FOR
TOSHIBA'S SMART ENERGY SOLUTIONS

Organic SEO Growth

TOSHIBA

Objective:

To generate product inquiries, drive website traffic, and increase awareness of commercial AC offerings through LinkedIn and Google SEO.

Challenges:

Toshiba India, known for its wide range of electronic and energy-efficient products, was facing difficulty in standing out in the highly competitive consumer electronics market. Their website was not optimized for SEO, leading to limited visibility on search engines and lower organic inquiries.

Approach:

Implemented a focused SEO strategy with high-authority link building, technical optimization, and content enhancement to boost visibility and increase inquiries for Toshiba's commercial and residential air conditioning solutions.

Results:

- 98% growth in organic traffic within a year
- 202% growth in locate a dealer enquire
- 165% growth in contact us
- 90+ backlinks every month

Conclusion:

The targeted SEO and LinkedIn strategy helped Toshiba India enhance search visibility, drive qualified traffic, and generate more product inquiries, strengthening its presence in the competitive AC market.

Organic SEO Growth & Keyword Ranking

TOSHIBA



Keyword	Volume	2024	2023
Ducted AC	4000	5	92
Ceiling air conditioner	1000	6	100+
Cassette air conditioner	2200	1	76
R32 AC	4400	6	60
Hi wall	1000	2	100+
One Way Cassette AC	2400	6	100+
Wall air conditioner inverter	100	3	100+
Ceiling cassette air conditioner	500	4	100+
Hi wall inverter AC	100	2	100+
VRF indoor AC	550	5	100+
Heating and cooling AC	300	5	100+

All Users Add comparison +

Custom Jan 1 - Dec 31, 2024
Compare: Jan 1 - Dec 31, 2023

Reports snapshot

Active users

264K

↑ 648.2%

New users

263K

↑ 647.7%

Event count

1.6M

↑ 383.7%

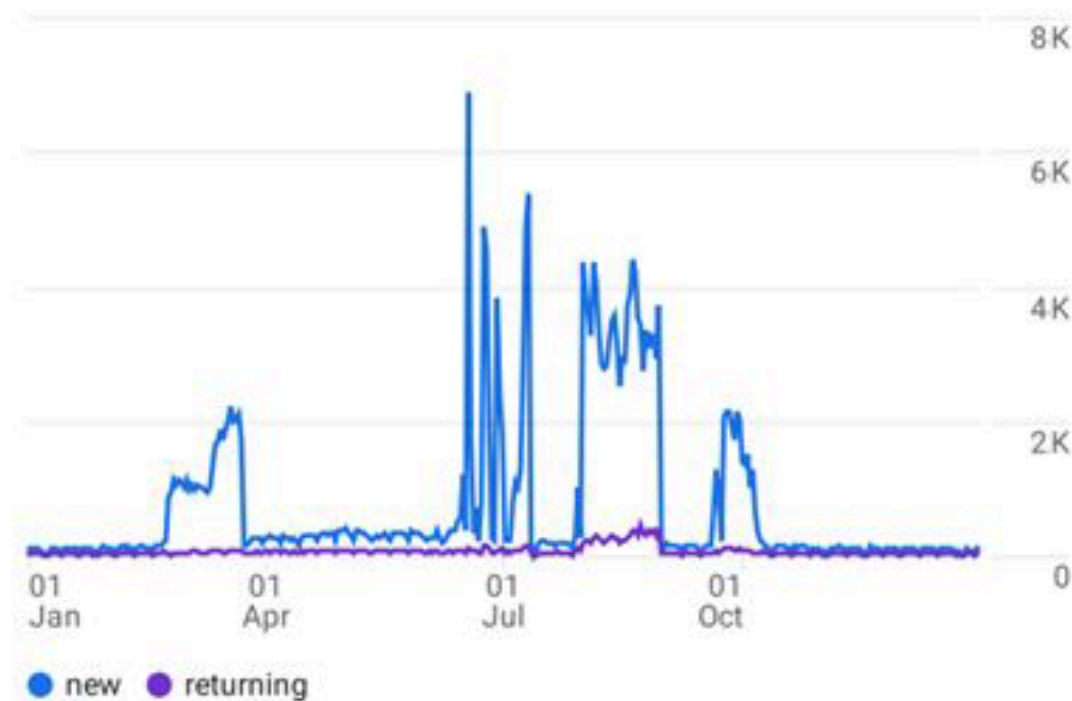
Active users by
First user source / medium

FIRST USER SOURCE / ME...	ACTIVE USERS	
google / organic	51K	↑ 97.4%
Facebook / Paid	77K	-
m.facebook.com / referral	37K	↑ 50,041.1%
facebook / CPC	32K	-
(direct) / (none)	20K	↑ 319.2%
Instagram / Paid	24K	-
instagram.com / referral	6.1K	-

Sessions by
Session source / me...

SESSION SOURCE / ...	SESSIONS	
google / organic	69K	↑ 96.5%
Facebook / Paid	84K	-
m.facebook.com / re...	38K	↑ 51,21...
facebook / CPC	32K	-
(direct) / (none)	21K	↑ 219.6...
Instagram / Paid	25K	-
instagram.com / refe...	6.4K	-

New vs Returning users



google / organic

form_start

Jan 1 - Dec 31, 2024	13,668 (0.88%)
Jan 1 - Dec 31, 2023	4,864 (1.51%)
% change	181%

/contact-us.aspx	google / organic	
Jan 1 - Dec 31, 2024		17,252 (2.81%)
Jan 1 - Dec 31, 2023		4,896 (5.44%)
% change		252.37%

SEO Organic Enquiries for both the brands



TOSHIBA

Total Enquiries	Find a Dealer	Form Submit
Organic	17,713	4696
Growth %	456%	281%

Total Enquiries	Contact Us	Form submit
Organic	17,252	13,668
Growth %	252%	181%



Educational Institution

**SHAPING GLOBAL CITIZENS:
A COMPREHENSIVE CASE STUDY OF
MANTHAN INTERNATIONAL SCHOOL, HYDERABAD**



Paid Ads - Meta & Instagram



Objective:

To improve lead volume and lead quality by shifting away from low-intent traffic campaigns and optimizing for high-intent conversions using lead generation campaigns.

The Challenges:

- The account primarily ran “Landing Page Views” campaigns.
- Only one Meta Lead campaign was active, generating 55 leads.
- Total ad spend: ₹309,327.70
- Overall Cost Per Lead (CPL): ₹5,624.14
- Lead quality was inconsistent, with most being low-intent inquiries not aligned with admission goals.

Approach on strategic campaign shift:

- Transitioned from “Landing Page Views” to Meta Lead campaigns.
- Rebuilt ad creatives and targeting to focus on parents with high admission intent.
- Streamlined the lead form to reduce drop-offs and improve quality.

Results (Oct - Dec 2023 vs. Jan - Mar 2024):

- Ad Spend: ₹309,327 → ₹1,091,575 (↑ significant scaling)
- Leads: 55 → 346 (↑ 6.3x growth)
- Cost Per Lead: ₹5,624 → ₹3,154 (↓ 44% drop)
- Lead Quality: 35% improvement (based on admission team feedback)

Conclusion:

By shifting to high-intent Meta Lead campaigns with refined targeting and streamlined forms, we significantly improved lead quality and set the foundation for more efficient and goal-aligned admissions.

Organic SEO Growth



Objective:

To increase Manthan's online visibility, drive more organic website traffic, and generate a higher number of admission inquiries through a strong SEO strategy.

The Challenges:

To achieve these goals, we implemented a pure SEO strategy, focusing on high-value keywords, technical optimization, high-caliber link building, and content enhancements - all while improving website load time and ensuring a more user-friendly experience for prospective parents.

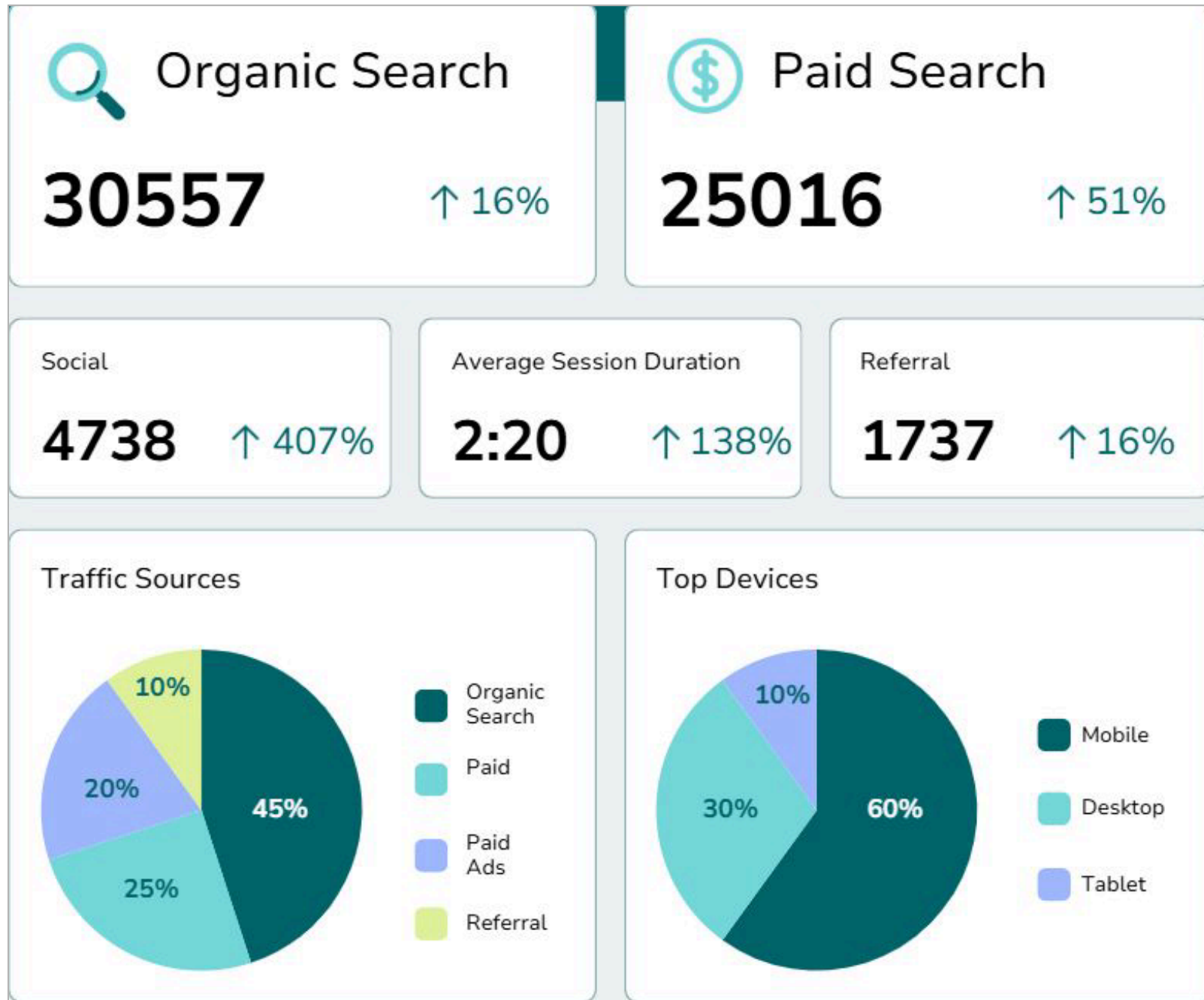
Results:

- 16% organic growth achieved
- 50% improvement in paid website traffic
- 500+ admission inquiries generated directly from SEO and Meta ads

Conclusion:

The focused SEO strategy significantly boosted Manthan's online presence, leading to increased website traffic and more admission inquiries from interested parents.

Organic SEO Traffic & Keyword Rankings



Keywords	Search Vol	May 1, 2025	May 1, 2024
Cambridge syllabus schools in hyderabad	210	1	100+
Tellapur international school	590	1	19
Cambridge curriculum schools in hyderabad	210	2	29
Schools in tellapur	1000	2	22
Cambridge schools in hyderabad	880	3	23
IGCSE schools in hyderabad	1300	4	100+
Schools near tellapur hyderabad	320	5	20
Top cbse schools in hyderabad	4400	10	22
CBSE schools in hyderabad for 11th and 12th	590	11	21
Top 10 cbse schools in hyderabad	2400	12	26

Paid Ads - Media Spends



Monthly Spend	Impressions/ Views	CTR	Clicks /Traffic	CPC	Leads	Cost Per Lead
1091575	26199823	0.62%	152795	7.14	346	3154

Ad Format: Image/ Video Ads with Call to Action (Apply Now)


Target Audience: Parents, Motherhood, Fatherhood, Lookalike of website visitors, re-targeting instagram profile visitors.

Paid Ads - Creative Reference



Manthan International School Sponsored

Transform Your Child's Learning Experience! 🚀
📖 At Manthan School, we create a joyful and enriching environment where every ...see more



MANTHAN SCHOOL **iSP** International Schools Partnership

Discover the Joy of Learning at Manthan School

Where play leads to purposeful learning


Admission Open for 3+ years

manthanschool.org
Be a part of our vibrant learning community 🌱

[Learn more](#)

Instagram

manthanschool Sponsored



MANTHAN SCHOOL **iSP** International Schools Partnership

GRADE 11 AT MANTHAN,

It isn't just a year— it's your foundation to top universities.


[Apply Today](#)

Apply now >

manthanschool At Manthan, we don't just teach—we pave the way for lifelong success.... more

Instagram

manthanschool Sponsored



MANTHAN SCHOOL **iSP** International Schools Partnership

SWITCHING SCHOOLS IS A BIG STEP

But we make it feel right!
Admissions Open for Grade 11


[Apply Today](#)

Apply now >

manthanschool Join Manthan where career guidance, alumni achievements, and heartfelt testimonials... more

Manthan International School Sponsored

🌍 Looking for a Better School? Manthan School helps your child settle in emotionally & academically.



MANTHAN SCHOOL **iSP** International Schools Partnership

Your Child Deserves the Right School

We Help Your Child Settle In - Emotionally and Academically

[Visit Us Today](#)

manthanschool.org
The Right School for Your Child

[Apply now](#)



Art Institute for Kids

CASE STUDY:

LITTLE ARTISTS ART STUDIO IS A PREMIER. FINE ART STUDIO WITH 25 YEARS OF REPUTATION IN NURTURING AND ENHANCING CREATIVITY IN CHILDREN AND ADULTS.

Paid and Organic SEO Growth



Objective and Challenges:

- Paid campaigns: Campaigns were misaligned, focusing on max clicks and impression share. Conversion tracking was limited to only program registrations, missing valuable phone and WhatsApp clicks.
- SEO: Website was not ranking for key art class keywords in Singapore, and organic visibility was poor.

Approach (Apr - June 2024 - During Management)

Paid campaigns:

- Implemented a strategic realignment with expanded conversion tracking (phone, WhatsApp, form submissions)
- Rebuilt the campaign structure with refined keyword grouping
- Shifted bidding strategy to maximize conversions instead of just clicks

SEO:

- Implemented a data-informed SEO strategy focusing on high-value keywords
- Optimized website content and technical structure for search visibility
- Built high-caliber backlinks and improved domain credibility in search rankings

Paid Google Ads & Results



Objective:

To enhance account structure, improve bidding strategy, and enable multi-path conversion tracking to drive more efficient and holistic lead generation.

The Challenge (Apr - Jun 2023 – Before Management):

- Campaigns were misaligned, focused on Max Clicks and Impression Share.
- Conversion tracking was limited to only Program Registrations.
- No data captured for WhatsApp or Phone Clicks, losing visibility into Valuable action

Approach (Apr - Jun 2024 - During Management)

Strategic Realignment + Tracking Expansion

- Rebuilt campaign structure with refined keyword grouping.
- Shifted to Max Conversions bidding strategy.
- Enabled tracking of WhatsApp clicks and Phone Number clicks in addition to Program Registrations.

Results (Comparing Apr - Jun 2023 vs. 2024):

- Ad Spend: ↓ to SGD 10,625.54 (↓ ~29%)
- Program Registrations: ↑ from 89 → 127 (↑ 43%)
- Cost Per Registration: ↓ SGD 168.89 → SGD 83.62 (↓ 50%)
- WhatsApp Clicks: 0 → 335
- Phone Clicks: 0 → 182
- Total Tracked Conversions: 89 → 644 (↑ 7.2x growth)

Organic SEO Growth & Rankings




Keyword	Volume	May 1, 2025	May 1, 2024
Art camp singapore	30	1	92
Art classes singapore east coast	90	1	82
Holiday art classes near me in singapore	110	1	76
Holiday art classes for kids singapore	100	1	100+
Holiday art classes singapore	120	2	100+
Art birthday party singapore	110	3	100+
Best art classes in singapore	50	3	100+
Art class marine parade	110	4	100+
Painting class singapore	210	4	100+
School holiday art classes singapore	70	4	100+
Art studio singapore	260	5	100+
Art classes for kids singapore	210	5	100+
Singapore art lessons	70	5	100+

Paid Google Ads - Reference




Sponsored

 Little Artist Art Studio
www.little-artists.com/art-classes/singapore


Get Your Free Trial Class Now - Little Artists Art Studio

A Premier Private Fine Art Studio. Get A Quote. Expert staff from more than 12 countries teaching & Develop joy for learning in children. Courses: Personalized Curriculum, Monthly Project Themes, Art for fun, Creative Art, Constant Feedback. Summer Holiday ar...

[Holiday Art Activities](#) [Holiday Programs](#) [Ac](#)

 Call 64490339


Sponsored

 Little Artist Art Studio
www.little-artists.com/art-classes/singapore


Register Now We Will Grow Them - Little Artists Art Studio

Contact Us Today To Learn More About Our Curriculum Or To Enroll. It's Never Too Early For Kids To Enroll In Our Art Classes. Courses: Personalized Curriculum, Monthly Project Themes, Art for fun, Creative Art, Constant Feedback. Get a quote. Our Services.

[Holiday Programs](#) [Holiday Art Activities](#) [Ar](#)


 Call 64490339

Sponsored

 Little Artist Art Studio
www.little-artists.com/art-classes/singapore


Your Child Is An Artist, How? - Holiday Art Classes

A Premier Private Fine Art Studio. Get A Quote. It's Never Too Early For Kids To Enroll In Our Art Classes. Get a quote. Our Services.



[Adult Programs](#) [Arty Party](#) [Regular Program](#)

Sponsored


 Little Artist Art Studio
www.little-artists.com/art-classes/singapore

Register Now We Will Grow Them - Little Artists Art Studio

Contact Us Today To Learn More About Our Curriculum Or To Enroll. It's Never Too Early For Kids To Enroll In Our Art Classes. Courses: Personalized Curriculum, Monthly Project Themes, Art for fun, Creative Art, Constant Feedback. Get a quote. Our Services.

[Holiday Programs](#) · [Holiday Art Activities](#) · [Regular Programs for Kids](#)

Sponsored

 Little Artist Art Studio
www.little-artists.com/art-classes/singapore

Holiday Art Classes - Your Child Is An Artist, How?

Contact Us Today To Learn More About Our Curriculum Or To Enroll. A Premier Private Fine Art Studio. Get A Quote. Painting during holidays. Get a quote. Our Services. Mom & me, Dad & me Class.

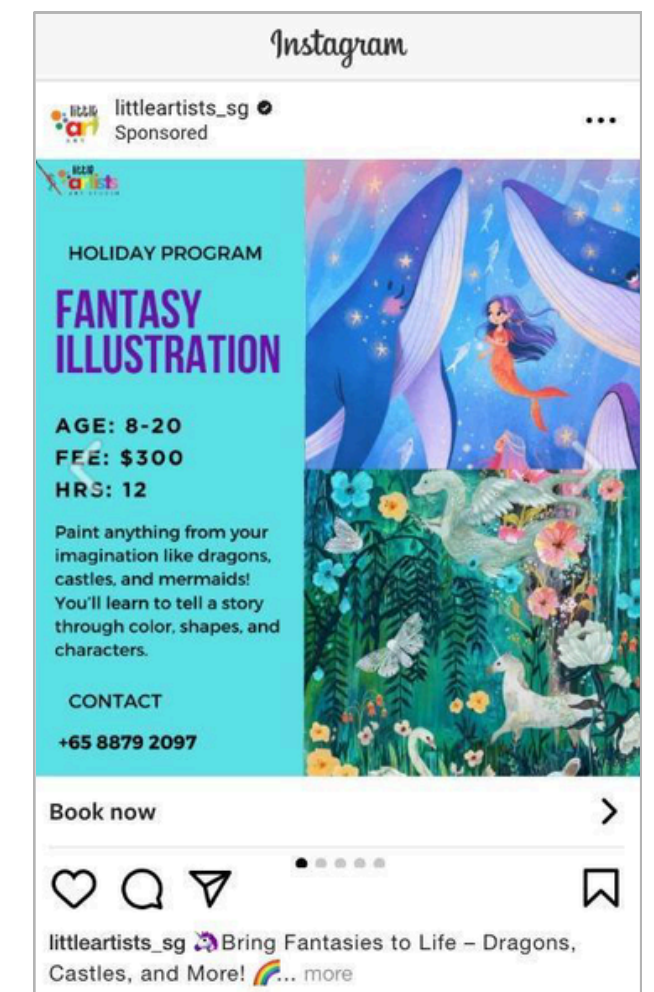
[Holiday Art Activities](#) · [Regular Programs for Kids](#) · [Arty Party](#)

Reference Creative & Media Spends



Monthly Spend	Impressions / Views	CTR	Clicks /Traffic	CPC	Leads	CPL
10625 SGD	788424	1.37%	10783	0.99	644	16.49 SGD

- **Ad Format:** Text Ads Call to Action
- **Target Audience:** High Intent Search Based Audiences



Hindus
for Human Rights

U.S. Non-Profit Advocacy Group

FIGHTING FOR PLURALISM, JUSTICE, AND EQUALITY
IN SOUTH ASIA AND AROUND THE WORLD.

Organic SEO Growth

Objective:

Improve organic search visibility and drive high-quality, mission-focused traffic to Hindus for Human Rights' website, strengthening awareness, engagement, and support for their initiatives across key search engines.

The Challenges:

- Limited search visibility due to strong competition and low domain authority
- Rising misinformation and competing content related to human rights issues
- Difficulty in ranking for keywords with high search volume but strong competition
- Need to balance SEO strategies with sensitive and factual messaging

Approach:

- Implemented a pure SEO strategy focusing on high-authority link building, technical optimization, and content enhancement.

Results:

- 240% growth in organic traffic within a year
- Improved engagement time on the website
- 20+ daily newsletter sign-ups
- Improved member sign-ups

Conclusion:

A targeted SEO approach helped improve visibility and engagement for Hindus for Human Rights, despite tough competition and sensitive content challenges.

Organic SEO Growth & Stats



Traffic Type	1 Jan 2024 - 25 May 2024	1 Jan 2025 - 25 May 2025
Total Traffic	15,066	33,189
Organic Traffic	6,075	20,886
Engagement Time	1m 12s	1m 33s
Direct Traffic	5,638	7,713
Referral Traffic	557	1,608

Organic SEO Keywords Growth

Sr. No	Keywords	Search Vol	May 1, 2025	May 1, 2024
1	Hindus for Human Rights	480	1	1
2	Progressive hinduism	120	1	13
3	Caste discrimination in hindu	1900	1	Not in 100
4	Hindu organizations in UK	1000	3	51
5	Hindu organizations in new zealand	60	3	32
6	Caste system in hinduism	5400	3	12
7	Global hindu community	90	4	44
8	Hindu organisations in india	140	5	42
9	Hindu organizations in australia	110	6	17
10	Hindu organizations	260	8	62



Team Strength

We have a strong team with deep understanding in Digital Spaces, Front-End, Back-End development technologies who are capable to provide strategic direction and create dynamic, responsive, and high-performance website design and development. We have a proven track record of developing and implementing scalable solutions that meet the needs of clients and end-users which in-turn help businesses to grow.

We work with wide range of programming languages, frameworks, and platforms, and has a talent for quickly adapting to new technologies. Below are the overview of resources in-house

- **Design Team:**

- Designer
 - UI / UX
- Senior Designer
- Art Director
- Creative Director

- **Development Team:**

- Front-end & Back-end Developer
- Senior Developer
- Technical Lead
- Chief Technology Officer (CTO)


- **Execution Team:**


- Content Writer
- Client Service
- Social Media Manager
- Google Ad Experts
- Expert Digital Marketing Specialists

Thank You

Aravind V Suregaunkar
CEO & Founder, neoDesynz

 www.neodesynz.com

 aravind@neodesynz.com

 +91 9845757464