

How India Visa Experts Earned **120+ Enquiries** and **100+ Top 3 Keywords** Through SEO

A focused SEO strategy took a Gurgaon-based immigration consultancy from page two of Google to an average position of 6.9, with search clicks up 142%.

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See the Results

120+

Enquiries received

100+

Keywords in the top 3

400+

Total ranking keywords

+142%

Growth in search clicks

Page Setup (SEO)

URL slug	/india-visa-experts-seo-case-study/
Title tag	India Visa Experts SEO Case Study: 100+ Top 3 Keywords & 120+ Enquiries
Meta description	See how Techglobal360 took India Visa Experts to 100+ top 3 keywords, 400+ ranking keywords and 120+ enquiries, with search clicks up 142%, using a focused SEO strategy.
Focus keyword	immigration consultant SEO case study
Breadcrumb	Home > Case Studies > SEO Case Studies > India Visa Experts SEO Case Study

The Client

India Visa Experts is an independent immigration consultancy based in Gurgaon, Haryana. The team helps foreign nationals and the companies that hire them with India's visa and FRRO processes, including FRRO registration, visa extensions, exit permits, X (dependent) visas, OCI cards, and Business and Employment visas.

Applicants in this space are anxious, short on time and searching with a clear need. They often type exactly what they are stuck on, such as an expired visa, an FRRO appointment, or a dependent visa for a spouse. A consultancy that shows up for those searches, with clear and trustworthy answers, wins the enquiry.

The Objective

India Visa Experts wanted to turn organic search into a steady source of qualified enquiries. The goals were to:

- Rank on the first page, and ideally in the top 3, for high-intent visa and FRRO keywords
- Grow the number of keywords the site ranks for across visa types, nationalities and FRRO services

- Increase clicks and enquiries without depending on paid advertising

The Challenge

Immigration is a sensitive, high-trust niche where searchers compare many sources before they reach out. At the start of this growth phase, the website faced these obstacles:

- **Average position of 13.4**, which placed many pages just off the first page of Google, where clicks are scarce
- **Low click volume**, with only 492 clicks in a 28-day period
- **Strong competition** from large visa portals, aggregator sites and law-firm pages for the same keywords
- **Many service topics to cover**, including FRRO registration, visa extension, exit permit, OCI, X visa, Business visa and Employment visa, each needing its own focused page
- **A trust-sensitive niche**, where searchers need clear, accurate guidance and a visible distinction between an independent consultancy and government portals

The Solution

Techglobal360 built an SEO plan around search intent, so that each page matched what an applicant was actually trying to do.

1. Intent-Based Keyword Research

Keyword research mapped how foreign nationals search at each stage: choosing a visa, extending a stay, registering with FRRO, or fixing an overstay. Keywords were grouped by visa type, nationality and FRRO service, then prioritised by enquiry potential rather than volume alone.

2. Service Page Optimisation

Each core service received its own page, focused on one main topic and one clear next step. Titles, headings, meta descriptions and page copy were rewritten around buyer-intent keywords, which improved both rankings and click-through rate.

3. Helpful Guides for Real Questions

Detailed guides answered the questions applicants ask before they pick a consultant. Topics included eligibility, documents required, timelines and common mistakes. These pages brought in visitors early in their research and led them toward the service pages.

4. Technical SEO Fixes

Crawl, indexing and page-speed issues were reviewed and fixed so that Google could find and understand every important page quickly. Clean site structure and mobile-friendly layouts made sure visitors could read and act without friction.

5. Internal Linking and Topic Clusters

Guides were linked to the matching service pages, and service pages were linked to each other. This passed authority to the pages that generate enquiries and helped Google see the site as a complete resource on India immigration.

6. Trust Signals for a High-Stakes Niche

Content was written to be accurate, plain and transparent. Clear statements about being an independent consultancy, upfront fee information and visible contact options helped build the confidence visitors need before sharing personal details.

7. Monthly Tracking and Iteration

Google Search Console data was reviewed every month to find rising keywords, pages stuck on page two, and titles with weak click-through rates. These pages were refreshed and improved on a regular schedule, which kept growth steady.

The Result

Comparing the latest 28 days with the previous 28 days in Google Search Console, the campaign delivered:

Metric	Result
Enquiries received	120+
Keywords ranking in the top 3	100+
Total ranking keywords	400+
Search clicks	492 to 1.19K (+142%)
Search impressions	53.6K to 92.7K (+73%)
Click-through rate	0.9% to 1.3%
Average position	13.4 to 6.9

[Insert Google Search Console screenshot here]

Caption: "Google Search Console performance, last 28 days vs previous 28 days"

The Impact

Moving from an average position of 13.4 to 6.9 brought India Visa Experts onto the first page of Google for a wide range of visa and FRRO searches. More than 100 keywords now rank in the top 3, where the majority of clicks go, and over 400 keywords bring in visibility overall.

The growth shows in the numbers that matter. Clicks more than doubled, impressions grew by 73%, and a higher click-through rate meant each impression was worth more than before. Most importantly, the website now receives 120+ enquiries from people who found it through search and were ready to talk to an expert.

Key Takeaways

- **Match intent first.** One focused page per service and per question outperforms a few broad pages.
- **Trust is a ranking and conversion factor.** In immigration, clear, honest content wins both Google and the enquiry.

- **Position matters more than impressions.** Moving from page two to the top results is what multiplied clicks.
- **Iteration drives growth.** Monthly Search Console reviews kept the strategy sharp.

FAQs

What results did Techglobal360 achieve for India Visa Experts?

Techglobal360 helped India Visa Experts reach 100+ keywords in the top 3 positions and 400+ ranking keywords overall. Search clicks grew 142%, from 492 to 1.19K in 28 days, average position improved from 13.4 to 6.9, and the website received 120+ enquiries.

Which SEO strategies worked best for an immigration consultancy?

The biggest drivers were intent-based keyword research, dedicated service pages for each visa and FRRO service, helpful guides that answer applicant questions, technical SEO fixes, and strong internal linking, all backed by trust-building content.

Can SEO generate enquiries for visa and immigration businesses?

Yes. People searching for visa extensions, FRRO registration or exit permits have an urgent need and are ready to contact a specialist. Ranking at the top for those searches puts a consultancy directly in front of them.

Does Techglobal360 offer SEO for service businesses?

Yes. Techglobal360 is a digital marketing company that offers SEO for service businesses, including strategy, content, technical fixes and tracking. Request a free proposal to get started.

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