

## Case Study ICICI Bank

	<p style="text-align: center;"><b>eBrandz Appraisal:</b></p> <p>We have worked with several solution providers including SEO firms to meet our client's objectives, but none had the spirit and passion to partner our clients and give them an optimum solution. But with eBrandz, we were pleasantly surprised. They went that extra mile to ensure our clients were satisfied and results were delivered. We would like to thank Milind and eBrandz team for great work and support, which played a vital role in cementing our relationship with our clients for long term business.</p> <p style="text-align: right;">- Chetan Asher, SEO Project Co ordinator (ICICI Bank NRI and Personal Loans Division)</p>
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**Client:** ICICI Bank is India's second-largest bank with total assets of Rs. 3,446.58 billion (US\$ 79 billion) at March 31, 2007 and profit after tax of Rs. 31.10 billion for fiscal 2007. ICICI Bank is the most valuable bank in India in terms of market capitalization and is ranked third amongst all the companies listed on the Indian stock exchanges in terms of free float market capitalisation\*. The Bank has a network of about 950 branches and 3,300 ATMs in India and presence in 17 countries..

**Challenge:** We were approached to work on personal loans and NRI division of ICICI Bank in 2003. At that time, very few companies in India were aware of search engine optimization. The internal project managers at ICICI bank for both these division had no control over ICICIBank.com website. Our initial brief was to do our work without "touching" the website. Another problem was that home page of ICICIBank.com was redirecting to an internal page. This was also affecting Google PageRank of the website.

**Solutions:** We realized that this was not a typical run of a mill SEO project. We were dealing with one of the biggest corporate company in India. So we had to figure out how to work on this project without doing many changes on the website. First off, we talked with the internal project manager and subsequently to the webmaster team at ICICI Bank. We asked them to remove the redirect from their home page. Next off, we suggested a sitemap for easy crawling of some of the internal pages. The next on our to do list was of course Keyword research and Title and Meta Tags. Luckily for us, since the Title and Meta tags do not affect visual element of the website, those changes were accepted. We kept our fingers crossed. We also asked them to start maintaining server log files.

**Results:** After five to six months of constant work, we were able to see both the NRI and Personal Loans division of ICICI Bank ranking well in Google and Yahoo (MSN was using Yahoo results at that time). According to Chetan Asher who was the project co ordinator, "We have worked with several solution providers including SEO firms to meet our client's objectives, but none had the spirit and passion to partner our clients and give them an optimum solution. But with eBrandz, we were

pleasantly surprised. They went that extra mile to ensure our clients were satisfied and results were delivered. We would like to thank Milind and eBrandz team for great work and support, which played a vital role in cementing our relationship with our clients for long term business”



Search	Google
demat services	# 1
nre fixed deposits	# 1
nre savings account	# 1
nro fixed deposits	# 1
nro savings account	# 1
free money transfer	# 2
Money transfers to India	# 2
nri fixed deposits	# 2
NRI Services	# 2
Online Personal Loans India	# 2
bank account in india	# 3
Money to India	# 3
money transfer to india	# 3
nri savings account	# 3
remit money to india	# 3
fixed deposits india	# 4
money remittance to india	# 4
online money remittance	# 6
Personal Loan Online India	# 6
Transfer money to India	# 6
Easy Personal Loans India	# 7
home loans india	# 7
Personal Loans Online India	# 7
Easy Personal Loan India	# 8
Send money to India	# 8
Online Personal Loan India	# 9
savings account in india	# 9
Personal Loan India	# 12
Personal Loans India	# 12
India Personal Loan	# 14
sending money to India	# 14
India Personal Loans	# 16
easy personal loans	# 37
fixed deposits	# 38



Search	MSN
free money transfer	# 1
money remittance to india	# 1
nri savings account	# 1
nro savings account	# 1
remit money to india	# 1

money transfer to india	# 2
nri fixed deposits	# 2
Transfer money to India	# 2
Easy Personal Loans India	# 3
Money transfers to India	# 3
nro fixed deposits	# 3
nre fixed deposits	# 4
nre savings account	# 4
Personal Loans Online India	# 4
Easy Personal Loan India	# 5
fixed deposits india	# 5
Online Personal Loan India	# 5
Personal Loans India	# 5
demat services	# 6
online money remittance	# 6
Personal Loan Online India	# 6
Apply for Online Personal Loan India	# 7
fixed deposits	# 7
bank account in india	# 8
savings account in india	# 8
Send money to India	# 8
India Personal Loans	# 9
home loans india	# 11
Personal Loan India	# 16
NRI Services	# 18
India Personal Loan	# 19
easy personal loans	# 25
sending money to India	# 36
Money to India	# 39

**YAHOO!**

<b>Search</b>	<b>YAHOO</b>
Apply for Online Personal Loan India	# 1
demat services	# 1
Easy Personal Loans India	# 1
money remittance to india	# 1
Money to India	# 1
nri fixed deposits	# 1
nro savings account	# 1
Online Personal Loans India	# 1
Personal Loans Online India	# 1
remit money to india	# 1
Send money to India	# 1
Transfer money to India	# 1
money transfer to india	# 2
nre fixed deposits	# 2
nro fixed deposits	# 2
nri savings account	# 3
Personal Loans India	# 3
India Personal Loans	# 4

<b>Easy Personal Loan India</b>	# 5
<b>fixed deposits</b>	# 5
<b>Personal Loan Online India</b>	# 5
<b>bank account in india</b>	# 6
<b>Online Personal Loan India</b>	# 6
<b>home loans india</b>	# 8
<b>savings account in india</b>	# 8
<b>NRI Services</b>	# 10
<b>Money transfers to India</b>	# 11
<b>online money remittance</b>	# 14
<b>free money transfer</b>	# 18
<b>fixed deposits india</b>	# 20
<b>Personal Loan India</b>	# 20
<b>India Personal Loan</b>	# 25
<b>sending money to India</b>	# 25
<b>easy personal loans</b>	# 68