


Case Study J. K. Ansell Ltd (KamaSutra)

 <p>For the pleasure of sensual living</p> <p>KamaSutra</p>	<p>eBrandz Appraisal:</p> <p>"We started seeing improvements in traffic and rankings in about 4 months. Our traffic has not only increased by 40 % but it has boosted our sales as well. Certain single keywords which we intended to target were listed on the 1st page of major search engines."</p> <p>– Mr. Vinayak Sukthankar, Director, Sales and Marketing</p>
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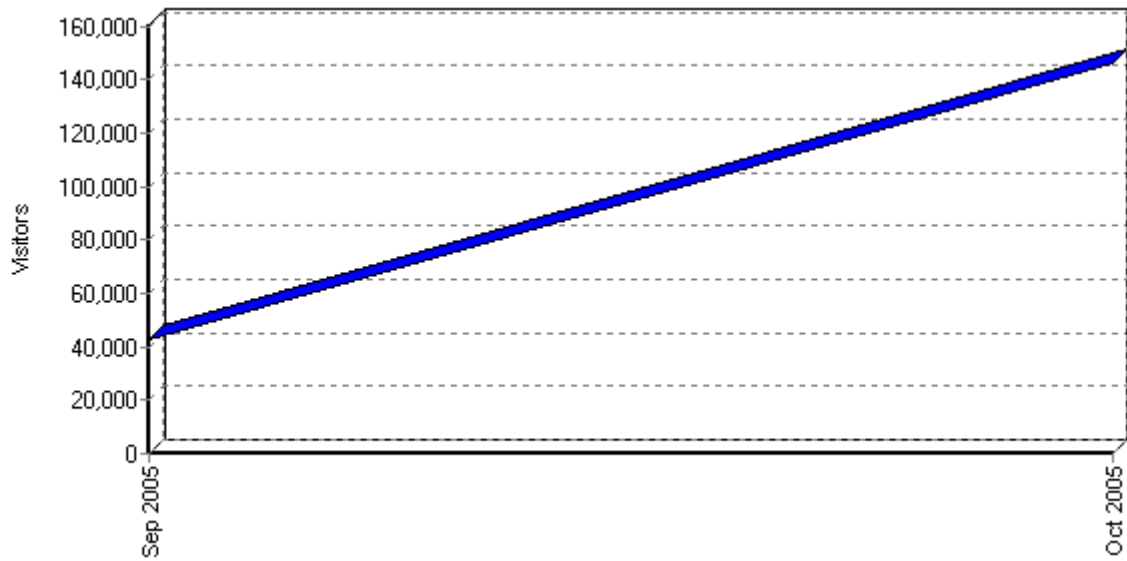
Client: J. K. Ansell Ltd (JKAL), the manufacturers and marketers of KamaSutra condoms is a 50:50 joint venture between Raymond and Ansell International, a USD 1 billion company.

Challenge: Ksontheweb.com had lot of good content on their website. However most of this content was behind password protected pages. Hence search engines could not access these pages. Another problem was that the pages on the website were using ".ift" extension. Due to this, search engines were not able to recognize these pages. Client wanted to be visible on certain very important and competitive One word keywords which was a very difficult task.

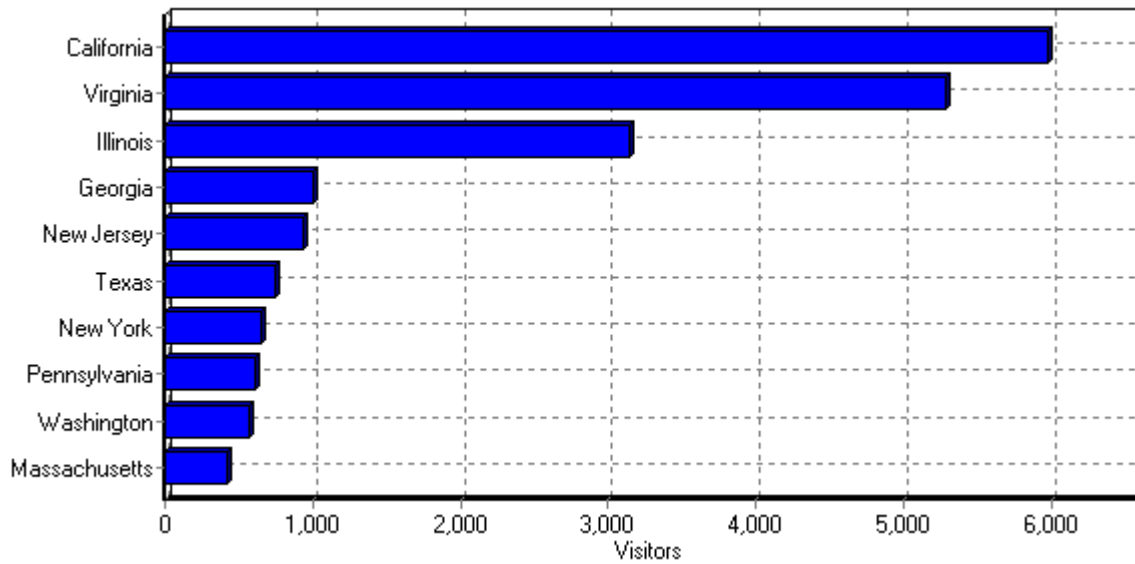
Solution: After consulting with client, some of the pages which were stored behind password protected pages were brought out in the public domain. Also search engines were contacted and told that there was a problem due to which search engines were not able to recognize the extension of web pages. Thankfully search engines responded to our concerns and the extension was then recognized by search engines. eBrandz team also started working on page titles and Meta Tags based on keyword research which was conducted jointly with the client.

Results: According to Mr. Vinayak Sukthankar, Director, Sales and Marketing, "We started seeing improvements in traffic and rankings in about 4 months. Our traffic has not only increased by 40 % but it has boosted our sales as well. Certain single keywords which we intended to target were listed on the 1st page of major search engines."

Activity by Month



Most Active US States



Search	Google
art of love making	# 1
kamasutra books	# 1
kamasutra movie vcDs	# 1
kamasutra stories	# 1
kamasutra condoms	# 2
lingerie store	# 4
sex counseling	# 4
sex education advisory board	# 4
kamasutra india	# 6

kamasutra movie	# 6
kamasutra pictures	# 6
mens nightwear	# 6
erotic stories online	# 7
Indian kamasutra	# 7
kama sutra online	# 7
erotic cartoons	# 8
womens nightwear	# 8
erotic greeting cards	# 9
kamasutra	# 9
women's nightwear	# 10
kamasutra positions	# 12
kama sutra	# 14
erotic pictures	# 17
lingerie	# 19
massages	# 23
kamasutra movie dvds	# 25
sexual advice	# 37
condoms	# 61
erotic fiction	# 71
indian dating	# 73
kundalini	# 98



Search	MSN
kamasutra condoms	# 1
kamasutra stories	# 1
kamasutra movie	# 2
kamasutra movie vcds	# 2
mens nightwear	# 3
women's nightwear	# 3
erotic stories online	# 4
kamasutra books	# 6
kamasutra india	# 6
art of love making	# 7
sex education advisory board	# 11
erotic fiction	# 21
kamasutra pictures	# 21
kamasutra	# 30
Indian kamasutra	# 33
kamasutra positions	# 42
lingerie store	# 52
naughty cartoons	# 57
erotic greeting cards	# 58
erotic stories	# 84
kama sutra	# 85
erotic pictures	# 93
erotic cartoons	# 98



Search	YAHOO
art of love making	# 4
kamasutra movie dvds	# 5
Indian kamasutra	# 6
kamasutra condoms	# 6
kamasutra movie vcds	# 5
kamasutra positions	# 9
kamasutra movie	# 11
erotic cartoons	# 12
erotic fiction	# 21
kamasutra books	# 20
erotic greeting cards	# 35
kamasutra India	# 42
kamasutra stories	# 88
erotic stories online	# 96