



VARMA HOMES

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A Complete Digital Marketing Report

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 www.varmahomes.com

About varma Homes

VARMA HOMES Private Limited is a company incorporated in 2016 under the Indian Companies Act 2013. 'Constructing Happiness' was inspired by our firm belief in delivering homes that are affordable to all. Years of expertise in the industry taught us that real happiness can only be found when the homes built are of quality and most importantly, eventually become an investment worth a lifetime. For timely and efficient all-time delivery, we strictly follow efficient methods of planning in advance, training labourers, and staff members and adhering to safety procedures. Our customers are preferring value for money hence with our expertise in design capabilities and strong technical team, the houses are built with proper space management and construction at the most economical cost.

Our Proposition

Search Engine Optimization

- Keyword Research
- Full SEO Audits
- On-Page SEO Activities
- Off-Page SEO Activities
- SEO Consulting

Social Media Account Management

- Facebook
- Instagram
- Youtube

Paid Ad Campaigns (PPC/Ads)

- PPC Strategy Development
- PPC Research
- Campaign Setup
- Turnkey PPC Campaigns
- PPC Optimization

Client Requirements

Search Engine Optimization

- Rank project pages on the first page with relevant keywords.
- More quality leads are needed
- Need more website authority
- The main focus is on the Kochi location
- 8 blogs above monthly requirement

Social Media Account Management

- General Creative Posts
- Offer Promotions
- Introducing upcoming events/offerings
- Visual Content (creative posts)
- Company Focused Posts
- Interactive Posts
- Publicity Post (Testimonials, Influencer Posts,)

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- Industry-Centric Posts (Industry news, Weekly Roundup, Industry Research, Case Studies,)
- Repurposed Content (Squeeze Page, Event Announcements, Social cross-promotions)

Paid Ad Campaigns

- Campaign Setup
- Campaign Management
- Campaign Evaluation
- Google Ads
- Social Media Ads
- Lead Ads (Facebook)

SEO Ranking

Keywords	Keywords Ranking
Builders In Kerala	6
Top Builders In Kerala	6
Flats In Kochi	11
Ready To Occupy Flats In Kochi	14
Apartments In Kochi	10
Flat In Thiruvananthapuram	17
Apartments In Trivandrum	27
Ready To Occupy Flats In Trivandrum	18
Best Flats In Thrissur	11
Trusted builders in kerala	3
Builders And Developers In Kerala	9

SERP

Top Builders In Kerala

Google Top Builders In Kerala

1 ▶  Varma Homes Kerala
<https://www.varmahomes.com> › Projects

Varma Homes

At **Varma Homes**, we embrace our unique position as industry pioneers to change the Kerala real estate practise in terms of project completion. We take pride in ...

Flats In Kochi

Google Flats In Kochi

11 ▶  Varma Homes Kerala
<https://www.varmahomes.com> › apartments-in-kochi

Apartments in Kochi | Flats in Kochi

Flats in Kochi - The Most Trusted Builders in Kochi · Varma Symphony 2/3 BHK Luxury Apartments | Upcoming Project · Varma Ficus 2/3 BHK Luxury Apartments | New ...



Builders In Kerala

Google Builders In Kerala

Apartments, Villas, Homes and Flats all across God's own country – Kerala, India.

3 ▶  Varma Homes Kerala
<https://www.varmahomes.com> › Projects

Builders In Kerala | Luxury Houses In Kerala

Since inception, Varma Homes has firmly established itself as one of the most trusted **builders in Kerala**. Started with residential projects in Kochi we have ...



Social Media Posts



PPC and Meta Ads

Google Ads

Account Campaign Campaign status Ad group Ad group sta...
 Jun 1, 2023 - Jun : Ad type (depre... Ad status Ad type (deprec... Device

Click Through Rate & Impressions

by Clicks, CTR, and Impressions

Clicks **24.7K** ↑ 12.6%
 CTR **2.3%** ↑ 17.9%
 Impressions **1.1M** ↓ 4.5%

Conversion Rate & Cost

by Conversions Rate and Cost / Conv.

All conv. **283.3** ↑ 32.7%
 Conv. rate **0.2%** ↑ 27.0%
 Cost / conv. **₹1.54K** ↑ 0.9%

Cost Per Click

by Cost, CPC, and CPM

Cost **₹325.48K** ↑ 36.5%
 Avg. CPC **₹13.16** ↑ 21.1%
 Avg. CPM (deprecated) **₹296.94** ↑ 42.8%



PPC

CAMPAIGN (L)	CONVERSION	CLICKS	CPL	COST
Overall Project	575	15,069	₹667	₹383,537.2

PPC

Google

flats in kochi

Sponsored

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<https://www.varmahomes.com> › flats-in-kochi › varma-homes

Flats In Kochi - Buy Premium Flats in Kochi

Get New **Flats** At Varma Homes In **Kochi**. Offering Exceptional Quality Over The...
 Project in Edapally · Project in Kadavanthra · Project in Vyttila · Project in Vennala



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