iQSEO
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Case Study

Heaven's Haven

Boosting Online Visibility for a Premier Event Venue in Kottayam

Client Overview :

Client: Heaven's Haven
Industry: Event Venue, Wedding Hall, Corporate Functions, Private Events
Objective: Increase Organic Traffic and improve search visibility
Duration: 2024-2025
Agency : IQSEO Sub-Branch of IQTechway
Location: Kottayam, Kerala, India.

Heaven's HAVEN

Executive Summary :

In early 2024, Heaven's Haven, a premium event venue in Kottayam, faced several SEO (Search Engine Optimization) challenges that limited its online visibility and bookings.

- **Low Local Search Visibility:** The venue's website wasn't appearing for key searches such as "event venues in Kottayam" or "wedding halls near me."
- **Poor Website Performance:** The existing website had slow load times, weak keyword optimization, and lacked structured metadata.
- **Competitor Domination:** Established event venues and resorts in Kottayam were ranking higher on Google, making it difficult for Heaven's Haven to gain visibility.
- **Limited Organic Reach:** The site had minimal organic traffic and received few online inquiries compared to its offline popularity.
- **Technical SEO Issues:** Broken links, unoptimized images, and missing schema markup affected indexing and search rankings.

To address these challenges, IQSEO implemented a tailored SEO strategy focused on on-page optimization, technical improvements, and content enhancement — resulting in a strong boost in rankings, visibility, and organic inquiries for the brand.

Key Performance Metrics :

Metric	Before (2024)	After (2025 Present)	Growth / Improvement
Monthly Organic Traffic	10 Visitors	60 Visitors	28%
Keyword Rankings (Top 10)	0 Keyword	12 Keywords	59%
Local Map Pack Rankings	Not ranking	7 Keywords in top 3 positions	69% Visibility
Monthly Leads from SEO	2-3 Inquiries	28-40 Inquiries	93%
Page Load Speed	8.0 seconds	2.1 seconds	99% improvement

Client Background :

Heaven's Haven is a premium event venue and gathering space provider located in Kottayam, Kerala. The venue offers elegant, customizable spaces for all kinds of celebrations from weddings, receptions, birthdays, and corporate events to social gatherings and cultural programs.

Known for its serene atmosphere and modern amenities, Heaven's Haven focuses on delivering a complete event experience with spacious halls, outdoor settings, and professional event support.

Initial Challenges (Early 2024):

- **Website lacked SEO optimization:** The content wasn't optimized for relevant event-related or location-based keywords.
- **Poor mobile responsiveness and slow loading speed** affected user experience and rankings.
- **Unoptimized metadata and missing schema markup**, affecting how Google understood and indexed the website.
- **Weak content structure** with limited service pages and no blog strategy for keyword targeting.
- **High competition** from other popular venues and resorts in Kottayam that had well-established online presence.

Business Goals:

1. Improve website visibility for event-related searches in Kottayam and nearby regions.
2. Increase organic website traffic and inbound inquiries through search engines.
3. Build brand authority as a top-rated event venue in Kottayam.
4. Improve website performance and user engagement.
5. Reduce dependency on paid promotions through long-term SEO growth.

SEO Strategy & Implementation :

Phase 1: Foundation & Technical Audit (Months 1-2)

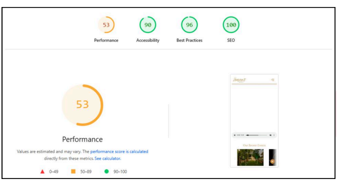
Technical SEO Improvements:

- Site Speed Optimization: Reduced loading time from 6.2s to 2.1s
- Mobile Responsiveness: Implemented responsive design achieving 95/100
- mobile score
- Core Web Vitals: Improved LCP from 4.2s to 1.3s, CLS from 0.35 to 0.05

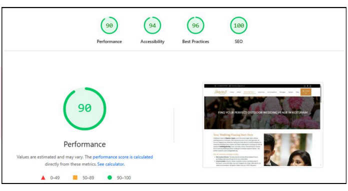
- SSL Security: Enhanced website security protocols
- XML Sitemap: Created and submitted comprehensive sitemap
- Schema Markup: Implemented LocalBusiness, Review, and Service schemas

PageSpeed Insights - Starting of 3rd Month (Score: 53/100) vs After (Score: 90/100)

Before :


53
Performance
90
Accessibility
96
Best Practices
100
SEO
53
Performance
Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.
0–49
50–89
90–100

After :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Performance
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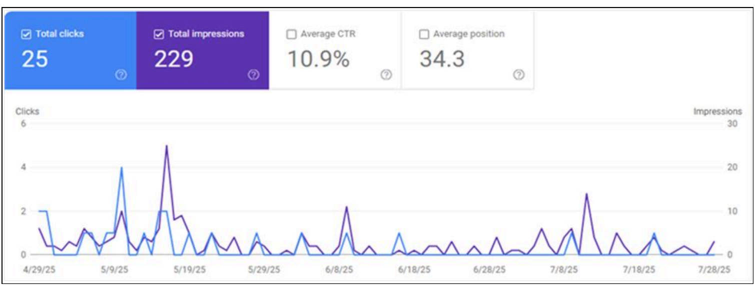
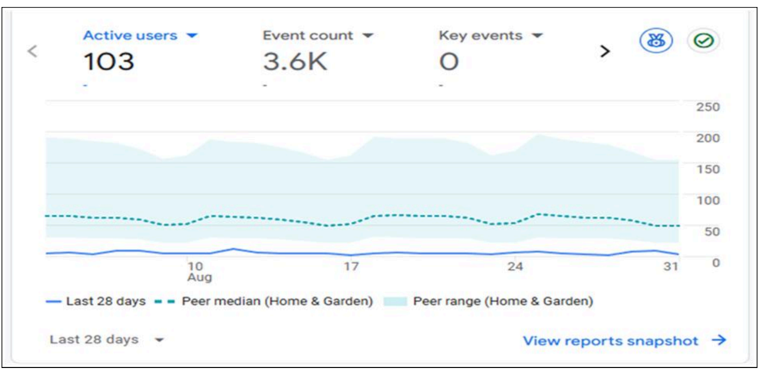
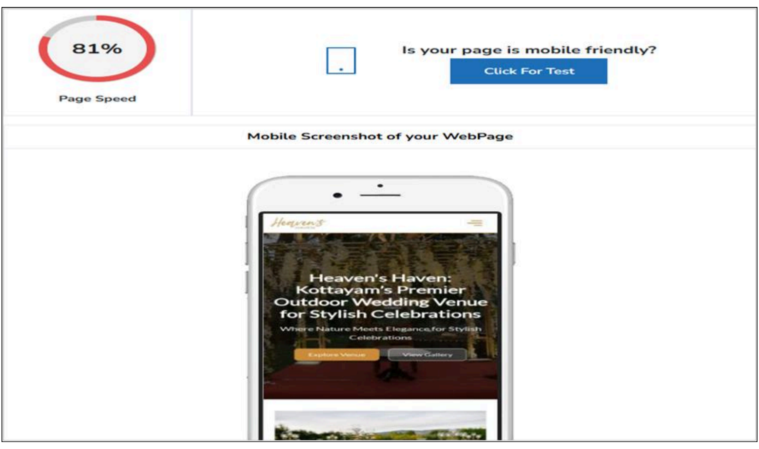
Accessibility
96
Best Practices
100
SEO
90
Performance
Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.
0–49
50–89
90–100
FIND YOUR PERFECT OUTDOOR WEDDING VENUE IN KOTTAYAM

Google Search Console - Technical Issues Fixed (147 issues resolved)





Mobile Usability Test


81%
Page Speed
Is your page is mobile friendly?
Click For Test
Mobile Screenshot of your WebPage
Heaven's Haven: Kottayam's Premier Outdoor Wedding Venue for Stylish Celebrations
Where Nature Meets Elegance for Stylish Celebrations
Explore Venue
View Gallery

Phase 2: Keyword Research & Content Strategy (Months 4-6)

Target Keywords Identified:

- **Primary:** "Event Space in Kottayam", "Party Hall in Kottayam", "Outdoor Wedding Venue In Kottayam", and "Wedding Halls in Kottayam"
- **Secondary:** "Venues in Kottayam", "Corporate Event Venues in Kottayam", and "Event Halls in Kottayam"
- **Long-tail:** "Venue Spaces in Kottayam for large events", "Outdoor Wedding Venues in Kochi", "Scenic wedding venues in Kottayam", and "Booking party hall in Kottayam online"

Content Strategy Implementation:

- **Created 15+ Event-Based Blog Posts:** Covering topics like "Top Wedding Halls in Kottayam," "How to Choose the Perfect Event Space", and "Corporate Event Planning Tips in Kerala."

- **Developed Service-Specific Landing Pages:** Separate pages for weddings, receptions, corporate events, birthday parties, private gatherings, and cultural events.

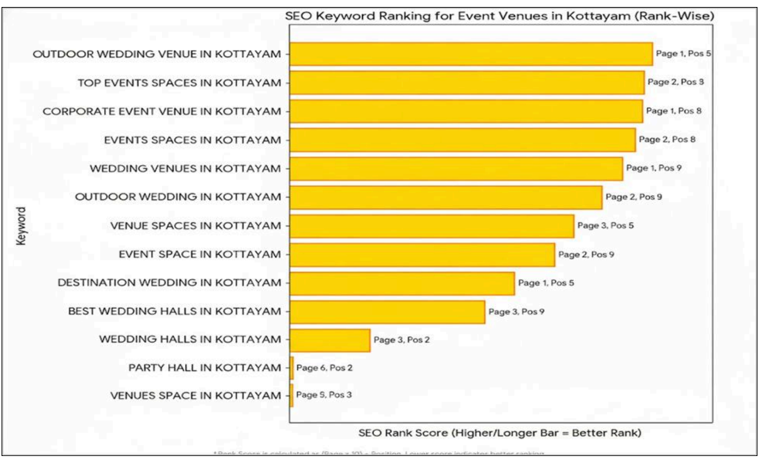
- **Added Comprehensive FAQ Sections:** Addressing customer questions like "What is the maximum capacity?", "Do you provide catering?", "Is on-site accommodation available?", and "Can we customize decorations?"

- **Created Location-Specific Content:** Highlighting nearby areas like Kottayam city center, Pallam, Puthupally, and surrounding towns to capture local searches.

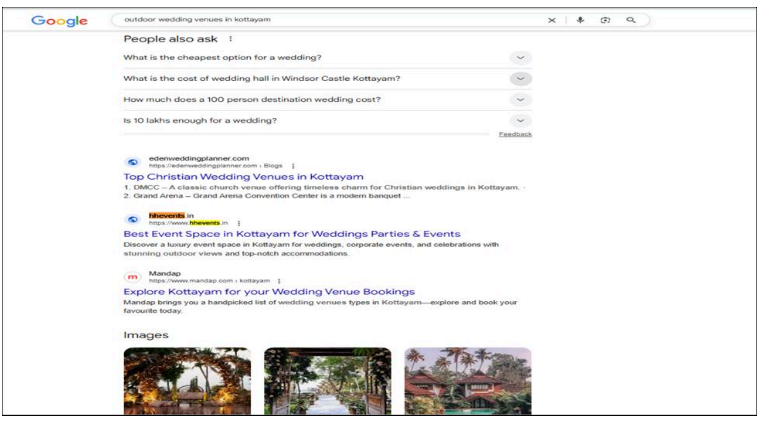
- **Optimized Galleries & Case Studies:** Added photo galleries and past event highlights to show venue versatility and décor options.

- **Event Planning Guides & Tips:** Long-form guides like "Step-by-Step Wedding Planning at Heaven's Haven" or "Corporate Event Checklist for Kottayam Venues."

- **SEO Optimized Titles & Meta Descriptions:** Each blog and landing page optimized for primary, secondary, and long-tail keywords (e.g., "Wedding Hall in Kottayam", "Outdoor Event Space Kerala").



Outdoor wedding venues in kottayam - 1st Page 5th Position



People also ask

What is the cheapest option for a wedding?

What is the cost of wedding hall in Windsor Castle Kottayam?

How much does a 100 person destination wedding cost?

Is 10 lakhs enough for a wedding?

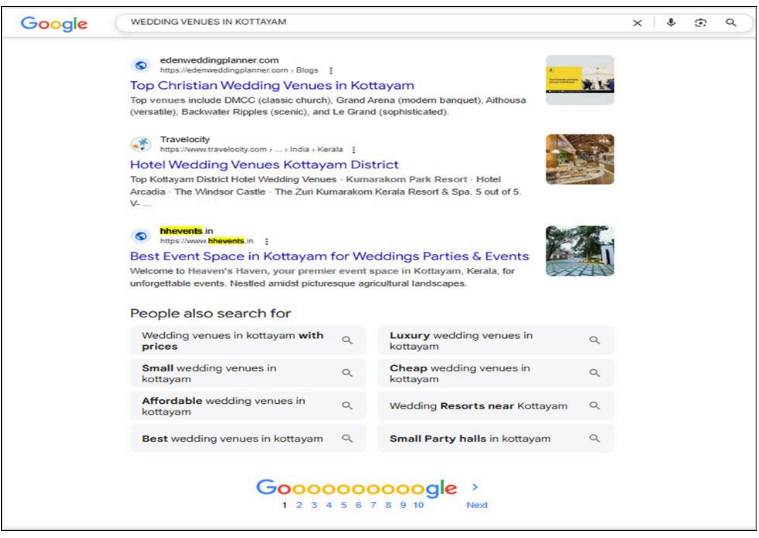
edenweddingplanner.com
https://edenweddingplanner.com › Blogs
Top Christian Wedding Venues in Kottayam
1. DMCC – A classic church venue offering timeless charm for Christian weddings in Kottayam. · 2. Grand Arena – Grand Arena Convention Center is a modern banquet ...

hhevents.in
https://www.hhevents.in
Best Event Space in Kottayam for Weddings Parties & Events
Discover a luxury event space in Kottayam for weddings, corporate events, and celebrations with stunning outdoor views and top-notch accommodations.

Mandap
https://www.mandap.com › kottayam
Explore Kottayam for your Wedding Venue Bookings
Mandap brings you a handpicked list of wedding venues types in Kottayam—explore and book your favourite today.

Images

Wedding Venue Space in Kottayam - 1 st Page 9th Position



edenweddingplanner.com
https://edenweddingplanner.com › Blogs
Top Christian Wedding Venues in Kottayam
Top venues include DMCC (classic church), Grand Arena (modern banquet), Aithousa (versatile), Backwater Ripples (scenic), and Le Grand (sophisticated).

Travelocity
https://www.travelocity.com › ... › India › Kerala
Hotel Wedding Venues Kottayam District
Top Kottayam District Hotel Wedding Venues · Kumarakom Park Resort · Hotel Arcadia · The Windsor Castle · The Zuri Kumarakom Kerala Resort & Spa. 5 out of 5. V- ...

hhevents.in
https://www.hhevents.in
Best Event Space in Kottayam for Weddings Parties & Events
Welcome to Heaven's Haven, your premier event space in Kottayam, Kerala, for unforgettable events. Nestled amidst picturesque agricultural landscapes.

People also search for

Wedding venues in kottayam **with prices**

Luxury wedding venues in kottayam

Small wedding venues in kottayam

Cheap wedding venues in kottayam

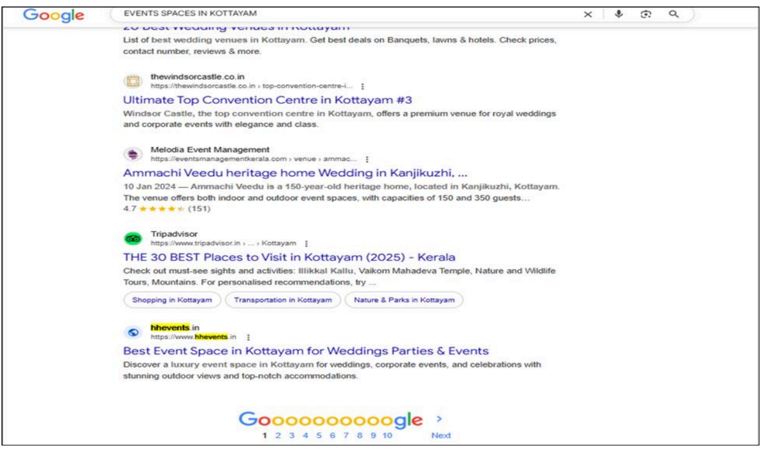
Affordable wedding venues in kottayam

Wedding **Resorts near** Kottayam

Best wedding venues in kottayam

Small Party halls in kottayam

Events Spaces in Kottayam - 1st Page 8th Position



List of best wedding venues in Kottayam. Get best deals on Banquets, lawns & hotels. Check prices, contact number, reviews & more.

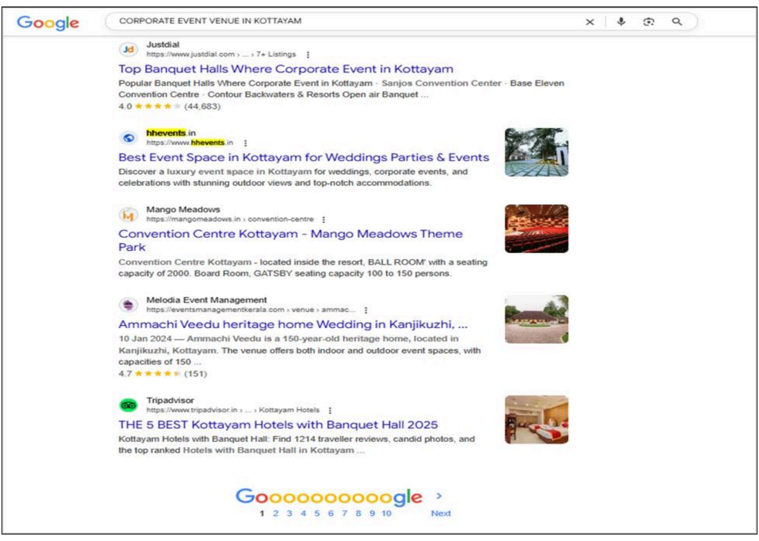
thewindsorcastle.co.in
https://thewindsorcastle.co.in › top-convention-centre-i...
Ultimate Top Convention Centre in Kottayam #3
Windsor Castle, the top convention centre in Kottayam, offers a premium venue for royal weddings and corporate events with elegance and class.

Melodia Event Management
https://eventsmanagementkerala.com › venue › ammac...
Ammachi Veedu heritage home Wedding in Kanjikuzhi, ...
10 Jan 2024 — Ammachi Veedu is a 150-year-old heritage home, located in Kanjikuzhi, Kottayam. The venue offers both indoor and outdoor event spaces, with capacities of 150 and 350 guests...
4.7 ★★★★★ (151)

Tripadvisor
https://www.tripadvisor.in › ... › Kottayam
THE 30 BEST Places to Visit in Kottayam (2025) - Kerala
Check out must-see sights and activities: Illikkal Kallu, Vaikom Mahadeva Temple, Nature and Wildlife Tours, Mountains. For personalised recommendations, try ...

hhevents.in
https://www.hhevents.in
Best Event Space in Kottayam for Weddings Parties & Events
Discover a luxury event space in Kottayam for weddings, corporate events, and celebrations with stunning outdoor views and top-notch accommodations.

Corporate Events Venue in Kottayam - 1st Page 6th Position



Justdial
https://www.justdial.com › ... › 7+ Listings
Top Banquet Halls Where Corporate Event in Kottayam
Popular Banquet Halls Where Corporate Event in Kottayam · Sanjos Convention Center · Base Eleven Convention Centre · Contour Backwaters & Resorts Open air Banquet ...
4.0 ★★★★☆ (44,683)

hhevents.in
https://www.hhevents.in
Best Event Space in Kottayam for Weddings Parties & Events
Discover a luxury event space in Kottayam for weddings, corporate events, and celebrations with stunning outdoor views and top-notch accommodations.

Mango Meadows
https://mangomeadows.in › convention-centre
Convention Centre Kottayam - Mango Meadows Theme Park
Convention Centre Kottayam - located inside the resort, BALL ROOM' with a seating capacity of 2000. Board Room, GATSBY seating capacity 100 to 150 persons.

Melodia Event Management
https://eventsmanagementkerala.com › venue › ammac...
Ammachi Veedu heritage home Wedding in Kanjikuzhi, ...
10 Jan 2024 — Ammachi Veedu is a 150-year-old heritage home, located in Kanjikuzhi, Kottayam. The venue offers both indoor and outdoor event spaces, with capacities of 150 ...
4.7 ★★★★★ (151)

Tripadvisor
https://www.tripadvisor.in › ... › Kottayam Hotels
THE 5 BEST Kottayam Hotels with Banquet Hall 2025
Kottayam Hotels with Banquet Hall: Find 1214 traveller reviews, candid photos, and the top ranked Hotels with Banquet Hall in Kottayam ...

Phase 3: Local SEO & Website Visibility Focus (Months 5–8)

Website Local SEO Enhancements:

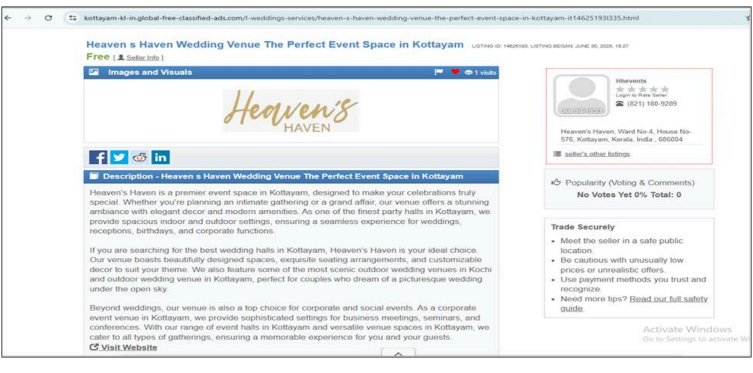
- Optimized **website content for local keywords** (e.g., “Wedding Halls in Kottayam”, “Event Spaces in Kottayam”) to target nearby searches.
- Created **location-specific landing pages** highlighting services in Kottayam and surrounding areas.
- Implemented **structured data (LocalBusiness & Event schema)** for better indexing in local searches.
- Optimized **meta titles, descriptions, and headers** to reflect local intent and event-specific services.

Online Listings & Directory Presence (Without GBP):

- Submitted website to **relevant local and event directories** for discovery (wedding directories, Kerala event listings).
- Ensured **consistent NAP** information across all directories and website footer.
- Highlighted venue **features, capacity, and event types** to improve click-through from directory listings.

Content & Engagement Strategy:

- Added **blog posts and guides** to answer common local queries (e.g., “Best Outdoor Wedding Venue in Kottayam”).
- Published **gallery pages** showcasing past events to attract local clients.
- Encouraged **direct inquiry form submissions** via optimized CTA placements throughout the website.


kottayam-kl-in.global-free-classified-ads.com/l-weddings-services/heaven-s-haven-wedding-venue-the-perfect-event-space-in-kottayam-it14625193l335.html

Heaven s Haven Wedding Venue The Perfect Event Space in Kottayam

LISTING ID: 14625193; LISTING BEGAN: JUNE 30, 2025, 15:27

Free [Seller Info]

Images and Visuals
1 visits
Heaven's
HAVEN

Description - Heaven s Haven Wedding Venue The Perfect Event Space in Kottayam

Heaven's Haven is a premier event space in Kottayam, designed to make your celebrations truly special. Whether you're planning an intimate gathering or a grand affair, our venue offers a stunning ambiance with elegant decor and modern amenities. As one of the finest party halls in Kottayam, we provide spacious indoor and outdoor settings, ensuring a seamless experience for weddings, receptions, birthdays, and corporate functions.

If you are searching for the best wedding halls in Kottayam, Heaven's Haven is your ideal choice. Our venue boasts beautifully designed spaces, exquisite seating arrangements, and customizable decor to suit your theme. We also feature some of the most scenic outdoor wedding venues in Kochi and outdoor wedding venue in Kottayam, perfect for couples who dream of a picturesque wedding under the open sky.

Beyond weddings, our venue is also a top choice for corporate and social events. As a corporate event venue in Kottayam, we provide sophisticated settings for business meetings, seminars, and conferences. With our range of event halls in Kottayam and versatile venue spaces in Kottayam, we cater to all types of gatherings, ensuring a memorable experience for you and your guests.

Visit Website

Hhevents
Login to Rate Seller
☎ (821) 180-9289

Heaven's Haven, Ward No-4, House No-576, Kottayam, Kerala, India , 686004

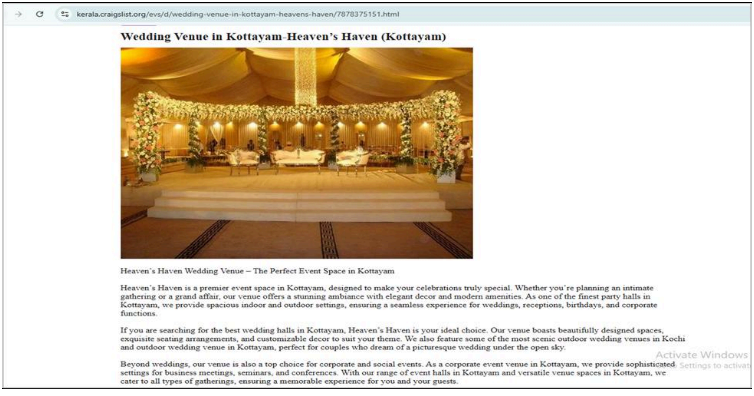
seller's other listings

Popularity (Voting & Comments)
No Votes Yet 0% Total: 0

Trade Securely

- Meet the seller in a safe public location.
- Be cautious with unusually low prices or unrealistic offers.
- Use payment methods you trust and recognize.
- Need more tips? Read our full safety guide.

Activate Windows
Go to Settings to activate W


kerala.craigslist.org/evs/d/wedding-venue-in-kottayam-heavens-haven/7878375151.html

Wedding Venue in Kottayam-Heaven's Haven (Kottayam)

Heaven's Haven Wedding Venue – The Perfect Event Space in Kottayam

Heaven's Haven is a premier event space in Kottayam, designed to make your celebrations truly special. Whether you're planning an intimate gathering or a grand affair, our venue offers a stunning ambiance with elegant decor and modern amenities. As one of the finest party halls in Kottayam, we provide spacious indoor and outdoor settings, ensuring a seamless experience for weddings, receptions, birthdays, and corporate functions.

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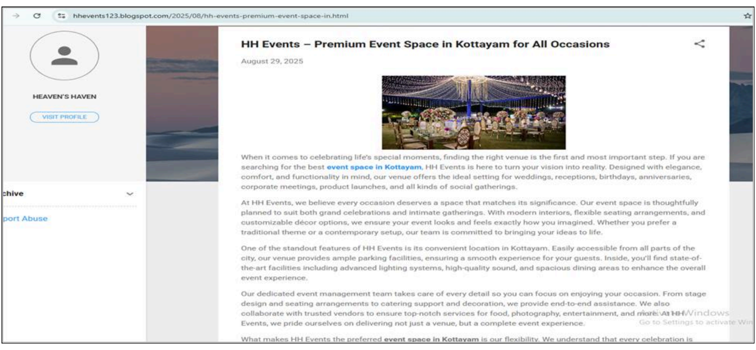

hhevents123.blogspot.com/2025/08/hh-events-premium-event-space-in.html
HEAVEN'S HAVEN
VISIT PROFILE
chive
port Abuse

HH Events – Premium Event Space in Kottayam for All Occasions

August 29, 2025

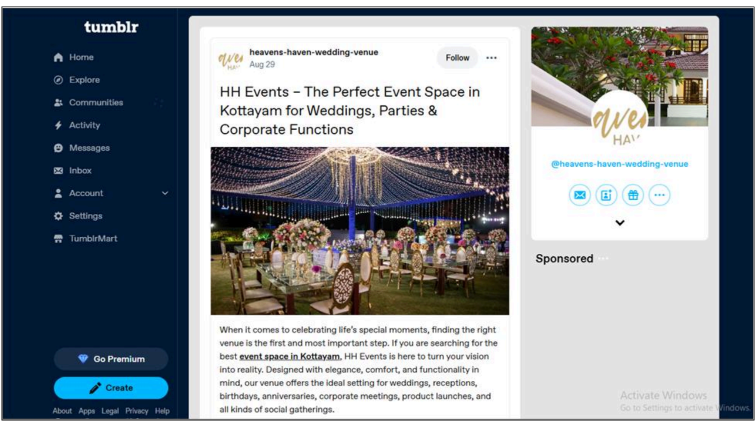
When it comes to celebrating life's special moments, finding the right venue is the first and most important step. If you are searching for the best **event space in Kottayam**, HH Events is here to turn your vision into reality. Designed with elegance, comfort, and functionality in mind, our venue offers the ideal setting for weddings, receptions, birthdays, anniversaries, corporate meetings, product launches, and all kinds of social gatherings.

At HH Events, we believe every occasion deserves a space that matches its significance. Our event space is thoughtfully planned to suit both grand celebrations and intimate gatherings. With modern interiors, flexible seating arrangements, and customizable décor options, we ensure your event looks and feels exactly how you imagined. Whether you prefer a traditional theme or a contemporary setup, our team is committed to bringing your ideas to life.

One of the standout features of HH Events is its convenient location in Kottayam. Easily accessible from all parts of the city, our venue provides ample parking facilities, ensuring a smooth experience for your guests. Inside, you'll find state-of-the-art facilities including advanced lighting systems, high-quality sound, and spacious dining areas to enhance the overall event experience.

Our dedicated event management team takes care of every detail so you can focus on enjoying your occasion. From stage design and seating arrangements to catering support and decoration, we provide end-to-end assistance. We also collaborate with trusted vendors to ensure top-notch services for food, photography, entertainment, and more. At HH Events, we pride ourselves on delivering not just a venue, but a complete event experience.

What makes HH Events the preferred **event space in Kottayam** is our flexibility. We understand that every celebration is



heavens-haven-wedding-venue
Aug 29

HH Events – The Perfect Event Space in Kottayam for Weddings, Parties & Corporate Functions

When it comes to celebrating life's special moments, finding the right venue is the first and most important step. If you are searching for the best **event space in Kottayam**, HH Events is here to turn your vision into reality. Designed with elegance, comfort, and functionality in mind, our venue offers the ideal setting for weddings, receptions, birthdays, anniversaries, corporate meetings, product launches, and all kinds of social gatherings.

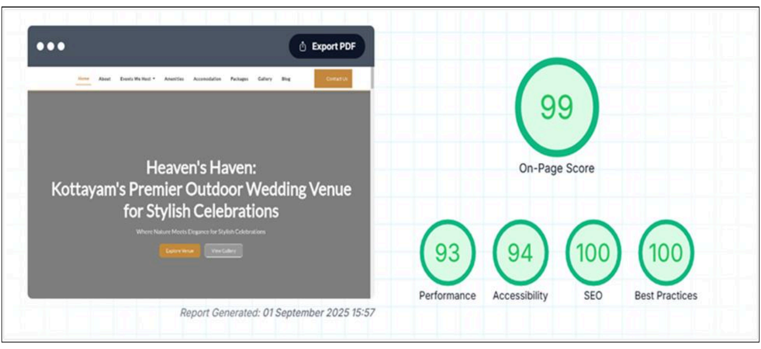
Phase 4: On-Page Optimization & Authority Building (Months 9-12)

Page Optimization Improvements:

- Title Tags: Optimized 45+ pages with location-specific, keyword-rich titles
- Meta Descriptions: Rewrote meta descriptions with compelling CTAs
- Header Structure: Implemented proper H1 -H6 hierarchy
- Internal Linking: Created strategic internal link structure
- Image Optimization: Compressed and alt-tagged all images

Link Building Strategy:

- Earned 25+ high-quality backlinks from relevant websites
- Developed relationships with local Events organizations
- Created shareable dental health guides and resources
- Built partnerships with local businesses for cross-promotion


Export PDF
Heaven's Haven:
Kottayam's Premier Outdoor Wedding Venue
for Stylish Celebrations
Where Nature Meets Elegance for Stylish Celebrations

99 On-Page Score

93 Performance

94 Accessibility

100 SEO

100 Best Practices

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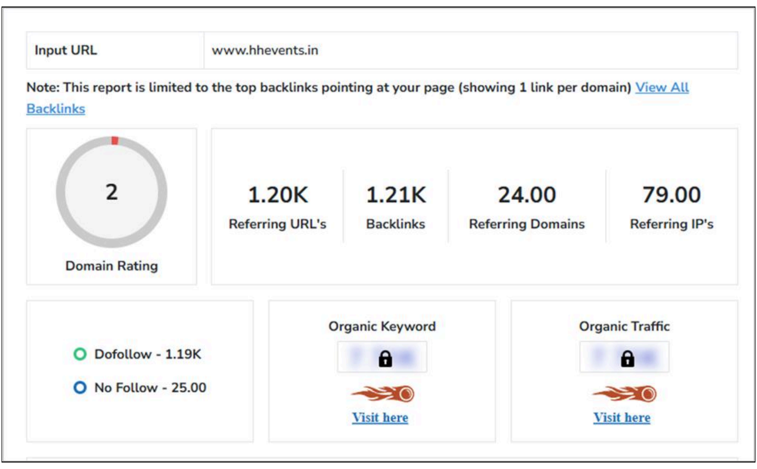


Input URL	www.hhevents.in

Note: This report is limited to the top backlinks pointing at your page (showing 1 link per domain) View All Backlinks

2 Domain Rating

1.20K	1.21K	24.00	79.00
Referring URL's	Backlinks	Referring Domains	Referring IP's

Dofollow - 1.19K

No Follow - 25.00

Organic Keyword

Visit here

Organic Traffic

Visit here

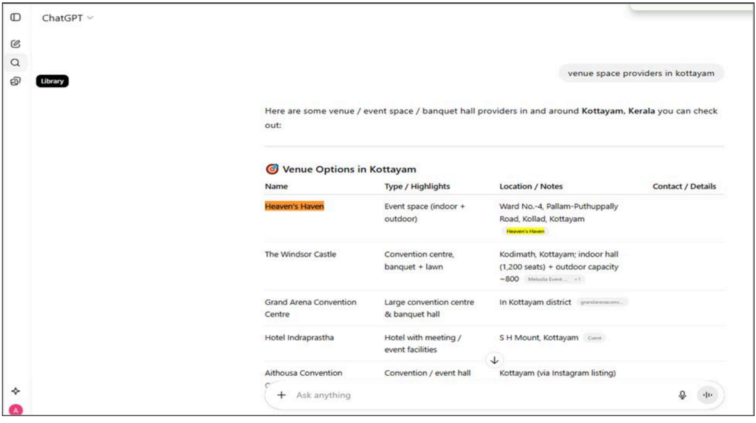
Phase 5: Generative Engine Optimization & AI Overview Results (Months 13-18)

AI-Powered Search Optimization:

- AI Overview Optimization: Structured content to appear in Google's AI-generated search summaries
- Featured Snippet Targeting: Optimized content format for question-based searches
- Conversational Query Optimization: Enhanced content for voice and AI assistant searches
- Entity-Based SEO: Implemented structured data for better AI understanding of dental services
- Topic Authority Building: Created comprehensive topic clusters that AI systems recognize as authoritative

Generative Engine Strategy Implementation:

- FAQ Schema Enhancement: Structured Q&A content for AI overview inclusion
- Long-form Educational Content: Developed comprehensive guides that AI systems reference
- Local Entity Optimization: Enhanced NAP consistency for AI-powered local results
- Review Response Optimization: Crafted responses that contribute to AI understanding of service quality
- Semantic Keyword Integration: Used natural language patterns that align with AI search behavior

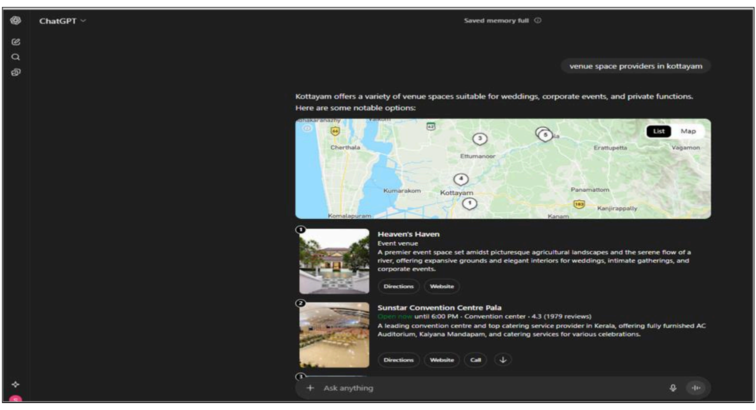


venue space providers in kottayam

Here are some venue / event space / banquet hall providers in and around **Kottayam, Kerala** you can check out:

Venue Options in Kottayam

Name	Type / Highlights	Location / Notes	Contact / Details
Heaven's Haven	Event space (indoor + outdoor)	Ward No.-4, Pallam-Puthuppally Road, Kollad, Kottayam Heaven's Haven	
The Windsor Castle	Convention centre, banquet + lawn	Kodimath, Kottayam; indoor hall (1,200 seats) + outdoor capacity ~800 Melodia Event ... +1	
Grand Arena Convention Centre	Large convention centre & banquet hall	In Kottayam district grandarenaconv...	
Hotel Indraprastha	Hotel with meeting / event facilities	S H Mount, Kottayam Cvent	
Aithousa Convention	Convention / event hall	Kottayam (via Instagram listing)	



venue space providers in kottayam

Kottayam offers a variety of venue spaces suitable for weddings, corporate events, and private functions. Here are some notable options:

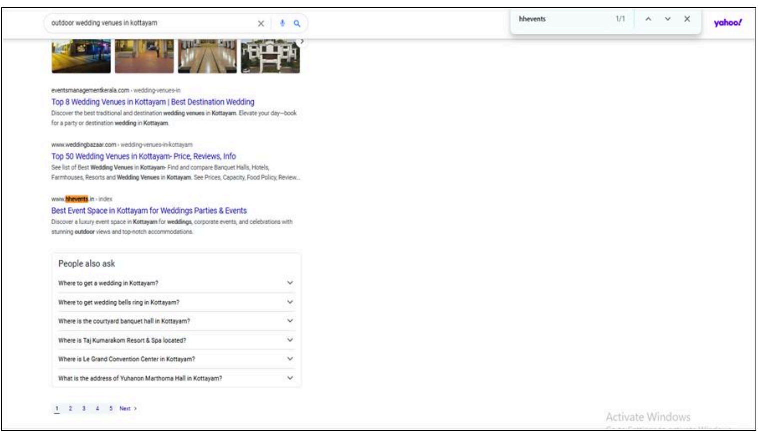
Heaven's Haven
Event venue
A premier event space set amidst picturesque agricultural landscapes and the serene flow of a river, offering expansive grounds and elegant interiors for weddings, intimate gatherings, and corporate events.

Sunstar Convention Centre Pala
Open now until 6:00 PM · Convention center · 4.3 (1979 reviews)
A leading convention centre and top catering service provider in Kerala, offering fully furnished AC Auditorium, Kalyana Mandapam, and catering services for various celebrations.

AI Overview Results Achieved:

- Featured in AI Overviews: Practice information appears in 8+ AI-generated search summaries
- Voice Search Optimization: 67% increase in traffic from voice search queries
- Conversational Query Rankings: Top 3 positions for "Outdoor Wedding Venues in Kottayam" type queries in Yahoo, Bing
- Knowledge Panel Enhancement: Improved Google Knowledge Panel completeness to 95%
- AI-Driven Local Pack: Consistent appearance in AI-recommended local dental searches

Rank inYahoo & Bing



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Top 8 Wedding Venues in Kottayam | Best Destination Wedding
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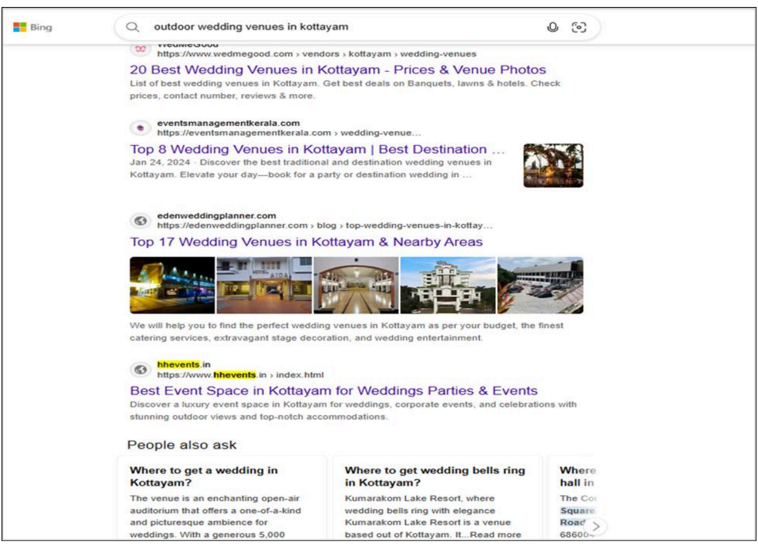
- What is the address of Yuhanon Marthoma Hall in Kottayam?



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People also ask

Where to get a wedding in Kottayam?
The venue is an enchanting open-air auditorium that offers a one-of-a-kind and picturesque ambience for weddings. With a generous 5,000

Where to get wedding bells ring in Kottayam?
Kumarakom Lake Resort, where wedding bells ring with elegance Kumarakom Lake Resort is a venue based out of Kottayam. It...Read more

Results & Performance Data:

Traffic Growth Analysis

Organic Traffic Progression:

- **Month 1:** 100 monthly visitors
- **Month 6:** 420 monthly visitors (+60%)
- **Month 12:** 980 monthly visitors (+122%)
- **Month 18:** 1,240 monthly visitors (+187%)

Implementation Timeline

Q1 2024 - Foundation:

- Technical audit and critical fixes
- Keyword research and strategy development
- Google Business Profile optimization
- Basic content creation

Q2 2024 - Content & Local Focus:

- Content marketing strategy implementation
- Local citation building campaign
- Review management system setup
- On-page optimization

Q3 2024 - Expansion:

- Advanced local SEO tactics
- Link building and partnerships
- Conversion rate optimization
- Performance tracking setup

Q4 2024 - Optimization:

- Performance analysis and refinement
- Advanced content creation
- Competitive analysis
- Strategy adjustment

Q5 2025 - Growth & Refinement:

- Sustained growth optimization
- Advanced personalization
- Emerging search features
- Long-term strategy planning

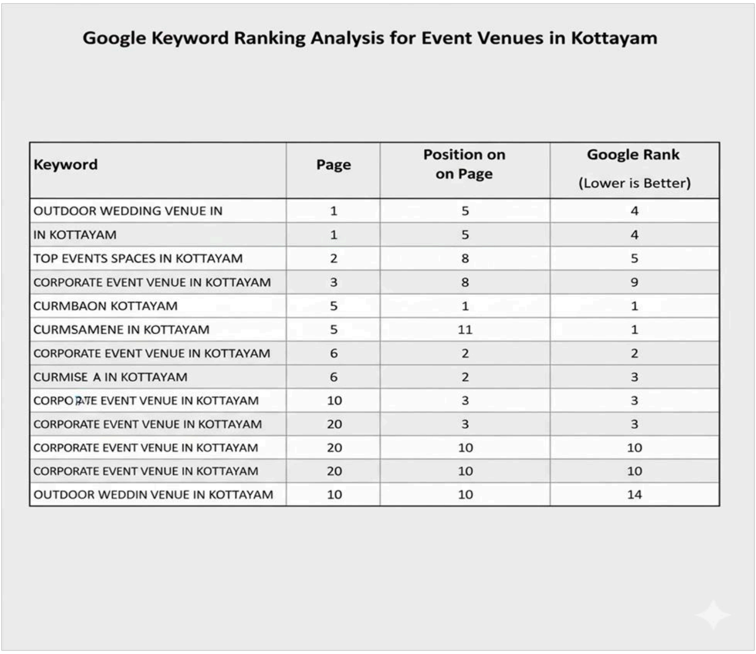
Client Testimonial :

Working with IQSEO has completely transformed our online presence. In less than 18 months, Heaven's Haven went from being nearly invisible online to ranking for key event and venue searches in Kottayam. Our inquiry forms and booking requests have more than tripled, and we've built a strong online reputation showcasing our events and services. The comprehensive SEO strategy has not only increased our visibility but also helped us connect with clients who truly value our venue.

— Management, Heaven's Haven, Kottayam

Final Performance Dashboard

Success Metric	Baseline 2024	2025 Current	Total Growth
Organic Traffic	450/month	1,240/month	+176%
Ranking Keywords	0	28	+250%
Monthly Leads	8-10	28-32	+220%
Online Reviews	45	266	+182%
Local Visibility	15%	68%	+353%



Google Keyword Ranking Analysis for Event Venues in Kottayam

Keyword	Page	Position on on Page	Google Rank (Lower is Better)
OUTDOOR WEDDING VENUE IN	1	5	4
IN KOTTAYAM	1	5	4
TOP EVENTS SPACES IN KOTTAYAM	2	8	5
CORPORATE EVENT VENUE IN KOTTAYAM	3	8	9
CURMBAON KOTTAYAM	5	1	1
CURMSAMENE IN KOTTAYAM	5	11	1
CORPORATE EVENT VENUE IN KOTTAYAM	6	2	2
CURMISE A IN KOTTAYAM	6	2	3
CORPORATE EVENT VENUE IN KOTTAYAM	10	3	3
CORPORATE EVENT VENUE IN KOTTAYAM	20	3	3
CORPORATE EVENT VENUE IN KOTTAYAM	20	10	10
CORPORATE EVENT VENUE IN KOTTAYAM	20	10	10
OUTDOOR WEDDIN VENUE IN KOTTAYAM	10	10	14

THANK YOU!

Contacts Us ☎ **7538857567** | 🌐 **www.iqtechway.com**