

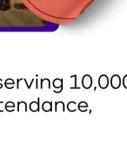
ELEVATING KEKA'S ORGANIC VISIBILITY

From Informational HR Blogs to a Recognized HRMS SaaS Content Brand

PROJECT DURATION: September 2024 – March 2025 (7 Months)

TOOLS USED: GA4, SEMrush, Google Search Console, Ahrefs

CLIENT PROFILE



Keka is one of India's leading HRMS & payroll SaaS platforms, serving 10,000+ businesses with HR automation solutions including payroll, attendance, performance management, and employee engagement.

While the brand is powerful in the HR tech space, their content hub – **Explore.Keka.com** – was underperforming in search visibility compared to competitors like Darwinbox, Zoho People, and greytHR.

The client wanted to strengthen organic presence for HR, payroll, and performance management topics, and turn Explore into a top-ranking HR knowledge hub.

CHALLENGE

When the project began in July 2024, Explore.Keka.com showed strong potential but lacked organic dominance in key SaaS categories.

Initial challenges included:

- Monthly organic traffic averaging **3,000–3,200**, mostly branded.
- Weak visibility for **high-intent HRMS SaaS keywords** (e.g., payroll software India, HRMS for SMBs).
- Inconsistent topical clusters and diluted internal linking structure.
- Content was strong but not fully optimized for **semantic relevance** or **AI/Voice search patterns**.
- Backlink profile of the subdomain was significantly weaker than the main Keka domain.
- No existing optimization for Google's **AI Overviews** or ChatGPT-based answer generation.

OBJECTIVES

- Increase non-branded organic traffic from HR, payroll, and performance management searches.
- Build strong topical authority through cluster-based content strategy.
- Improve rankings for "HRMS", "Payroll Software India", and related SaaS-intent terms.
- Strengthen the backlink profile of the content hub.
- Prepare content architecture for **AI-driven search** and **voice-based queries**.
- Achieve sustained growth in organic visibility within 7 months.

STRATEGY

1. On-Page Optimization

- Reworked metadata and heading structure across 40+ strategic pages.
- Implemented structured internal linking between HRMS, payroll, and performance management clusters.
- Added schema markup (FAQ, How-To, Article) to boost rich snippet and AI visibility.
- Improved Core Web Vitals on mobile—critical for blog-heavy SaaS content.
- Optimized on-page CTAs and UX for longer session duration.

2. Content Development & Enhancement

- Reworked metadata and heading structure across 40+ strategic pages.
- Implemented structured internal linking between HRMS, payroll, and performance management clusters.
- Added schema markup (FAQ, How-To, Article) to boost rich snippet and AI visibility.
- Improved Core Web Vitals on mobile—critical for blog-heavy SaaS content.
- Optimized on-page CTAs and UX for longer session duration.

3. Off-Page SEO & Brand Authority Building

- Acquired 30+ high-authority backlinks from HR, startup, SaaS, and business publications.
- Executed digital PR campaigns focusing on HR automation and AI in HR.
- Secured mentions from HR leadership communities and SaaS directories.
- Strengthened citations and brand mentions connected to HRMS, payroll, and performance management categories.

EXECUTION PHASES

Phase 1 (July–August 2024): Technical SEO & Structural Improvements

- Crawl fixes, index cleanup
- Competitor gap analysis (Darwinbox, Zoho People, greytHR)
- Metadata restructuring

Phase 2 (September–October 2024): Content Refresh & SaaS Cluster Expansion

- Updated high-performing blogs
- Rolled out new HRMS-intent content
- Built cluster-based internal linking sections

Phase 3 (November–December 2024): Authority Building & PR

- High-quality backlink outreach
- Digital PR & HR publication mentions
- Compliance-based content for link earning

Phase 4 (January 2025): AI & Voice Search Optimization

- Conversational keyword mapping
- FAQ schema implementation
- Optimization for Google AI Overviews & ChatGPT answer inclusion

RESULTS (After 7 Months)

Organic Traffic

Grew from **3,000 → 7,800+ monthly visits**, with a major increase in high-intent traffic.

Organic Keywords

Indexed keyword count increased from **620 → 1,450+**, including top 10 rankings in:

- "HRMS for small business"
- "Payroll software India"
- "Performance management templates"
- "Employee performance review examples"
- "HRMS meaning"

Featured Snippets & AI Visibility

- Captured **18+ Featured Snippets** for HR and payroll topics.
- Gained early visibility in **Google's AI Overviews** for HRMS and payroll queries.
- Multiple articles now included in ChatGPT / Bing CoPilot answer citations.

Backlinks & Authority

- Added **30+ high-authority backlinks** from HR and SaaS sources.
- Authority Score improved from **12 → 21** in 7 months.

User Engagement Metrics

- Session duration increased by **38%**.
- Bounce rate reduced from **72% → 48%**.
- Downloadable asset engagement grew by **60%**.

ANALYSIS / INSIGHTS

This project demonstrated how strategic SEO, combined with AI-ready content architecture, can transform a SaaS content hub into a high-authority industry resource.

Key takeaways:

1

Shifting from blog-heavy content to product-linked SaaS clusters significantly improved conversion-focused traffic.

2

Semantic optimization and internal linking built strong topical relevance in HRMS and payroll categories.

3

Industry-grade backlinks and thought-leadership content boosted authority and credibility.

4

AI/Voice optimization ensured Explore.Keka.com is prepared for the next evolution of HR search behavior.

Explore.Keka.com is now positioned as one of India's strongest HR knowledge hubs — directly supporting Keka's product-led growth and brand authority in HR tech.