



COMPANY CASE STUDY

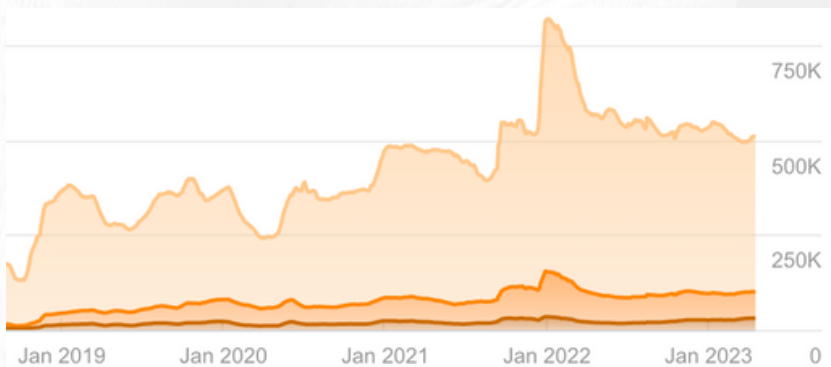
How we Achieved 500K Subscribers for Metroflix.in through Strategic SEO

www.metroflix.in

OBJECTIVES

Metroflix.in is a global online streaming platform that offers a wide range of movies, TV shows, and documentaries. The platform caters to a global audience, providing high-quality content in multiple languages and genres. Despite the competitive nature of the streaming industry, Metroflix.in was determined to achieve significant growth in their subscriber base and expand their global reach.

SOLUTION



CHALLENGE:

Metroflix.in faced several challenges in their quest to grow their subscriber base to 1 million worldwide. These challenges included:

1. Intense Competition:

The online streaming industry is highly competitive, with numerous established players vying for audience attention. Metroflix.in needed to stand out in a crowded market to attract and retain subscribers.



ANINDYA

CEO - Metroflix

“For over 5 years, our company has been improving the brand and company images to give a proper experience to our customers.”

2. Limited Organic Visibility:

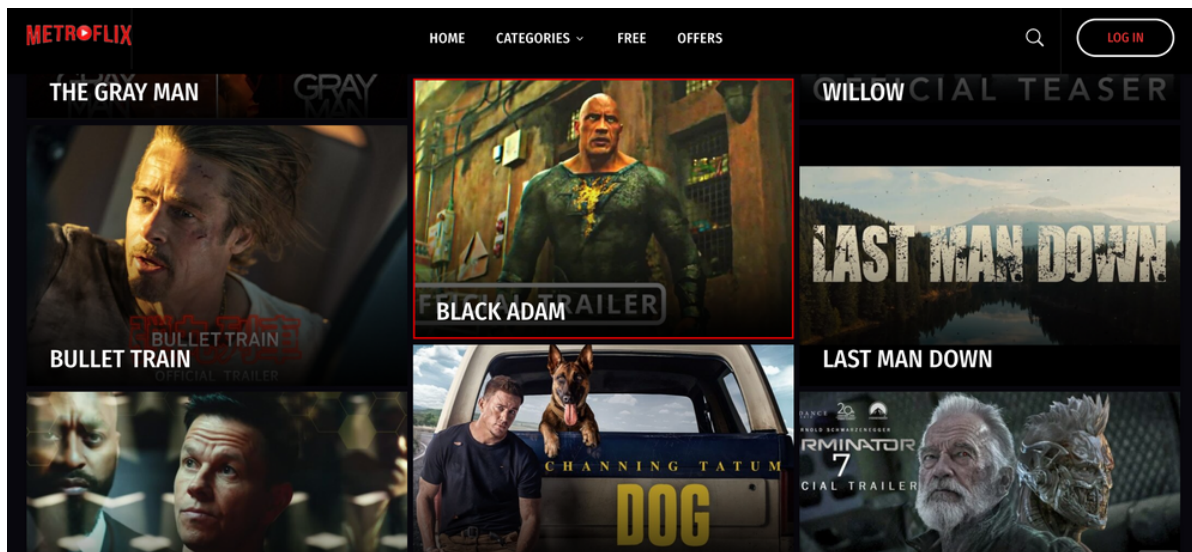
Metroflix.in's website had limited organic visibility on search engines, resulting in low organic traffic and limited potential for acquiring new subscribers organically.

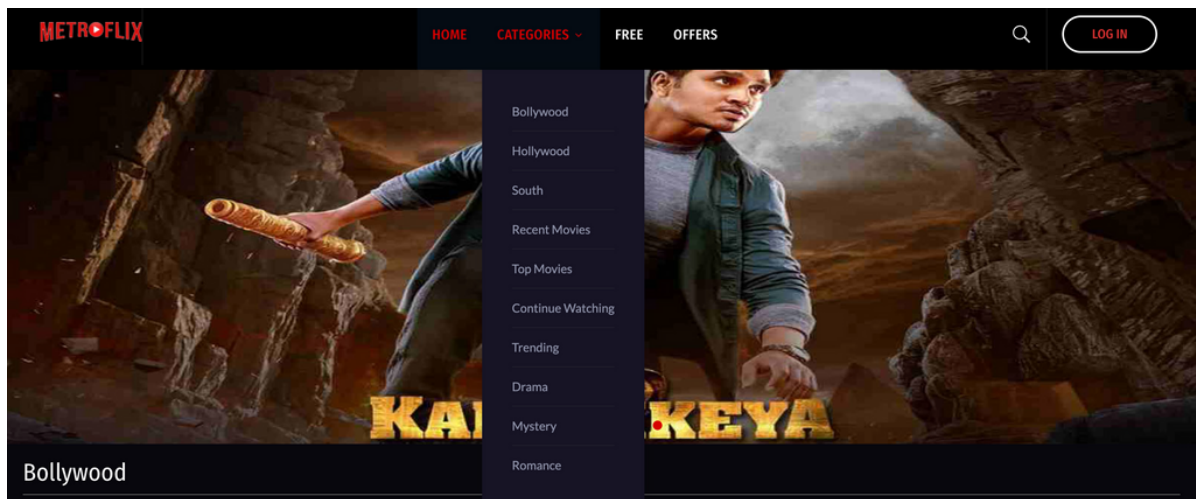
3. Global Audience Targeting:

Metroflix.in aimed to attract subscribers from various regions around the world, necessitating a strategic approach to international SEO to optimize their website for different languages and locations.



HOW IT LOOKS:





Solution:

Techno devised a comprehensive SEO strategy to help Metroflix.in achieve their goal of 500K subscribers. The key steps of the SEO strategy included:

Keyword Research: Extensive keyword research was conducted to identify relevant search terms that would attract the target audience. This included keyword research in multiple languages to cater to Metroflix.in's global audience.

On-page Optimization: The website was optimized for search engines by implementing on-page SEO best practices. This included optimizing meta tags, headings, URL structures, and ensuring that the website had unique, high-quality, and engaging content.

Technical SEO: The website's technical SEO was optimized by fixing issues such as broken links, duplicate content, and improving website speed and performance. The website was also made mobile-friendly to cater to the growing number of mobile users.

International SEO: To target a global audience, international SEO strategies were implemented, including hreflang tags, language-specific content creation, and country targeting in Google Search Console to optimize the website for different regions and languages.

Content Marketing: A strategic content marketing plan was implemented to create high-quality and engaging content that resonated with the target audience. This included blog posts, articles, infographics, and videos that were optimized for search engines and shared on social media platforms.

Link Building: A comprehensive link-building strategy was implemented to acquire high-quality backlinks from authoritative websites in the streaming and entertainment industry. This helped improve the website's domain authority and search engine rankings.



Results:

The strategic SEO efforts by our experts yielded outstanding results for Metroflix.in, helping them achieve 500K subscribers worldwide within 3 years. The results of the SEO campaign included:

Significant Organic Traffic Growth: The website's organic traffic grew by 630% within the first year, resulting in increased visibility on search engines and higher potential for acquiring new subscribers organically.

Higher Search Engine Rankings: The website's search engine rankings improved significantly for targeted keywords, resulting in higher visibility and increased organic traffic from relevant search queries.

Improved International Presence: The website's international SEO efforts resulted in improved visibility in different regions around the world, attracting subscribers from diverse linguistic backgrounds and expanding Metroflix.in's global reach.

Enhanced Brand Visibility: The strategic content marketing and link-building efforts improved Metroflix.in's brand visibility in the streaming and entertainment industry, helping them stand out from competitors and attract a larger audience.

