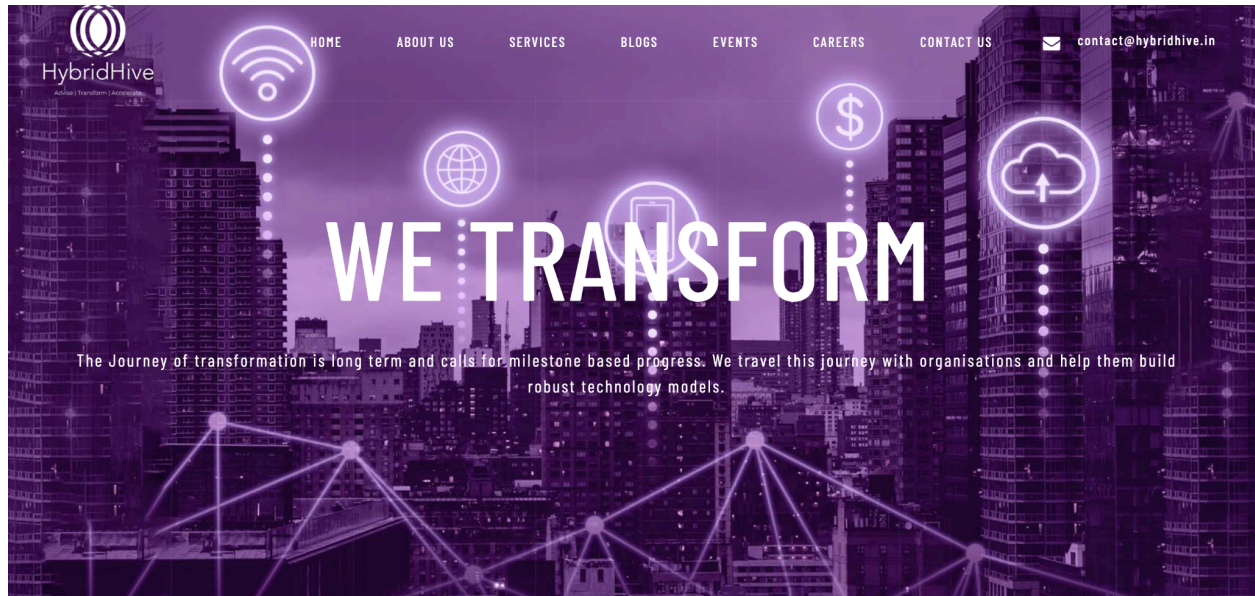


# Case Studies - IT Businesses - By Techsaga Corporations

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## Case Study 1: Hybrid Hive

**Website:** <https://www.hybridhive.in/>

**Industry:** Cybersecurity | Cloud Integration

**Services Provided:**

- **Website Design & Development**
- **Content Writing**
- **Search Engine Optimization (SEO)**

 **Challenge:**

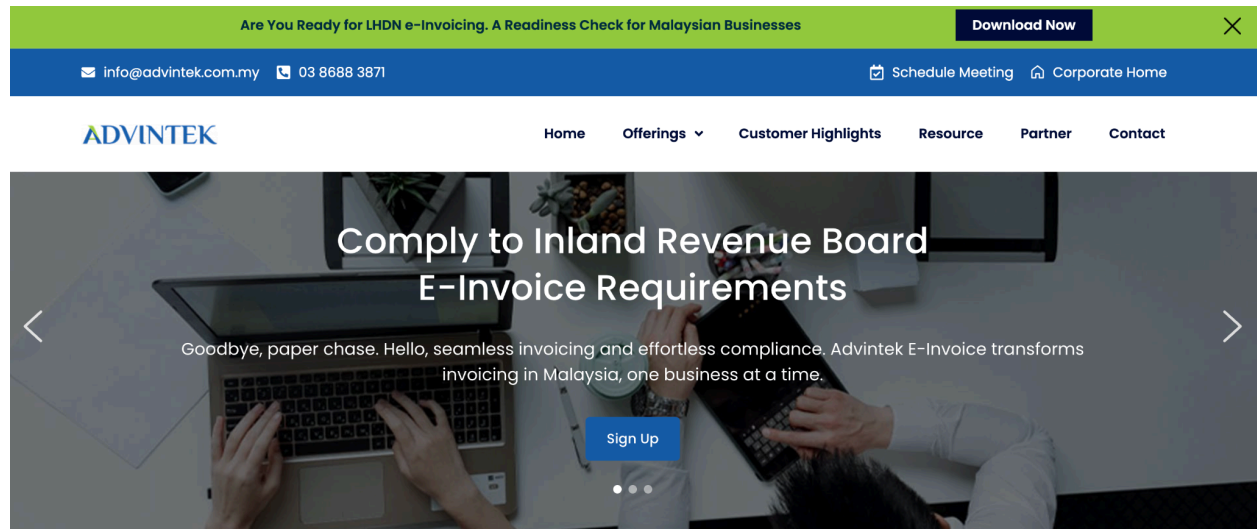
Hybrid Hive wanted a complete digital revamp to position itself as a premium IT integration services provider in India and abroad, while capturing leads from specific niches like Cybersecurity and Hybrid Cloud.

## Techsaga's Strategy:

- **Website Revamp:**
  - Designed a custom responsive website with modern UI/UX elements
  - Integrated industry use-case pages, partner highlight sections, and landing pages for campaigns
  - Ensured WCAG & performance compliance
- **SEO & Content:**
  - Keyword focus: "Cybersecurity Service India", "Hybrid Cloud Integration", "Data Privacy Consultants"
  - Created blog and service content, technical whitepapers, and optimized metadata
  - Built contextual backlinks through guest articles and partner mentions

## Results (within 3 months post-launch):

- **220% increase in site engagement time**
  - Bounce rate dropped by **41%**
  - **60+ keywords ranked in Google SERP**, with 20 in the top 20
  - **3x increase in service inquiry form submissions**
  - Increased inbound leads from **pharma, BFSI, and education sectors**
-



## Case Study 2: Advintek

**Website:** <https://advintek.com.sg/>

**Industry:** E-Invoicing | Compliance SaaS (Malaysia)

**Services Provided:**

- **Graphics Design**
- **Search Engine Optimization (SEO)**
- **Performance Marketing** (Google Ads, Facebook Ads, LinkedIn Ads)

### **Challenge:**

Advintek needed to penetrate the Malaysian and Singaporean markets fast with:

- High-impact visuals for compliance messaging
- SEO to establish domain authority for "LHDN e-invoicing"

- Paid media to drive immediate lead conversions

## Techsaga's Strategy:

- **SEO Optimization:**
  - Targeted geo-specific keywords: "LHDN compliant invoicing", "e-invoicing Malaysia", "e-invoice software SG"
  - Technical fixes for sitemap, core web vitals, and structured data
  - Content strategy for blogs and FAQs around e-invoicing laws
- **Performance Marketing:**
  - **Google Ads:** Conversion-focused landing pages + remarketing
  - **Facebook Ads:** Compliance awareness carousel campaigns
  - **LinkedIn Ads:** Targeted Malaysian CFOs and accounting managers
- **Graphics Design:**
  - Created ad banners, product infographics, and landing page creatives in English and Malay
  - Design alignment with Malaysia's LHDN brand standards



## Results (within 2 months):

- **CPL reduced by 48%** through ad optimization
- Over **150+ qualified leads** from Google and LinkedIn ads
- **LinkedIn CTR exceeded 3.8%**, well above B2B benchmarks
- Organic impressions rose by **190%** with 40+ keywords indexed
- Positioned Advintek as a **top 3 solution** in Malaysian e-invoicing SERPs

## Enterprise-grade WhatsApp Bots to accelerate and grow your business!

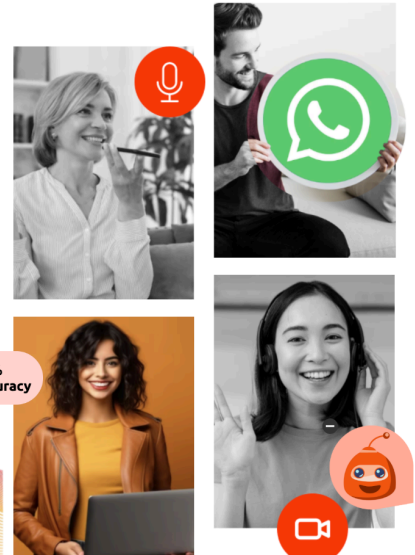
World's first and the highest ROI delivering human-centric conversational and generative AI platform

[Get a Demo](#)

[Try BharatGPT](#)

14 Indian/Vernacular languages through voice, 22 Indian/Vernacular Languages for text modality and 100+ Foreign/International Languages across platforms.

Tr 98% accuracy



## Case Study 3: CoRover AI

Website: <https://corover.ai/>

Industry: AI/Chatbot | B2B SaaS

Services Provided:

- Search Engine Optimization (SEO)
- Social Media Management
- Video & Graphics Design

### Challenge:

CoRover, a pioneer in conversational AI, needed to:

- Improve organic search visibility for highly competitive AI and chatbot keywords
- Build a strong thought leadership presence on social media
- Develop creative, multilingual visual assets to align with their innovative product line



## Techsaga's Strategy:

- **SEO Implementation:**
  - Conducted in-depth keyword research targeting "AI Chatbot", "Multilingual Chatbot", "Conversational AI India"
  - On-page optimization across 50+ landing pages, schema integration, and site speed enhancements
  - High-authority backlink strategy with content placement in AI/tech publications
- **Social Media Management:**
  - Designed a monthly content calendar with AI trends, use cases, and leadership insights
  - Boosted follower engagement through polls, videos, reels, and success stories
  - Platform coverage: LinkedIn, Twitter, and YouTube
- **Video & Graphics:**
  - Developed explainer videos for chatbot products and voice AI
  - Created infographics, LinkedIn carousels, and branded reels for campaign use



## Results (within 4 months):

- **167% increase** in organic traffic
- **300+ keywords ranked on Google**, 35 in Top 10
- **LinkedIn followers grew by 150%**

- **8x engagement rate** on social media
- Contributed directly to **enterprise client onboarding** via organic and LinkedIn leads