

CASE STUDY

Ras India scales multi-city real estate operations using Nodal CMS



RAS Development Pvt. Ltd. is a leading affordable real estate and construction corporation based out of New Delhi, India. The company has a diverse Real Estate presence in residential townships and affordable residential, and commercial spaces.



The Challenge

- Being from the real estate sector, RAS India was lacking customer reach and a brand presence. The company also needed a portal to communicate with it's potential buyers and owners, these features were incorporated to give them a multi-function web platform and blog.

The Approach

- Nodal built a solution for Ras India using Webflow CMS , this was done keeping in mind the specific requirements and enabling them to add more properties and agents thus making the site function like a portal.

Partnering with Nodal Direct

- The new site and SEO resulted in RAS India having a higher Google ranking, this enabled them to generate organic leads and more enquiries and bookings for their upcoming projects across the country.

The Results

- RAS's organic traffic grew by 35% over a period of 6 months from launch. With the added technology integrations and the real time blof it enabled clients to get direct information from the website and mobile pertaining to all the running projects and recent developments and also made it easy to sign up for promotional mailers and offers.

" Nodal has helped us reach our target segment of clients, and also be able to reach more target segment potentials by the improved SEO. "

—Mr Anil Gupta, Managing Director

40%

Lift in YoY traffic growth

45%

Increase in direct bookings

90⚡

Desktop speed on Google

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