

iQSEO
CLARITY.STRATEGY.GROWTH

Local SEO Case Study:

Sai Cabs Tours and Travels

Achieving First-Page Visibility

1. Client Overview :

Client:

Sai Cabs Tours and Travels

Industry:

Travel & Tourism / Cab and Taxi Services

Duration :

3 - 4 Months

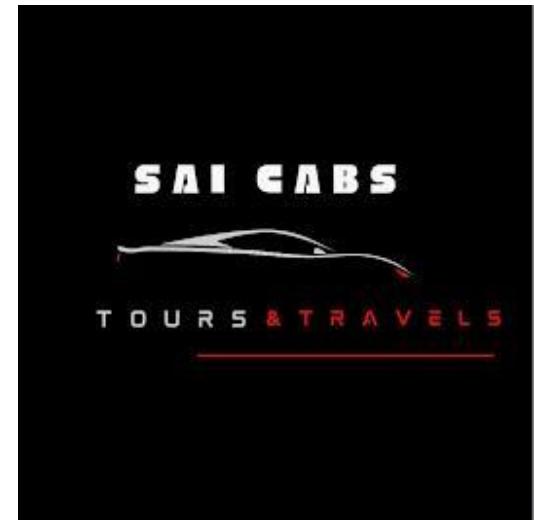
Location:

Rameswaram, Tamil Nadu, India

Service Offering: Local and outstation cab and taxi services, including car rentals and specialized vehicle services like Tempo Traveller.

Background:

Sai Cabs Tours and Travels is a reliable and quality cab service provider in Rameswaram. Despite their high-quality service, the business was not visible to local customers actively searching for cab and taxi services online, significantly hindering their growth potential.



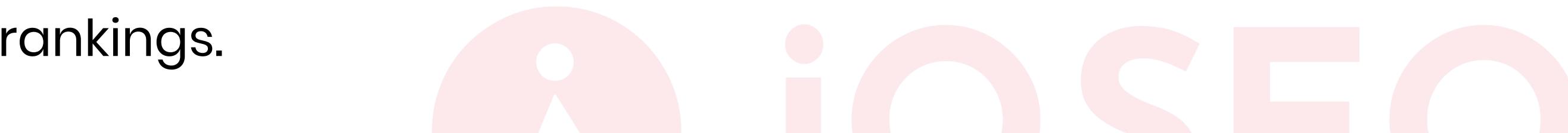
2. Challenge

Sai Cabs Tours and Travels was experiencing poor local search visibility on Google. Their website and services were largely absent from the first few pages of search results for critical, high-intent, location-specific queries.

- **Problem:** Not appearing in the top search results (specifically the top 10 positions/first page) for key Rameswaram cab-related keywords.
- **Impact:** Limited reach, low organic traffic, and missed opportunities for customer acquisition from the local market.

3. Strategy

A comprehensive and targeted Local SEO strategy was developed and implemented to address the visibility challenge and dominate local search rankings.



| Strategy Component | Action Taken |
|----------------------|---|
| On-Page Optimization | Optimized existing website content and metadata (titles, descriptions, headings) with the target keywords, ensuring clear relevance to Rameswaram cab services. |

Local Keyword Targeting

Focused on high-search-volume, location-specific keywords such as "car rental in Rameswaram" and "cab service in Rameswaram" to attract local search traffic.

Google Business Profile (GBP) Optimization

Ensured the GBP (formerly GMB) profile was fully claimed, verified, and meticulously updated with accurate business details, high-quality photos, service areas, and service offerings.

Customer Management

Reviews

Implemented a strategy to consistently acquire and showcase authentic customer reviews on the GBP and website to build trust, improve local credibility, and boost ranking signals.

Regular Engagement

Maintained an active online presence through continuous updates, posts, and engagement activities on the Google Business Profile.

4. Results & Impact

The Local SEO strategy delivered immediate and significant improvements in local search rankings, moving the client from virtually invisible to a first-page presence for high-value keywords.

| Keyword | Before Ranking | After Ranking (Top 10) |
|--------------------------------------|----------------|------------------------|
| Car rental in Rameswaram | Not in top 50 | 4th position |
| Cab service in Rameswaram | Not in top 50 | 5th position |
| Cabs in Rameswaram | Not in top 50 | 5th position |
| Taxi in Rameswaram | Not in top 50 | 5th position |
| Tempo Traveller in Rameswaram | Not in top 50 | 10th position |

Google car rental in rameswaram

Rating Hours

Speed Travels - Rameshwaram C...
5.0 ★★★★★ (2.2K) · Car rental agency
Rameswaram, Tamil Nadu
Open · Closes 10 pm · 088077 29297
"The car was clean, well-maintained, and perfect for long-distance travel."
Categories: Car rental agency + 6 · 0
Copy All | Export All

Rameswaram Elite Tours and Trav...
4.8 ★★★★★ (491) · Car rental agency
Rameswaram, Tamil Nadu
Open 24 hours · 082201 07987
On-site services · Online appointments
Categories: Travel agency + 3 · 0
Copy All | Export All

Royal Cabs - Rameshwaram Cab ...
4.7 ★★★★★ (372) · Car rental agency
Rameswaram, Tamil Nadu
Open 24 hours · 090874 13682
On-site services · Online appointments
Categories: Travel agency + 6 · 0
Copy All | Export All

Sai cabs tours and travels | Cabs in Rameswaram | Car Rental in Rameswaram | Best Car Rental in Rameswaram
4.9 ★★★★★ (122) · Car leasing service in Rameswaram, Tamil Nadu
Manage your Business Profile

144+ Photos

Directions Save Share Call

Overview Reviews

Address: 27, old police line, Rameswaram, Tamil Nadu 623526
Areas served: Sivakami Nagar and nearby areas
Hours: Open 24 hours ·
Phone: 077089 57126
Appointments: rameshwaramtravels.in

Providers

Edit your business information
Add missing information



Keyword: Car rental in Rameswaram
Position: 1st page 4th position

Google cab service in rameswaram

Rating • Hours •

Varahi Cabs - Rameswaram Taxi S...
5.0 ★★★★★ (466) · Taxi service
Rameswaram, Tamil Nadu
072009 23396
On-site services

eNjoy cabs Tours & Travels
4.9 ★★★★★ (187) · Taxi service
7+ years in business · Rameswaram, Tamil Nadu
095009 04308
On-site services · Online appointments

Royal Cabs - Rameshwaram Cab ...
4.7 ★★★★★ (372) · Travel agency
10+ years in business · Rameswaram, Tamil...
Open 24 hours · 090674 13682
On-site services · Online appointments

RG Holidays (Rameshwaram Cab Booking - ...
4.8 ★★★★★ (101) · Taxi service
10+ years in business · Rameswaram, Tamil Nadu
079040 59407
"Best cab service in rameswaram friendly driver neat and clean cab."

Sai cabs tours and travels | Cabs in Rameswaram
4.9 ★★★★★ (122) · Car leasing service
Rameswaram, Tamil Nadu
Open 24 hours · 077089 57126
"Very professional service with good drivers and well maintained vehicles."

AR Tours and Travels - Rameswaram Cab Bo...
5.0 ★★★★★ (269) · Travel agency
7+ years in business · Rameswaram, Tamil Nadu
Open 24 hours · 073589 31234
On-site services · Online appointments

Sai cabs tours and travels | Cabs in Rameswaram | Car Rental in Rameswaram | Best Car Rental in Rameswaram
4.9 ★★★★★ (122) · Car leasing service in Rameswaram, Tamil Nadu

144+ Photos

Directions Save Share Call

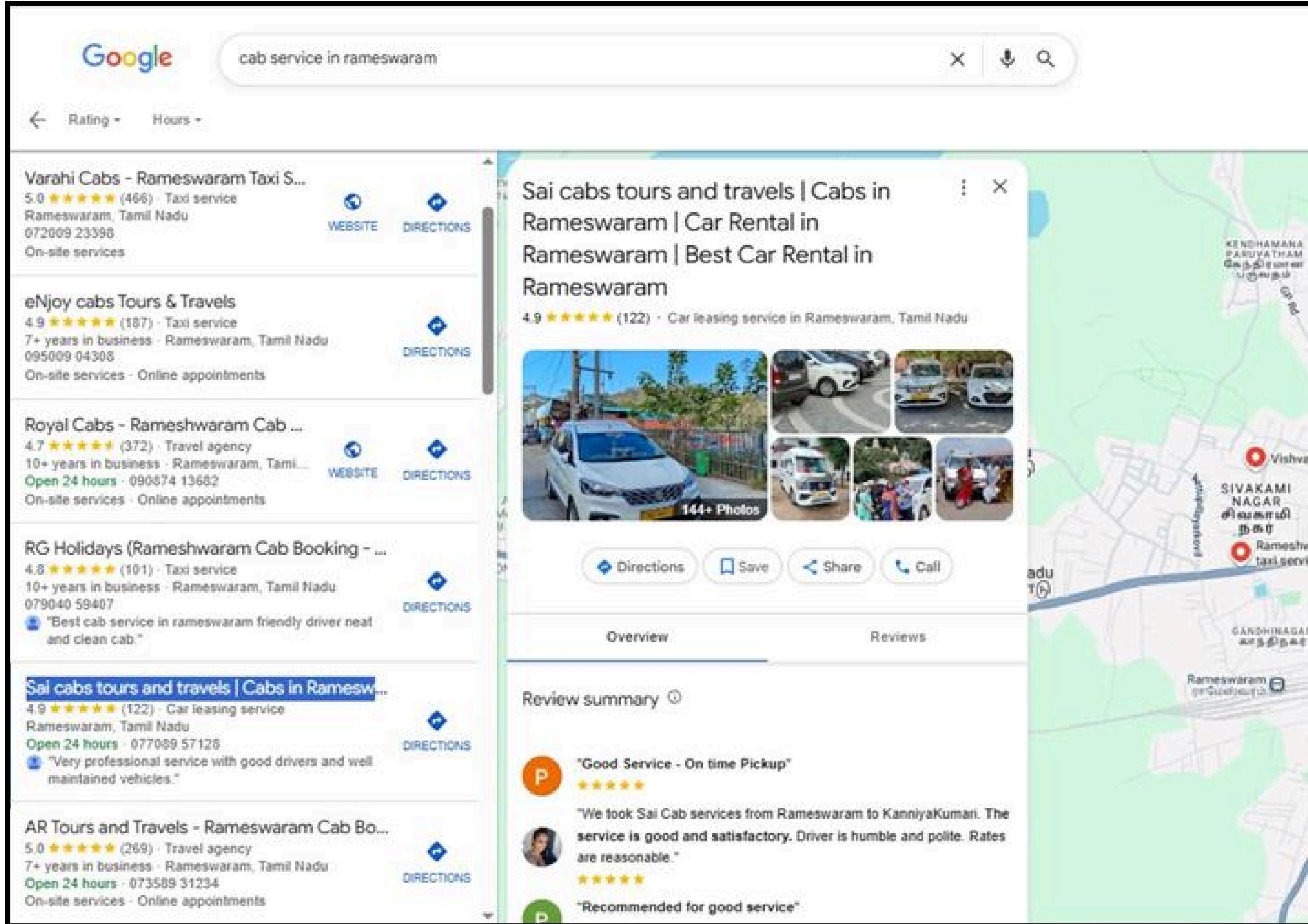
Overview Reviews

Review summary

P "Good Service - On time Pickup"
★★★★★

"We took Sai Cab services from Rameswaram to KanniyaKumari. The service is good and satisfactory. Driver is humble and polite. Rates are reasonable."
★★★★★

P "Recommended for good service"



Keyword: Cab service in Rameswaram
Position: 1st page 5th position

Google cabs in rameswaram

Rating • Hours •

Open - Closes 10 pm - 088077 29297
Very good service, reasonable rate ,polite and good drivers.
Categories: Car rental agency + 6

Royal Cabs - Rameshwaram Cab ...
4.7 ★★★★★ (372) - Travel agency
10+ years in business - Rameswaram, Tamil Nadu
Open 24 hours - 090874 13682
On-site services - Online appointments
Categories: Travel agency + 6

Varahi Cabs - Rameswaram Taxi S...
5.0 ★★★★★ (466) - Taxi service
Rameswaram, Tamil Nadu
072009 23398
On-site services
Categories: Taxi service + 6

eNjoy cabs Tours & Travels
4.9 ★★★★★ (187) - Taxi service
7+ years in business - Rameswaram, Tamil Nadu
095009 04306
On-site services - Online appointments
Categories: Taxi service + 5

Sai cabs tours and travels | Cabs in Rameswaram
You manage this Business Profile
4.9 ★★★★★ (122) - Car leasing service
Rameswaram, Tamil Nadu
Open 24 hours - 077089 57128
Cabs was neat and clean, on time arrival at hotel or other places.
Categories: Car leasing service + 3

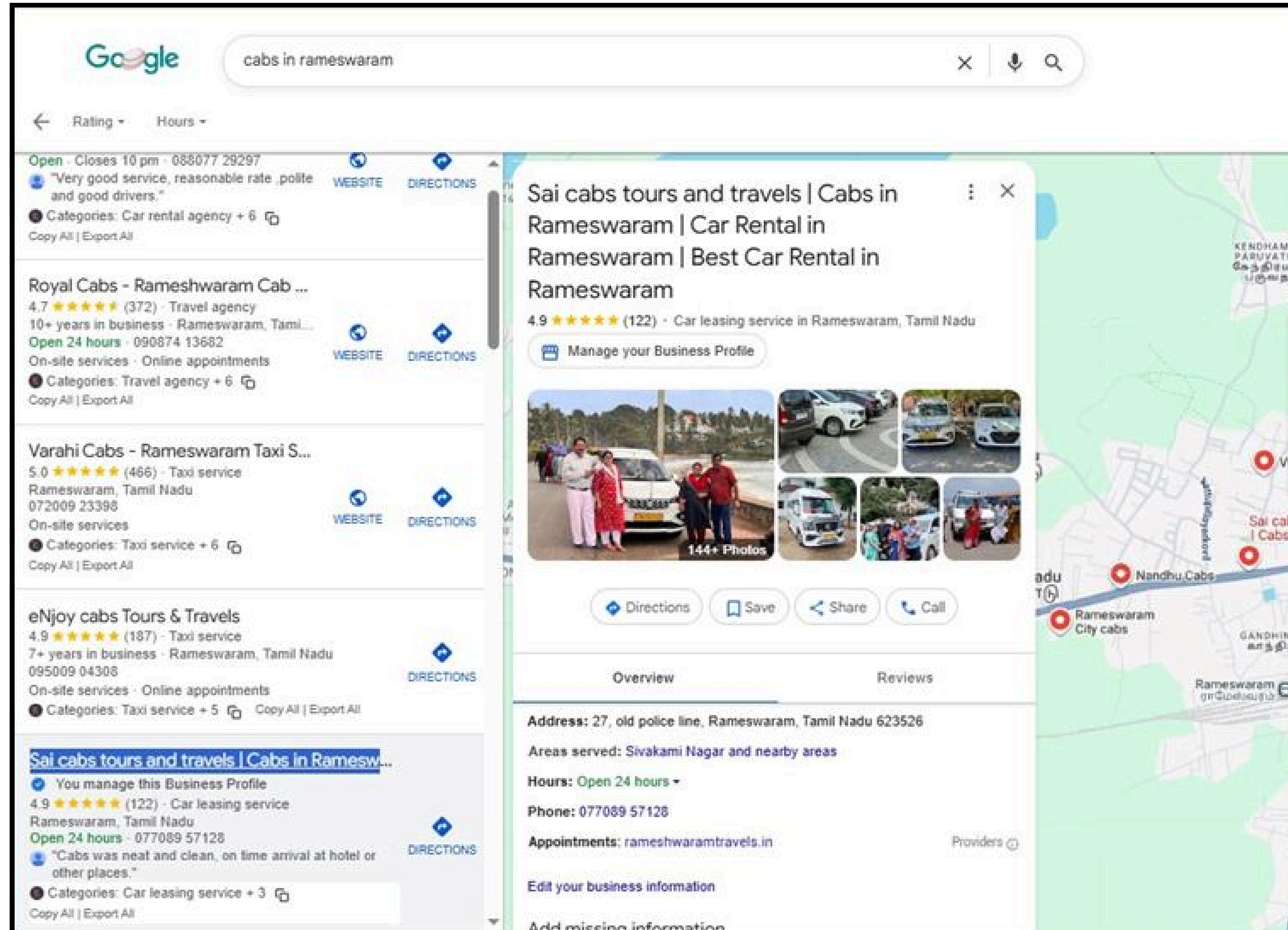
Sai cabs tours and travels | Cabs in Rameswaram | Car Rental in Rameswaram | Best Car Rental in Rameswaram
4.9 ★★★★★ (122) - Car leasing service in Rameswaram, Tamil Nadu
Manage your Business Profile

Directions Save Share Call

Overview Reviews

Address: 27, old police line, Rameswaram, Tamil Nadu 623526
Areas served: Sivakami Nagar and nearby areas
Hours: Open 24 hours
Phone: 077089 57128
Appointments: rameshwaramtravels.in
Providers

Edit your business information
Add missing information



Keyword: Cabs in Rameswaram
Position: 1st page 5th position

Google taxi in rameswaram

Rating • Hours •

The car was clean, well-maintained, and perfect for long-distance travel.

Categories: Car rental agency + 6

Copy All | Export All

Varahi Cabs - Rameswaram Taxi S...
5.0 ★★★★★ (466) - Taxi service
Rameswaram, Tamil Nadu
072009 23398
On-site services
Categories: Taxi service + 6

Royal Cabs - Rameshwaram Cab ...
4.7 ★★★★★ (372) - Travel agency
10+ years in business - Rameswaram, Tamil Nadu
Open 24 hours - 090874 13682
On-site services - Online appointments
Categories: Travel agency + 6

eNjoy cabs Tours & Travels
4.9 ★★★★★ (167) - Taxi service
7+ years in business - Rameswaram, Tamil Nadu
095009 04308
On-site services - Online appointments
Categories: Taxi service + 5

Sai cabs tours and travels | Cabs In Rameswaram...
You manage this Business Profile
4.9 ★★★★★ (122) - Car leasing service
Rameswaram, Tamil Nadu
Open 24 hours - 077069 57128
Very professional service with good drivers and well maintained vehicles.

WEBSITE DIRECTIONS

WEBSITE DIRECTIONS

WEBSITE DIRECTIONS

WEBSITE DIRECTIONS

Sai cabs tours and travels | Cabs in Rameswaram | Car Rental in Rameswaram | Best Car Rental in Rameswaram
4.9 ★★★★★ (122) - Car leasing service in Rameswaram, Tamil Nadu

Manage your Business Profile

144+ Photos

Directions Save Share Call

Overview Reviews

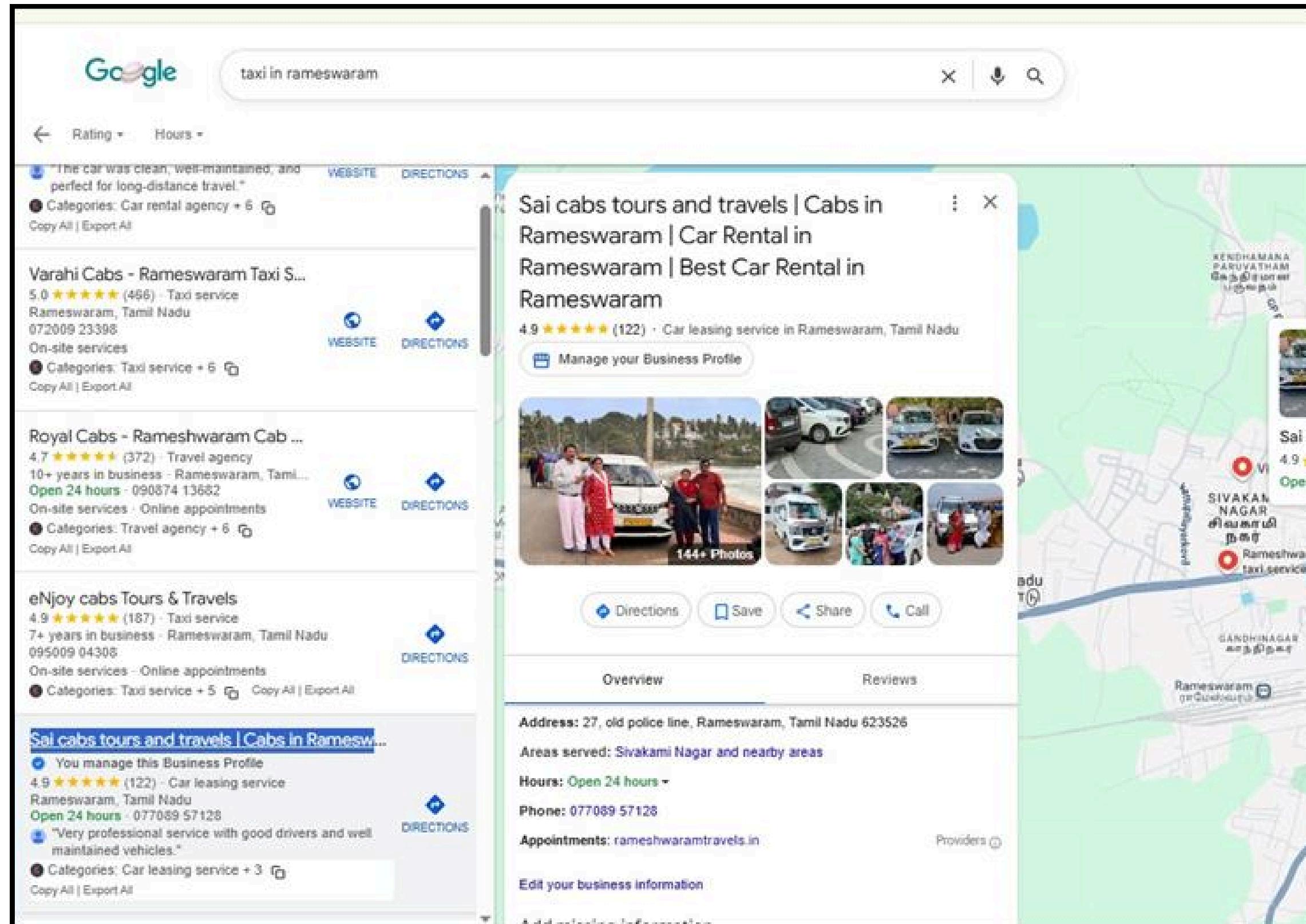
Address: 27, old police line, Rameswaram, Tamil Nadu 623526
Areas served: Sivakami Nagar and nearby areas
Hours: Open 24 hours
Phone: 077069 57128
Appointments: rameshwaramtravels.in
Edit your business information
Add missing information

WEBSITE DIRECTIONS

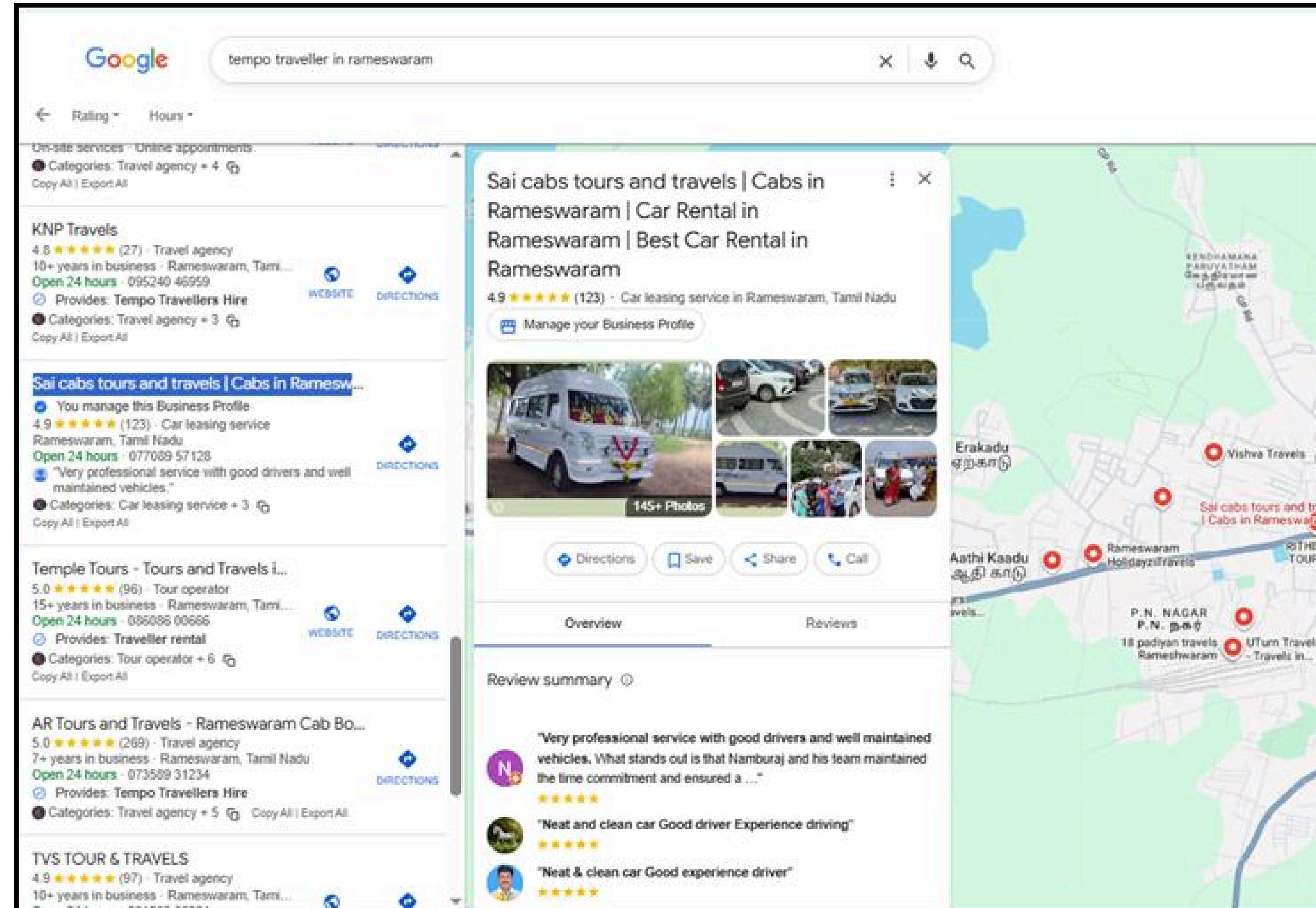
WEBSITE DIRECTIONS

WEBSITE DIRECTIONS

WEBSITE DIRECTIONS



Keyword: Taxi in Rameswaram
Position: 1st page 5th position



Keyword: tempo traveller in rameswaram
Position: 1st page 10th position

5. Conclusion

By implementing our dedicated and strategic Local SEO approach at IQSEO, Sai Cabs Tours and Travels successfully reached its local visibility challenges within 3-4 months

Key Impact:

- **First-Page Dominance:** Achieved first-page rankings (Top 5) for multiple, high-value, intent-driven keywords relevant to the Rameswaram area.
- **Increased Traffic & Inquiries:** The dramatic improvement in search visibility directly led to a higher volume of organic traffic and increased customer inquiries.
- **Enhanced Brand Presence:** Secured a stronger, more visible brand presence in the Rameswaram market, positioning Sai Cabs as a leading local service provider.



iQSEO
CLARITY.STRATEGY.GROWTH

THANK YOU!

📞 7538857567 | 🌐 www.iqtechway.com