

UNV DIGITAL

# HEM CORPORATION

Brand Case Study



# WHO ARE WE



UNV Digital consists of a result-oriented Marketing team. Our team is highly skilled and provides complete content creation and promotion solutions under one roof. For the past two years, we have been delivering premium quality services to our clients in India, the United States, the United Kingdom, Australia, Singapore and Canada.

# OUR SERVICES

UNV Digital has helped brands through our various resources like Digital Marketing, Video Production, Animation, Web Development, Business Development, and Business Enablement. We have successfully delivered amazing results to 120+ companies, both nationally and internationally.

# ABOUT HEM CORPORATION

Based out of the land of saints and spirituality, India, Hem Corporation is one of the leading manufacturers and exporters of Incense Sticks globally. Headquartered in Mumbai, India, Hem Incense has been delivering premium quality incense to various countries. For more than twenty years, Hem Incense has been providing its products and receiving the love of its customers across 70+ countries around the world. Their products include various scented and masala incense sticks, agarbatti, dhoop, and cones. These help in our prayers, meditation, yoga, and in making our environment aromatic and pleasant, thus contributing to peace and tranquility.



INCENSE

*A Better Life. Everyday!*

# CLIENT REQUIREMENTS



- 1 The brand was not able to acquire much traffic on their current website. Many efforts were made from their side to gain traffic on their website, but they couldn't succeed in that.

# RESOLUTION



## REDESIGNING THE BRAND'S WEBSITE

As of November 2019, more than 70% of the world population is using mobile phones and the internet. So, for a business that wishes to spread out and gain business around the world, having an appealing website is a must.

# RESOLUTION

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## REDESIGNING THE BRAND'S WEBSITE

- 📄 First, our team checked the brand's previous website and created a report with the scope of improvement and planned improvements according to the report.

# RESOLUTION

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## REDESIGNING THE BRAND'S WEBSITE


 Next, we redesigned the brand's website as per the latest industry standards for better user experience.



# RESOLUTION

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## REDESIGNING THE BRAND'S WEBSITE

-  Our team also optimized the website for a better SEO score, which could, in turn, help in gaining a better Search Engine Value and rank in the top positions of the search results.

# RESOLUTION

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## REDESIGNING THE BRAND'S WEBSITE

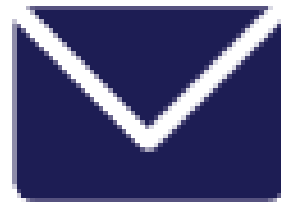
-  The content of the website was also redone and was made SEO friendly to attain a better SEO value on the Search Engines.

# RESULTS

12,000+

VISITORS EVERY MONTH

# REACH OUT



## MAILING ADDRESS

Bungalow No 36, Regency Estate,  
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## EMAIL ADDRESS

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## PHONE NUMBER

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