

## ZUMBINI WITH ALLIE

(<https://zumbiniwithallie.com/>)

Duration: Signed up on June 26th, 2021.

### About the Client

Zumbini is an early childhood music and movement program for the children of ages 0 to 4. It provides an environment for the caregivers to bond with their little ones and experience just as much fun as them and sometimes even more. It is specifically designed to allow the toddlers to learn and develop their motor skills, emotional spectrum helping them grow, – and all this, while playing!

The key component being the zumbini music, it sets a rhythm for the program. The caregivers too, come by uninterrupted quality time with their kids.

### Our Work

We optimized the then existing version of the website so much that the traffic on the website increased by a significant amount of 41.7%. Improved their appropriate client traffic influx and projected and enhanced their image as a brand. Pushed up their keyword Rankings. Out of 30 keywords assigned, 12 Keywords are on the first page of Google and 10 keywords are on the second page of Google.

### Client's Feedback

The client experienced our services expanding to the areas of website strategy, branding, digital product design, development and optimization, leaving them impressed with our results.

