

Client Success Story

IndiaLends

Learn how Altumind enhanced IndiaLends' FinTech Experience with SEO-Optimized Content Management



Industry:
Fintech



Solution:
Comprehensive SEO and Content Management System



About indiaLends

IndiaLends, an innovative fintech company, is on a mission to revolutionize India's financial sector by making credit more accessible. The platform connects borrowers with lenders, offering unsecured loans, credit cards, and other financial products. With Series A funding from American Express Ventures, DSG Consumer Partners, Cyber Carrier, and Advant-Edge Partners, IndiaLends has positioned itself as a key player in the global fintech ecosystem.

Quick Facts



78% Increase in organic search traffic



45% Improvement in keyword rankings



50% Reduction in bounce rates

Challenges Faced: Overcoming Digital Visibility Barriers

Despite creating a robust platform connecting borrowers and lenders, IndiaLends struggled with critical digital visibility challenges. Their blog page, a crucial tool for user education, suffered from poor search engine rankings despite containing valuable financial content. The company faced multiple interconnected issues:

- **Limited Organic Visibility:** Despite offering valuable financial information, their content failed to rank for key search terms like "personal loan," "IFSC codes," and related keywords.
- **Poor Content Structure:** The existing blog lacked proper pillar-cluster organization, making it difficult for search engines to understand topic relevance.
- **Technical SEO Issues:** Site speed issues, inadequate metadata, and poor internal linking limited search crawlability and indexing.
- **Low User Engagement Metrics:** High bounce rates and low time-on-page signaled to search engines that content wasn't meeting user needs.
- Financial literacy content wasn't optimized for high-intent search phrases that potential customers were using.



Solutions

Altumind partnered with IndiaLends to transform their blog into an intuitive and user-friendly educational platform. Our goal was to enhance engagement, improve search visibility, and boost financial literacy by refining the user experience through strategic UI/UX and SEO improvements.

Key Enhancements:

- **Content Structuring:** Implemented a Pillar-Cluster Model to reorganize content around core financial topics, improving search relevance and internal linking.
- **SEO Optimization:** Conducted keyword research and mapped high-value financial search terms to enhance visibility.
- **Technical Improvements:** Optimized site speed, reduced page load times by 65%, and ensured mobile responsiveness for seamless access across devices.
- **Schema Markup Integration:** Implemented structured data to enhance SERP features and drive better click-through rates.
- **User Experience Refinements:** Enhanced readability through strategic white space usage, typography improvements, and optimized call-to-action placements based on heatmapping analysis.

Implementation: Altumind's Strategic Development Process

Altumind's partnership with IndiaLends began with a comprehensive SEO audit that revealed critical gaps in their digital strategy. We resolved core technical issues, optimized site architecture, and built robust XML sitemaps while fixing redirect chains.

Working closely with IndiaLends' financial experts, we reorganized content into an effective pillar-cluster model with intuitive cross-navigation, optimized reading experiences, and mobile-first design. Our approach established a continuous improvement cycle through content audits, trend monitoring, and competitive analysis.



The Results & Conclusion

The strategic SEO implementation and content strategy for IndiaLends delivered exceptional results through our methodical pillar-cluster content architecture approach.

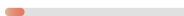
Key Outcomes:

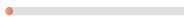
- Significant visibility gains for LSI optimized keywords across personal loans, IFSC codes, and small loan categories.
- Improved organic rankings for strategically structured pillar and cluster content.
- Higher engagement, with users spending more time exploring related financial topics.
- Enhanced brand credibility, positioning IndiaLends as a trusted financial resource.

At Altumind, we believe in the power of design and data-driven SEO to create meaningful digital experiences. Our collaboration with IndiaLends showcases how a user-first approach can elevate brand authority, boost search performance, and foster financial literacy.



Below is our pillar-cluster implementation strategy that transformed IndiaLends' content structure and SEO performance:

S.NO	PAGE	PAGE TYPE	KEYWORD	PAGE TRAFFIC	RANKING
01	IFSC code	Primary Page	IFSC code	135K 	8th
02	Kotak bank IFSC code	Cluster Page	Kotak bank IFSC code	60.5K 	6th
03	Central bank of India IFSC code	Cluster Page	Central bank of India IFSC code	40.5K 	1st
04	IndusInd bank IFSC code	Cluster Page	IndusInd bank IFSC code	33.1K 	1st
05	Bank of Baroda IFSC code	Cluster Page	Bank of Baroda IFSC code	301.0K 	11th

S.NO	Keyword	Keyword Type	Search Volume	Target Page
01	Online personal loan	Primary Keyword	18.1K 	Personal Loan Page
02	India lends personal loan	LSI Keywords	2.4K 	Personal Loan Page
03	India lends loan	LSI Keywords	1.3K 	Personal Loan Page
04	India lends personal loan interest rate	LSI Keywords	500 	Personal Loan Page
05	India lends - instant loan app	LSI Keywords	1000 	Personal Loan Page

S.NO	Keyword	Keyword Type	Search Volume	Target Page
01	Small Amount Personal Loan	Primary Keyword	450 	Small Personal Loan
02	Small Instant Loans	LSI Keywords	9.1K 	Small Personal Loan
03	Small Instant Loan	LSI Keywords	7.5K 	Small Personal Loan
04	Easy Instant Loan	LSI Keywords	550 	Small Personal Loan
05	Easy Mini Loan	LSI Keywords	1K 	Small Personal Loan

Results and Future Growth: Healthcare Commerce Reinvented

The CareCart platform has delivered exceptional outcomes by streamlining quote management, enhancing payment security, and improving inventory control while facilitating seamless customer-seller communication. These improvements have significantly increased operational efficiency and automated financial reporting processes across the healthcare commerce ecosystem.

Engineered with scalability at its core, CareCart is strategically positioned for sustained growth in this specialized market. The platform's architecture strengthens CareCart's competitive advantage while fundamentally transforming the healthcare product marketplace. Altumind's solution addresses immediate operational challenges while establishing a robust foundation for longterm success in the increasingly competitive healthcare ecommerce landscape.

Empowering Businesses with Digital Innovation & Human-Centric Solutions

Altumind is a digital solutions powerhouse committed to helping businesses thrive in today's everevolving digital landscape. We bring together cutting-edge technology, data-driven insights, and human-centered design to drive impactful digital transformation. As a strategic ally, we deeply understand your business challenges, leveraging AI, RPA, and cloud computing to craft tailored solutions that maximize ROI, streamline operations, and deliver measurable growth.



Experience Design

Crafting intuitive user experiences that enhance engagement and drive customer satisfaction.



AI & Automation

Leveraging AI, RPA, and advanced analytics to optimize operations and enhance decisionmaking.



Cloud Solutions

Empowering businesses with cloud-native architectures for scalability and efficiency.



Data Analytics

actionable insights to drive informed decision-making



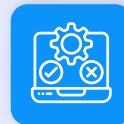
Digital Strategy and Consulting

Guiding businesses in their digital transformation journey with strategic planning and execution.



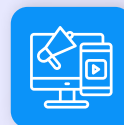
Technology and Engineering

Building scalable and robust digital platforms, including web and mobile applications.



QA & Testing Services

Ensuring seamless functionality, security, and reliability through rigorous testing processes.



Digital Marketing

Enhancing brand visibility with targeted strategies, SEO, and data-driven marketing campaigns.



Managed Operations

Providing end-to-end operational support to streamline workflows and boost productivity

[Book a Free Consultation](#)

Here's Why Altumind is a perfect fit for you too:

- Comprehensive digital solutions spanning experience design, AI-driven automation, and cloud transformation.
- Scalable and customizable technology tailored to unique business needs.
- AI, RPA, and analytics-driven automation to enhance efficiency and decision-making.
- Cloud-native architectures and digital solutions designed for global scalability.
- Expert-led implementation and post-deployment support for seamless execution.
- Integrations with enterprise systems ERP, and eCommerce platforms.
- Adaptive talent solutions with Altumind Agiliti to access the right expertise at the right time.

Accelerate your digital transformation with expert-led innovation and next-gen technology.

Get Started →

