

Case Study - ClearTax

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CLEARTAX - COMPANY PROFILE

clear
from the makers of
cleartax

Every year, over \$300 billion worth of invoices go through ClearTax, making it the no. 1 income tax returns platform. Through its innovative technology, the company has saved more than 1.8 million man-hours and over a billion dollars on taxes yearly.

ClearTax collaborates with DWS to maintain their superior brand authority on the SERP. In the second year of our collaboration, we helped by delivering high quality content at scale. By implementing updated optimization practices, we ensured Cleartax remain immune to the SERP ranking fluctuations.

MAJOR ROADBLOCKS

1. Delivering quality content at scale
2. Increasing session time on website
3. Maintain SERP Positions against Algorithm Updates

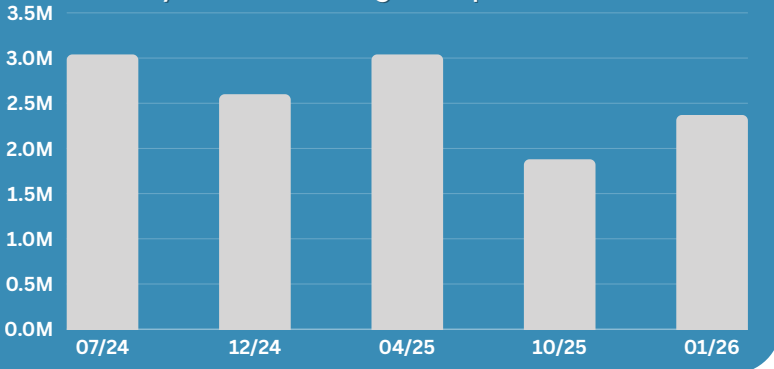
ENTERS DWS IN MAY 2022



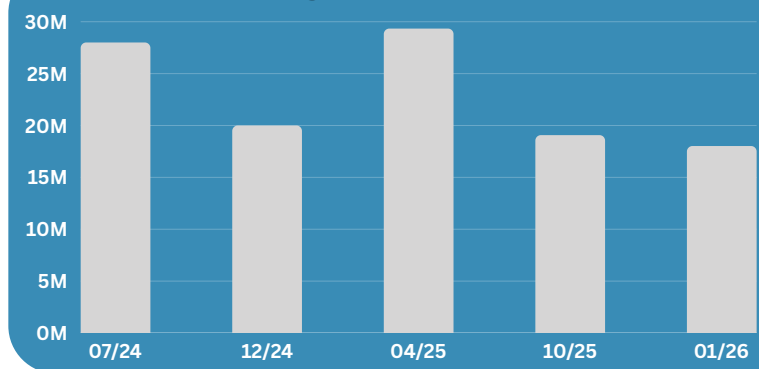
THE RESULTS (AS ON JAN 2026)

COMPARATIVE PERFORMANCE ANALYSIS FROM JULY-24 TO JAN-26

Keywords Ranking in Top 100



Organic Traffic



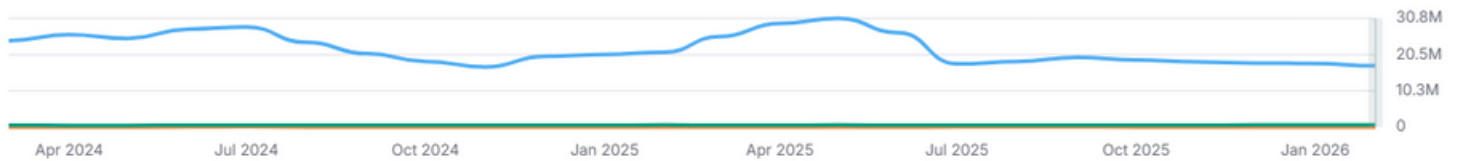
SEMRUSH RESULTS OF CLEAR TAX.IN FROM JULY-24 TO JAN-26

1M 6M 1Y 2Y All time

Days Months [Export](#)

Traffic

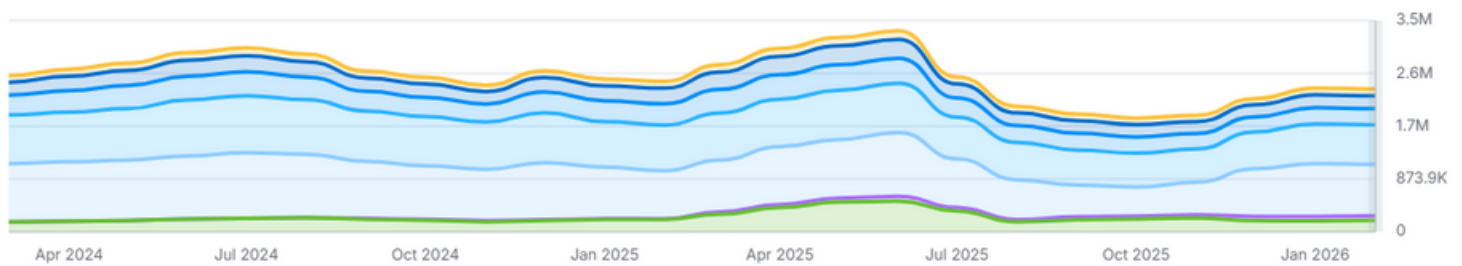
☒ Organic Traffic ☒ Paid Traffic ☒ Branded Traffic



Keywords

Organic Paid

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ AI Overviews ☒ Other SERP Features



CLEAR TAX.IN NOW

581.6K



Keywords Ranking in
Top 10

1.5M



Keywords Ranking in
Top 50

2.1M



Total Indexed Pages

52



Domain Authority

HOW WE DID IT IN 24 MONTHS



700+
Blogs



30
Webpages



8-10
Copies/
Week



120K+
Words/
Month

ClearTax helped us with all the trending topics to propagate financial literacy, mostly about different investment options. This includes a-z of different financial topics, such as:

- *Stocks*
- *Income Tax*
- *Mutual Funds*
- *Exchange Traded Funds*
- *State-wise certification*
- *GST*
- *Cryptocurrency*
- *Futures & Options*
- *Depreciation Rates, etc.*

SOLUTIONS TO THE CHALLENGES FACED

ClearTax collaborated with us for on-page articles on different finance-related topics which were similar to some of our existing clients. However, our techniques for ClearTax was a bit different as it includes:



Captivating Story-telling Strategy

The topics are technical, targeting employed adults of age group 22 to 40 years, who are yet to decide whether to use a SaaS product for easy tax filing. That's why to grab maximum attention and improve the session time, we mostly wrote jargon-free content for better readability.



Real Time Optimization Training to Dedicated Squad

Since Google search algorithms keep revising, being updated is mandatory to deliver continuous output. We conducted bi-monthly optimization training for ClearTax writers - keeping them updated about contemporary practices for sustainable performance.

WHAT WE LEARNT FROM OUR PARTNERSHIP?

- Consistently posting on-page content with SEO topic clusters ensure overall growth.
- Attention to latest SEO trends and content optimization guidelines can immunise a business against Google Update induced position fluctuations.
- Some SEO strategies may cause temporary setback. Sticking your ground with enhanced optimization helps bounce back.

Following are 15 keywords on which we have written content for cleartax.in. Please click on these keywords to visit its corresponding blog or webpage live on our client's website.

Sl. No.	Primary Keyword	 SERP* Rank	Search Volumn	Content Type	Written On
1	Bank of India balance check number	3	1,65,000	Blog	10/2025
2	Bank of Baroda balance check	3	1,65,000	Blog	08/2025
3	encumbrance certificate	9	1,35,000	Blog	06/2025
4	Canara Bank balance check number	6	1,35,000	Blog	06/2025
5	RTGS Full Form	3	1,35,000	Blog	06/2025
6	imps full form	6	1,35,000	Blog	01/2026
7	Punjab National Bank balance check	4	90,500	Blog	06/2025
8	Union Bank Balance check number	3	74,000	Blog	07/2025
9	how to efile itr	2	33,000	Blog	10/2025
10	Aadhaar validity	6	22,200	Blog	02/2025
11	MICR code on cheque	1	22,200	Blog	02/2025
12	how to fill cheque	3	22,200	Blog	02/2025
13	HDFC bank rd interest rates	5	18,100	Blog	03/2025
14	ITR 1 VS ITR 4	1	4,400	Blog	04/2025
15	80jjaa	2	2,900	Blog	03/2025

*These Google SERP ranks were recorded on January 2026