



Success Story:  
Bizhawkz IT Solution  
Pvt. Ltd.

## Industry

Counselor/Coach/Psychologist

## Problem

GIF (Grow it forward)'s main focus was to optimize the visibility of their counseling and coaching services and products to clients and other visitors. They aimed at creating awareness about the positive psychology and its impact on individual's life.

## Solution

Bizhawkz provided a solution to GIF in order to increase the ranking of their website on the search engines by promoting their products and services, using better keywords and creating business pages on various social media websites.

## Results

GIF website got positive results for their visibility on the search engines and had an increase in traffic visiting their website.

# Grow it Forward (GIF) Counseling

Bringing Positive Psychology to Life



Grow it forward

[www.gifcounseling.com](http://www.gifcounseling.com)

GIF has a qualified team of counselors who are dedicated to offer services to ensure emotional well being of clients and offer effective and practical tools to help couples improve their relationship.

---

GIF aims to offer services to ensure emotional well being of clients and offer effective and practical tools to help couples improve their relationship, offer individual attention to all clients, offer proper coaching to attain success in career development, executive & leadership coaching and tips for better team work. They offer free session to help their clients in finding their ideal jobs, become a better leader. They have published a number of books. They also offer counseling/coaching over calls.

### Business Challenge

GIF focused on gaining visibility over the search engines so that their products and services could reach to maximum number of people. They emphasized on creating awareness among the visitors for the benefits of positive psychology and various coaching and counseling services offered by them.

# Creating Awareness and Promoting their Counseling and Coaching Services

GIF focuses on ensuring psychological well being of their clients through counseling and coaching services provided by them. They focus on individual's emotional, psychological well being and help their clients to live in a way that is authentic, healthy, and congruent with personal strengths, values, and/or faith. They help clients to deal with stress, anxiety, depression, grief and loss or other emotional challenges. They offer various coaching programs for clients to attain success in personal and professional life.

## Solution

Bizhawkz offered promotional program for their services and products that was customized to suit their specific needs of increasing the traffic over their website and creating awareness about their counseling services among their target audience through focused approach on generating a better search engine ranking and social media websites. Bizhawkz helped them in building a list of visitors to their website, who were interested in their free coaching sessions and free tips to gain success personally and professionally. They coach executives and business professionals and specialize in marriage and relationship coaching and leadership development.

## Results

They are changing more and more lives through their services and the promotional campaign has created wonders for their organization. Optimized ranking over search engines and social media websites and so much more.

## About Bizhawkz

Founded in 2008, Bizhawkz is a privately-held company that was reinvented in 2013.

Bizhawkz's mission from that point forward has been to develop and deliver an expanding set of unique Business Applications that help organizations perform better by enhancing the capabilities and impact of their workforce. Bizhawkz operates with focus on a simple, lead objective – 100% Customer Success – which ensures success is measured through the achievements of customers. For more information on Bizhawkz's solutions, visit <http://www.bizhawkz.com>



"I have been working with Amit and his knowledgeable team at Bizhawkz IT Solutions for several years now. I was looking for an organization that could help me in creating awareness and promotion of my counseling services and one of my friends suggested me to have a word with Amit from Bizhawkz. I took my chances and since then there was no looking back. I invested in having Bizhawkz work on my search engine and social media optimization. Thanks to Bizhawkz's SEO and SMO efforts, my search results have been second to none, and at a fraction of the cost."

-Tom King  
(Psychologist, Counselor and Visionary)