



Web Wonder Works LLP
COIMBATORE · TAMIL NADU · INDIA

Marketing you can **verify**, not marketing you have to believe.

A digital marketing company registered with the Ministry of Corporate Affairs, run by named people whose work you can check before you speak to any of them. Every engagement starts with a diagnosis of your funnel, and every channel is judged on a business KPI — cost per qualified lead, enquiries from Google, revenue — never on rankings, reach or follower counts.

-  Registered LLP · Trademark applied
-  MSME · Udyam certified
-  Rated 4.9 / 5 on Google
-  Innovspace, Kalapatti, Coimbatore

PROOF WE OWN OUTRIGHT

42,901	Google visits in 16 months — Velankanni Shrine, our own site
38,249	Google visits in 16 months — Coimbatore Junction, zero ad spend, ever
40,101	AI answer citations in 180 days across our properties
#1	Ranked first for “SEO Tamil” — the subject is the service
27,928	Google visits delivered for MM Hospital, a named client

Who we are, in one paragraph

No mission statement. Four verifiable facts and what they mean for the work.

Web Wonder Works LLP is an MCA-registered digital marketing company based in Coimbatore, Tamil Nadu, working with local businesses across healthcare, manufacturing, education and retail. Services cover SEO, Google Ads, Meta ads, social media, websites and local search. Every engagement starts with a diagnosis of the funnel rather than a fixed package, so spending goes where the constraint actually is. **The difference is measurement:** conversion tracking is implemented before any budget is spent.

ACI-7034

LLPIN, incorporated 1 August 2024. Searchable on the MCA portal in under a minute.

4.9 / 5

Google Business Profile rating, from reviews left by clients you can contact.

Tamil + English

Campaigns, creative and customer calls run natively in both languages.

30,000+

Students taught SEO in Tamil through our own education properties.



Diagnosis before package

We find where the funnel actually leaks — traffic, enquiries, follow-up or closing — before recommending a single rupee of spend. Sometimes the answer is that you do not need us yet.



One business KPI per channel

Each channel is judged on something your accountant would recognise. If a channel cannot be tied to a business outcome, we do not run it and we do not bill for it.



Named people, not a pool

You meet the person who will run your account on the first call, and that same person stays on it. Nobody is handed to an unnamed execution team after signing.

You have probably already paid for some of this

Five patterns we find in almost every account we audit in Coimbatore.



Nothing is actually tracked

Ads run for months with no conversion tracking, so “performance” is a screenshot of clicks. Nobody can say what a lead cost, because nobody measured a lead.



Vanity metrics in the report

Impressions, reach and follower growth go up and to the right while the phone stays quiet. The report is honest about the wrong numbers.



Somebody else owns your estate

The Ads account, the Business Profile, the domain and the website sit under an agency login. Leaving costs you the asset, so you stay.



A package, not a diagnosis

Ten posts and four blogs a month, sold identically to a hospital and a pillow factory, regardless of where either business is actually losing customers.



Nobody is accountable by name

You are sold by a founder and serviced by a rotating pool. When results slip, there is no single person whose job it was.



What we do instead

Tracking first, one business KPI per channel, your name on every asset, and the same named person from the first call to the last report.

Patterns drawn from audits of prospective client accounts in Coimbatore and Tamil Nadu, 2024–2026. See webwonderworks.in/about for how we work.

THE PROBLEM

Six things we commit to, in writing, before you pay anything

These are in the scope document, not just on a slide.



Diagnose first

No proposal until we have looked at your funnel, your competitors and your search demand. The diagnosis is written down and yours to keep.



Measure before you spend

Conversion tracking, call tracking and form goals go live before the first rupee of media budget. If it is not measured, it is not started.



One KPI per channel

Every channel gets a single business number it lives or dies by. Reporting shows that number in a bad month exactly as clearly as in a good one.



Written scope

What is included, what is not, what it costs and when it is delivered. Anything outside scope is quoted separately, never absorbed quietly.



You own the accounts

Ads, Analytics, Business Profile, domain, hosting and website are created under your ownership with us as a user. You can remove us in one click.



Named accountability

One named person owns your outcome. You have their number. They are on the call when the numbers are good and when they are not.

HOW
WE WORK

What we report — and what we refuse to report

The right-hand column contains numbers that are real, easy to grow, and worthless to your business.

CHANNEL	THE BUSINESS KPI WE REPORT	WHAT WE ALSO WATCH (DIAGNOSTIC ONLY)	WHAT WE WILL NOT SELL YOU AS A RESULT
SEO & local search	Enquiries from organic and Maps, and cost per enquiry	Non-brand top-10 searches, click-through rate, AI answer citations	“Keyword rankings improved”
Google Ads / PPC	Cost per qualified lead, and lead-to-enquiry rate	Impression share, quality score, search term waste	Clicks and impressions
Meta & social	Enquiries and booked conversations attributable to social	Saves, shares, message starts, video hold rate	Follower growth and reach
Google Business Profile	Calls, direction requests and messages from the profile	Discovery vs branded searches, photo views, review velocity	“Profile views up 300%”
Website	Conversion rate and completed enquiry forms	Core Web Vitals, bounce on money pages, form drop-off step	Sessions and pageviews
Overall engagement	Cost per acquired customer, where your CRM allows it	Channel mix, seasonality, sales-capacity ceiling	A dashboard with a green arrow

Diagnostic metrics are shown in reports so you can see why a KPI moved — never in place of it. Reporting cadence and definitions are fixed in the scope document at the start of the engagement.

WHAT WE
MEASURE

Six services, each with the number it answers to

Sold individually or combined — but only after the diagnosis says which one your constraint needs.



SEO & Local Search

Technical fixes, content built around real search demand, Google Business Profile, citations and reviews. Tamil and English.

KPI · Enquiries from organic & Maps



Google Ads & PPC

Search, Performance Max and remarketing, with conversion tracking and negative-keyword hygiene from day one.

KPI · Cost per qualified lead



Social Media & Meta Ads

Creative, calendar and paid distribution on Instagram, Facebook and YouTube, built for a local audience that scrolls in Tamil.

KPI · Attributable enquiries



Web Design & Development

Fast, search-ready sites built to convert, not to win design awards. Owned by you, on hosting in your name.

KPI · Conversion rate



Website Maintenance

Updates, backups, security, uptime and speed monitoring, with a monthly log of what was actually done.

KPI · Uptime & page speed



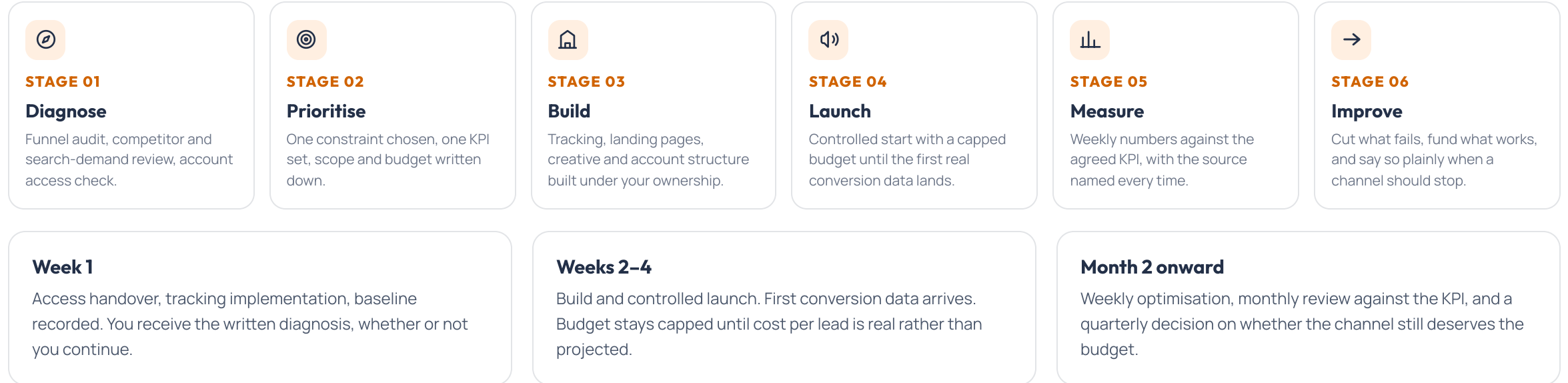
Business Consulting

For owners who are not sure marketing is the problem. Positioning, pricing, sales follow-up and capacity before spend.

KPI · Agreed per engagement

Six stages, and what actually happens in each

Nothing here is billed before the stage before it has been signed off.



What you get, and when you get it

Deliverables with dates attached, so you can hold the engagement to a calendar.

DAYS 1-14

Diagnose & instrument

Access audit, conversion tracking live, call tracking configured, baseline KPI recorded, written diagnosis delivered.

DAYS 15-30

Build & launch

Account structure, landing pages and creative built. Controlled launch on a capped budget. First cost-per-lead figure.

DAYS 31-60

Optimise

Waste cut from search terms and audiences, winning creative scaled, landing pages iterated against real conversion data.

DAYS 61-90

Decide

Quarterly review against the KPI. Scale, restructure or stop — with the recommendation written down either way.



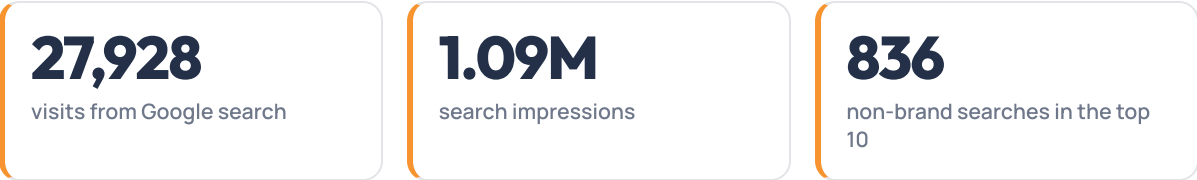
An honest note about timelines

Paid channels can produce leads inside two weeks. SEO and local search generally do not show meaningful movement before month three, and in competitive Coimbatore sectors closer to month six. Anybody promising you first-page rankings in 30 days is either buying ads and calling it SEO, or targeting searches nobody performs.

FIRST
90 DAYS

MM Hospital, Namakkal

A multispecialty hospital competing for patients who search before they choose



Healthcare search is unforgiving: patients compare three hospitals in one sitting, and most of that comparison happens on a phone before anybody calls. The work focused on the non-brand searches — the symptom, procedure and department queries where a hospital is discovered rather than looked up by name. **836 of those now sit in the top ten**, which is the number that produces new patients rather than confirming existing ones. The engagement also covered the launch campaign for the hospital's **robotic joint replacement** service.

- Healthcare
- Technical SEO
- Local search
- Service launch campaign
- Namakkal, Tamil Nadu



Client	MM Hospital, Namakkal
Speaking	Dr Sivakumar
Site	mmhospitalnamakkal.com
Full write-up	webwonderworks.in/portfolio/mm-hospital

Figures from Google Search Console for the reported window, shown in full with report screenshots on the case-study page. The video is the client's own words, unedited.

DFT — bedding manufacturer, Sri Lanka

A manufacturer with a strong product and almost no findable presence

DFT manufactures pillows and bedding in Sri Lanka. The product had a reputation locally and effectively no digital footprint — buyers searching for suppliers found competitors, and the Google Business Profile was doing none of the work a manufacturer's profile should do. Founder **Gabriel Fernando** describes the engagement on video.

The problem

No search visibility for category terms, a website that did not explain or sell the range, and a Business Profile with no path to enquiry.

The work

Ecommerce build, technical and content SEO, and Meta advertising — an ongoing engagement rather than a one-off project.

Manufacturing

Ecommerce

SEO

Meta advertising

Sri Lanka



GABRIEL FERNANDO, FOUNDER · ON VIDEO

Client	DFT, Sri Lanka
Speaking	Gabriel Fernando, Founder
Scope	Ecommerce, SEO, Meta ads
Full write-up	webwonderworks.in/portfolio/dft-pillows

Performance figures for this engagement are published on the case-study page where the client has approved release. Nothing is quoted here that the client has not said on record.

Jasmine Advertising, Coimbatore

An advertising agency that hired another agency — and stayed



They have provided an even better service than what we initially expected. They are highly trustworthy. We have been using their services for about six months now, and it has been very good.

Shaik Dawood Jasmine Advertising, Coimbatore

Spoken in Tamil, translated to English. The unedited video is on our About page.

Why this one is worth reading twice

An advertising agency buys marketing services the way a chef orders in a restaurant: they know what the kitchen looks like. Jasmine Advertising could have done a version of this work in-house, and could see every shortcut if one had been taken. They renewed instead. That is a harder reference to earn than a testimonial from a client who cannot audit the work.

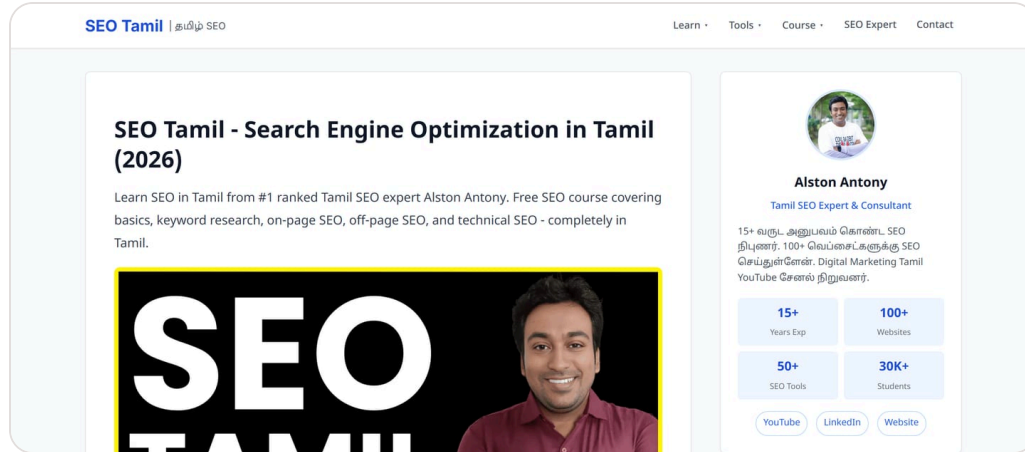


Sector	Advertising & media
Location	Coimbatore, Tamil Nadu
Scope	Web design, SEO, digital marketing
Relationship	~6 months at recording, continuing

No performance figures are published here. This client's account data is theirs, and we do not publish a client's numbers without written permission and a source you can check. The testimonial is the evidence we are entitled to show.

SEO Tamil — teaching SEO in Tamil, and ranking first for saying so

Our money, our decisions, every number disclosed in full.



110

searches ranking first or second on average

222

searches in the top three

26

pages carrying the whole site

Ranked first for “SEO Tamil” and “Tamil SEO Expert” — on search engines and on AI assistants

G

Google
#1

AI

AI Overviews
Cited

B

Bing
#1

C

ChatGPT
Named

G

Gemini
Named

P

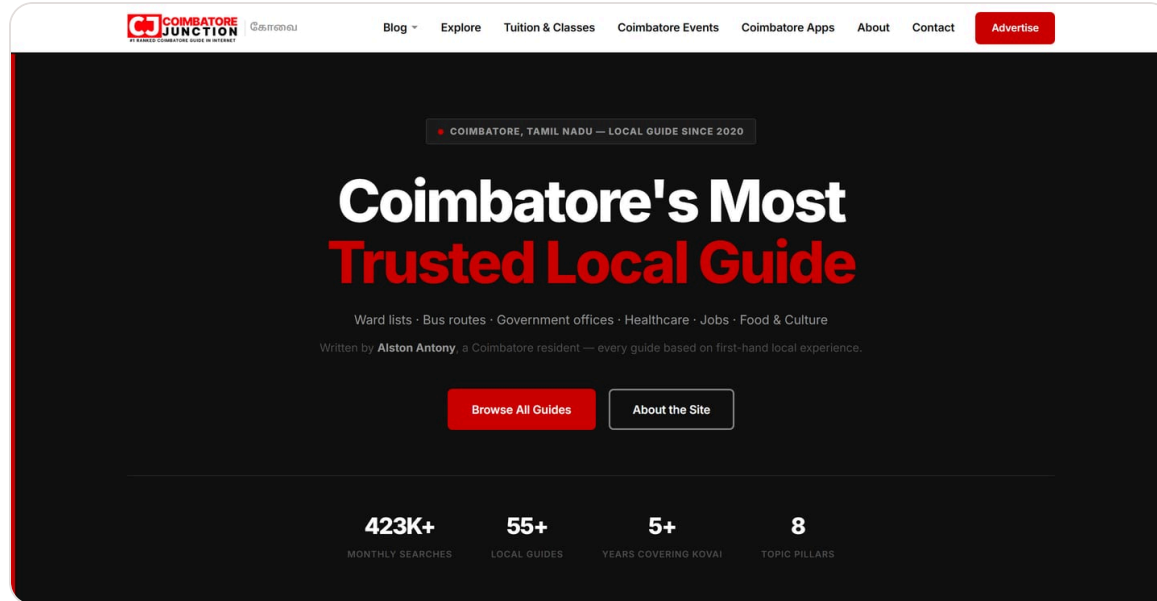
Perplexity
Named

Ten years ago this needed one skill: rank a page. Today the same question gets answered by an assistant that never shows a list of links, and the only businesses inside that answer are the ones the model has learned to name. We rank first for the term **and** get named in the answer — in a language with almost no keyword data and an audience split across India, Sri Lanka and the Gulf. It is the hardest version of the problem we sell, run on our own money.

Google positions verified against Ahrefs India data, July 2026. Assistant results are prompt-dependent and change without notice; re-checked before every deck is sent. Full workings: webwonderworks.in/portfolio/seo-tamil

Coimbatore Junction — a city guide that runs on search and nothing else

The cleanest test of the method we have, because every other variable is switched off.



38,249

visits from Google in 16 months

40,101

AI answer quotes in 180 days

Zero

spent on advertising, ever

A local guide to Coimbatore covering what residents actually look up: ward lists, bus routes, government offices, hospital charges, events. **No advertising budget and no social following.** Every single visitor arrives from a search engine or an AI answer — which means there is nowhere for the result to hide. If the method did not work, the traffic would be zero.

Why this matters to your business

The same approach applied to a commercial site means demand you do not rent. Ads stop the day you stop paying; a page that answers the question keeps producing enquiries after the invoice is settled.

Local publishing

Content strategy

Technical SEO

AI visibility

OUR OWN
SITES

Two more sites we own, pay for and run ourselves

Different countries, different problems, same method.

2026 Annual Feast of Our Lady of Velankanni - Aug 29 - Sep 8 - Learn More --

VELANKANNI SHRINE.IN

வேளாங்கண்ணி

Hotels Mass Timings Live Explore Blog Contact Plan Visit

Annual Feast 2026 - Aug 29 - Sep 8

Annai Velankanni - வேளாங்கண்ணி

Velankanni Shrine Pilgrim Guide 2026

வேளாங்கண்ணி யாத்திரை வழிகாட்டி

The Basilica of Our Lady of Good Health - the "Lourdes of the East"



Velankanni Shrine

Pilgrim logistics — mass timings, room booking, trains from Chennai, the annual feast — answered better than anybody else answers them. Built around logistics rather than devotion, because that is what people actually search for.

42,901

Google visits, 16 months

86

pages quoted in AI answers

84.3%

share of one AI answer's sources

velankannishrine.in

Travel & pilgrimage

AI visibility

MatchMaker.lk

Browse By Religion By City Blog About Contact

Log In Create Profile

Sri Lanka's Trusted Matrimony Platform Since 2010 BestWeb.lk Merit Winner - Non Profit Website

Free Matrimony Sri Lanka

Find Your Life Partner

Sri Lanka's largest free marriage proposals site with 1,596+ verified Sri Lankan matrimony profiles. Browse free marriage proposals in

MatchMaker.lk

A Sri Lankan matrimony platform competing against entrenched national brands with far larger budgets. A software product rather than a content site, which makes it the test of whether the method survives contact with a real product funnel.

1 in 5

share of category demand reached

Software

product funnel, not content

Sri Lanka

plus diaspora markets

matchmaker.lk

Software / marketplace

Organic growth

Full write-ups, with the reporting tool and measurement window named for every figure, are published at webwonderworks.in/portfolio. Our own sites come first in that portfolio because we chose every variable and paid for every decision — there is no permission question over the data.

Three clients, on video, named

Click any card to watch. All three are published on our own site and on our YouTube channel — not embedded from a review widget.



Describes the launch campaign and digital marketing work for his robotic joint replacement service, speaking in Tamil.

Dr Sivakumar
MM Hospital, Namakkal



“Better service than what we initially expected. They are highly trustworthy.”

Shaik Dawood
Jasmine Advertising, Coimbatore



Describes the ecommerce, SEO and Meta advertising work we do for his bedding manufacturing business in Sri Lanka.

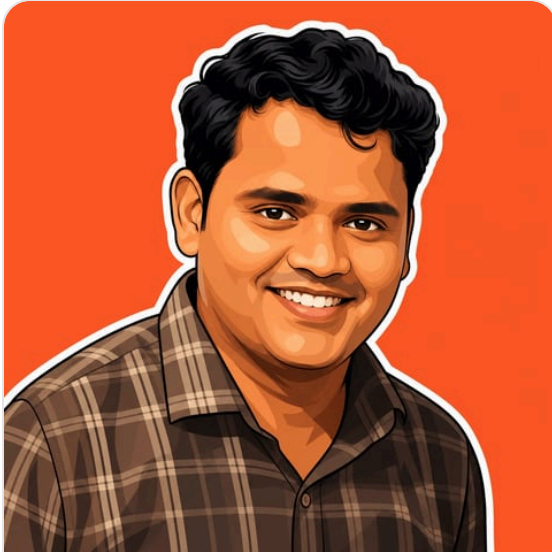
Gabriel Fernando
Founder, DFT · Sri Lanka

Only the Jasmine Advertising line is a direct quotation; the other two cards summarise what each client says on camera rather than putting words in their mouths. The unedited recordings are linked from each card, from webwonderworks.in/about, and on youtube.com/@WebWonderWorksIn. We will connect you directly with any of these clients on request.

IN THEIR
WORDS

The people who would run your account

Named and photographed — and in two cases with public work you can check against a search result rather than a claim on a slide.



Alosyus Shagayaraj

CO-FOUNDER

Client partnerships, business consulting and operations. Accountable for whether an engagement actually delivers what was scoped.



Margret Sofia

CO-FOUNDER

Creative direction, brand positioning and marketing. Owns how a brand is expressed and the creative that carries it across every channel.



Alston Antony

AI & SEO LEAD

Search and AI visibility. Ranks first for "SEO Tamil" on his own properties — the claim is checkable in a search box right now.



Cathrin Jenipher

DELIVERY

Campaign delivery and account execution, keeping the weekly work and the reporting on the schedule that was agreed.

Full profiles at webwonderworks.in/about. You meet the person who will run your account on the first call — not a salesperson who then hands you to an unnamed team.

Sectors where we already know the search behaviour

Knowing the sector means knowing what people type before they buy — which is most of the work.



Healthcare

Hospitals, clinics and specialists competing on symptom and procedure searches.



Manufacturing

Coimbatore's core. Long buying cycles and buyers who search in technical language.



Education

Institutions and training providers with sharp admission-season demand peaks.



Retail & D2C

Local stores and brands where footfall and online demand have to be measured together.



Interiors & construction

High-value, low-frequency purchases where a single lead justifies real spend.



Software & services

Product funnels where organic has to compete with far larger paid budgets.



Advertising & media

Agencies and studios who can audit the work — the hardest clients to keep.



Travel & community

Logistics-led demand across India, Sri Lanka and Gulf diaspora audiences.

Not on the list does not mean not a fit — it means the first call includes a demand check before anything is proposed. See webwonderworks.in/portfolio for sector examples.

SECTORS
WE KNOW

Six things about Coimbatore that a national agency will miss

This is the part you cannot outsource to a dashboard.



People search in two languages

The same customer types English on a laptop and Tamil on a phone. Campaigns built in one language quietly lose half the demand.



Manufacturing demand is technical

Buyers search part names, specifications and grades — not marketing phrases. Keyword lists written elsewhere miss almost all of it.



Some sectors are brutally contested

Hospitals, jewellery, education and interiors have serious local competition. We say so before you budget, not after.



Festival and season peaks

Pongal, Aadi, admissions and wedding season move demand by multiples. Flat monthly budgets waste money in both directions.



Neighbourhood beats city

Customers search Peelamedu, Saravanampatti, Gandhipuram, R.S. Puram, Singanallur, Kalapatti. Targeting “Coimbatore” competes with the whole city for nothing.



Ad economics are different here

Click costs are lower than metro rates, which makes tracking more important, not less — waste is easy to hide when clicks are cheap.

COIMBATORE
MARKET

We are not the right answer for every business

Here is the same comparison we would give you on a call, including where somebody else wins.

	WEB WONDER WORKS	A FREELANCER	A LARGE AGENCY	AN IN-HOUSE HIRE
Who does the work	A named specialist per channel, same people throughout	One person, all channels, whatever they are strongest at	Sold by a director, delivered by a rotating junior pool	One employee, learning on your budget
Accountability	Named person, written KPI	Personal, but single point of failure	Diffuse — account manager, not practitioner	Direct, but you carry the management load
Monthly cost	Mid — scoped to the constraint	Lowest	Highest, plus minimum retainers	Salary + tools + your time
Speed to start	1–2 weeks	Days	4–8 weeks of onboarding	2–3 months to hire and ramp
Continuity risk	Team cover, documented accounts	High — illness or a bigger client ends it	Low, but staff churn resets your context	High — one resignation empties the function
What you own	Everything, in your name, from day one	Usually yours, rarely documented	Often held under agency accounts	Everything
Best when	You want measured growth and a person answerable for it	Budget is tight and the task is narrow and defined	You are a national brand needing scale and volume	Marketing is core to the product and spend is large

HONEST
COMPARISON

Being straight with you

It is cheaper for both of us to find this out now than in month three.

✕ We are probably wrong for you if...

- ✕ You want guaranteed first-page rankings by a fixed date. Nobody can promise that honestly.
- ✕ You want reach and follower counts in the report. We will not put them there as a result.
- ✕ Your sales team cannot answer the phone or follow up. More leads will make that worse, not better.
- ✕ You want us to run ads without conversion tracking because it is faster.
- ✕ Your margin cannot support the cost per lead in your category, and volume will not fix it.
- ✕ You need a national brand campaign at scale. A larger agency is the better buy.

✓ We are a strong fit if...

- ✓ You can name what a customer is worth to you, even roughly, and want spend judged against it.
- ✓ You have capacity to serve more customers than you currently get.
- ✓ You would rather hear “stop spending on this channel” than watch a budget quietly continue.
- ✓ You want to own your accounts, data and website outright — including the day you leave.
- ✓ Your customers are in Tamil Nadu, or search in Tamil, and that has been treated as an afterthought so far.
- ✓ You can give three to six months for search work to compound before judging it.



If we are not the right fit, we will say so on the first call — and tell you who is

We have turned down work where the constraint was pricing, sales follow-up or capacity rather than marketing. Saying so costs us a retainer and saves you a quarter, and it is the reason a Coimbatore advertising agency — people who could audit every line of the work — renewed with us.

How pricing actually works

No package table, because the price follows the diagnosis. Here is exactly what moves it.



What drives the number

How competitive your sector is locally, how many channels the constraint needs, whether the website has to be rebuilt first, and how much content the language mix requires.



Media spend is separate

Your ad budget is paid by you, directly to Google or Meta, from an account in your name. We never mark it up, never hold it, and never take a cut of it.



Scope is written, not implied

Deliverables, cadence, reporting and exclusions are in the document before you pay. Anything additional is quoted separately, never absorbed into next month's invoice.



Where we usually recommend starting

For most Coimbatore businesses: local search first. It is the cheapest channel to prove, the fastest to instrument, and it produces demand you keep rather than demand you rent. Paid search is added once cost per lead is a measured number instead of a projection.



What you keep if you leave

Every account, the website, the domain, the hosting, the tracking configuration, the content and the historical data — all in your name from day one. There is no exit fee and no handover project, because there is nothing to hand over.

A written proposal with fixed pricing follows the diagnosis call. The diagnosis itself is free and yours to keep whether or not you engage us.

HOW WE CHARGE

Four dates, each taken from a document rather than from memory

Two of them can be confirmed on a government portal in under a minute.



Registered entity, and a mark filed under our own name

Web Wonder Works LLP — MCA-registered, LLPIN **ACI-7034**, incorporated 1 August 2024. Business commenced 15 October 2024. MSME under Udyam, **UDYAM-TN-03-0232907**. A Form **TM-A trademark application** for the Web Wonder Works mark was filed on **23 October 2024 under Class 35** and is pending examination.

It is an application, not a registration — so the name carries TM and never [®] until a registration number exists. That distinction is the point.

[Check the LLPIN on the MCA portal](#)

[Check the Udyam number](#)

webwonderworks.in/about

1 Aug 2024

Incorporated as an LLP
Registered with the Ministry of Corporate Affairs. The record is public and searchable.

15 Oct 2024

Commenced business
Recorded on the Udyam certificate. Client work has run continuously since.

23 Oct 2024

Trademark applied
Form TM-A, Class 35. An application, not a registration — stated as such everywhere.

In force

MSME under Udyam
Verifiable on the government's own lookup, not on a certificate we host.

Registry links sit in the footer of every page on webwonderworks.in, next to the identifiers themselves, so you never have to take our word for any of it.

ON THE
RECORD

— FREE · 15 MINUTES · NO OBLIGATION

Meet the person who would actually run your account.

You describe what is not working, we narrow it down, and you leave knowing where we think the problem sits and what fixing it would take — whether or not you hire us.

- ✓ The problem as you see it, in your words first
- ✓ Where marketing is leaking: traffic, enquiries, follow-up or closing
- ✓ Which channel your margins and sales capacity can actually justify
- ✓ What a first engagement would cover, and roughly how long

Start the conversation on WhatsApp →

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LLPIN ACI-7034 · UDYAM-TN-03-0232907 · Trademark applied, Class 35