

A Case Study

SEO & BRANDING SERVICES TO BOOST GLOBAL RANKING & VISIBILITY

Industry: Virtual Greetings

preports

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CLIENT OVERVIEW

Send Wish Online is a Canada-based virtual ecard builder that helps businesses as well as individuals make unique virtual greetings within a few minutes.

This online greeting website has hundreds of readymade templates to create birthday ecards, anniversary greetings, thank you wishes, farewell cards, and other greetings.





PROJECT DELIVERABLES

The client aimed to improve its Google positions for high-competition business keywords. The company was looking for an experienced team of SEO and branding experts that can lend strategic support to its in-house marketing team and also support SEO activities.

Major project deliverables:

- SEO strategy and recommendations
- Ranking boost of critical business keywords
- Strategy execution support



INITIAL ANALYSIS

Our team of SEO analysts reviewed the SEO health on Ahrefs, Page Speed Insights, and SEMrush to discover all the major reasons behind slow ranking growth. The major ones were:

- Weak on-page SEO
- Weak base of backlinks
- Limited website content
- Lack of content diversity

Our team started the work on detailed report to give the in-house team a clear understanding of site challenges and ranking issues.





ACTION PLAN: SEO STRATEGY REPORT

To establish client as a leading online ecards brand, our SEO team worked on creating a detailed SEO strategy and recommendations document for the internal team.

The document included strategic insights, action plan, and recommendations on:

- On-page SEO
- Off-page SEO
- Content creation and marketing



ACTION PLAN: SEO STRATEGY REPORT

Our team lend on-page SEO strategy support with following:

Internal linking

URL structuring

Meta recommendations

Heading tag recommendations

Website speed enhancements

Content enhancements

UX changes

Image attributes

Content creation

Voice search optimization

Analytics setup and tracking

Structured data

Social linking

More



ACTION PLAN: SEO STRATEGY REPORT

Our team lend off-page SEO strategy support with following:

- Guest blogging
- Backlinks creation
- Media publishing
- Forums penetration
- QA websites activity
- Comments penetration
- Micro content publishing
- Classified ads
- Social signals
- Content curation
- Business listings
- Reviews acquisition
- PR activity
- More





ACTION PLAN: BRANDING & CONTENT

Our team lend content and branding strategy support as well:

- Buyer persona
- Blogging insights
- Website content recommendations
- Social media content
- Community engagement
- Micro content
- Infographics
- SEM
- Brand voice and identity
- Content reuse process
- Press releases
- More



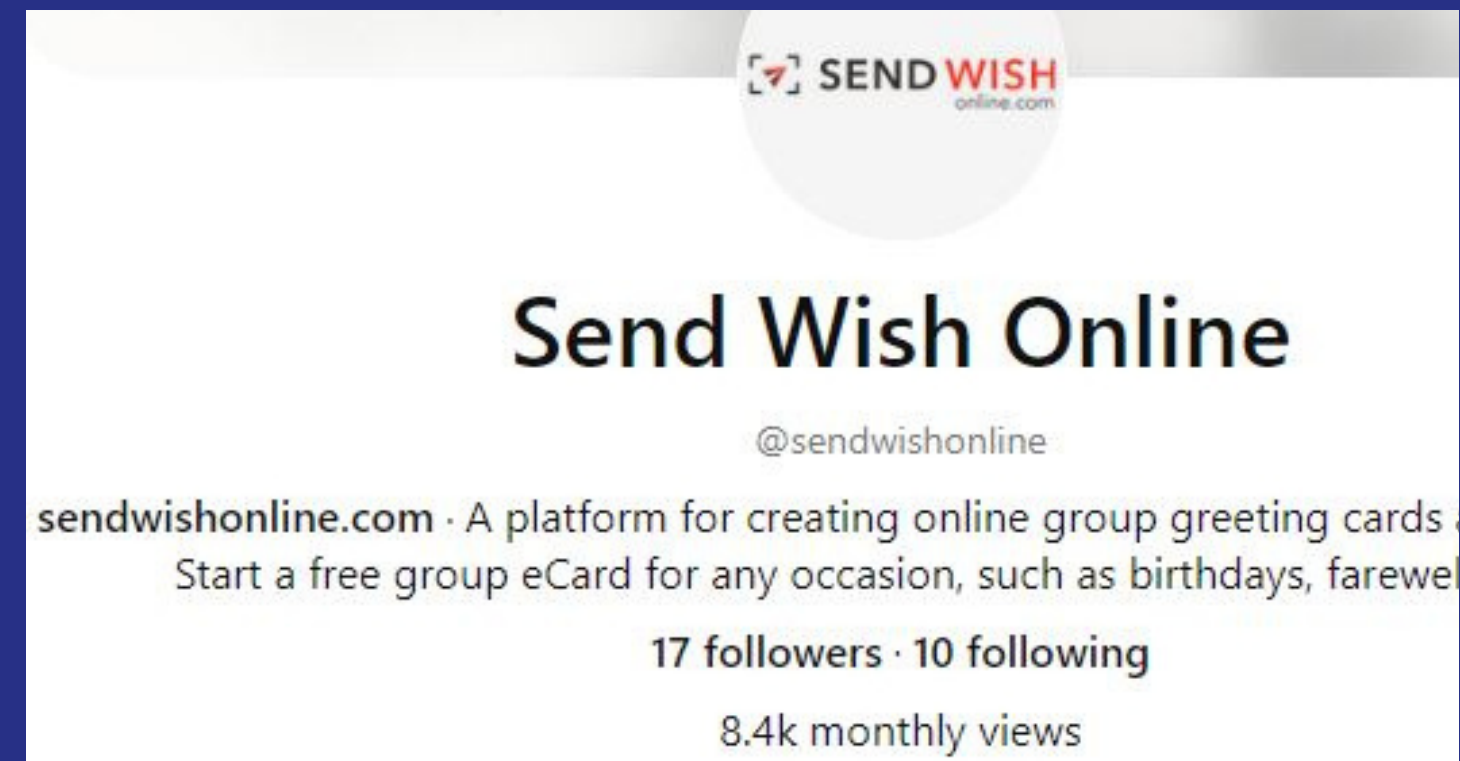
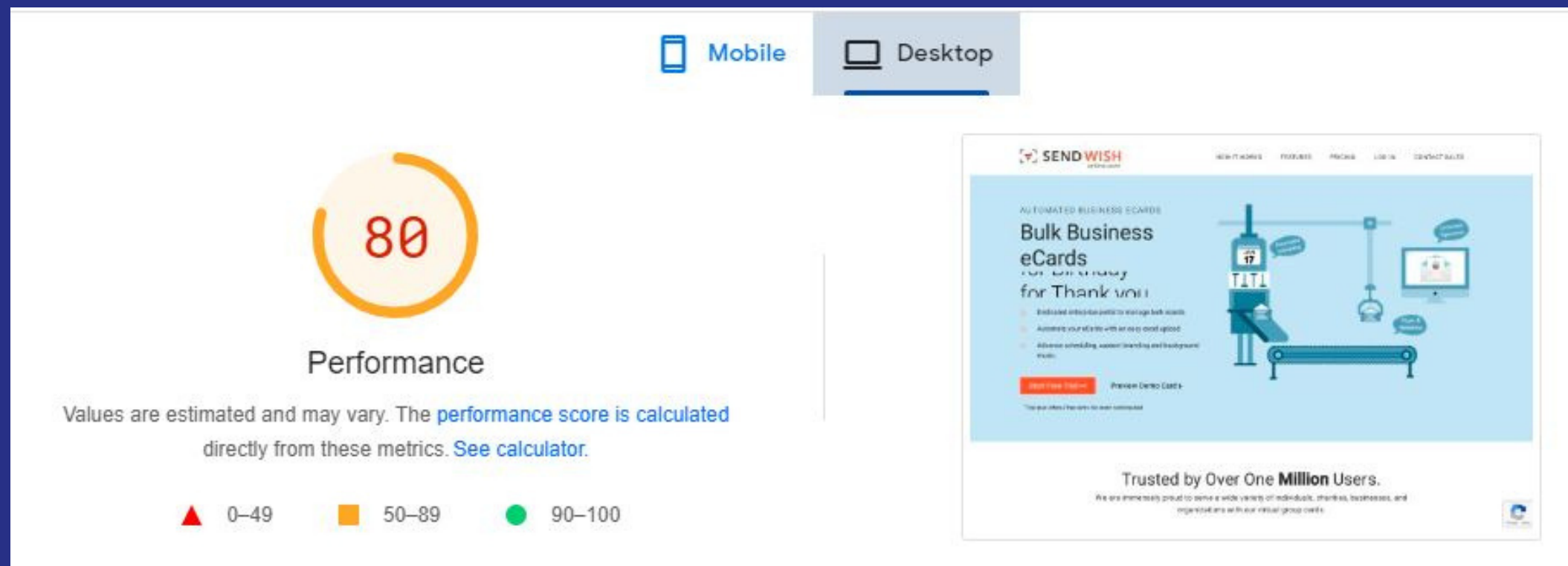
STRATEGY EXECUTION SUPPORT

Our team lend execution support to the internal team to help them quickly achieve ranking for business critical keywords. Below are the activities for which we deeply collaborated with the internal team of the ecards company:

- Classified ads
- Social media
- Visual media design
- Micro content publishing
- Website speed enhancements
- Reddit penetration
- Community posting
- Comments penetration
- Press releases
- Heading tags recommendations
- Website speed enhancements
- More

WEBSITE RESULTS

Our collaboration helped the ecard company boost website traffic by achieving ranking for vast range of product focused keywords:



Answer · Dec 14, 2021	Views	Upv
Where can I purchase free e-cards from online?	163	—

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RANKING RESULTS

Top queries ↑	↓ Clicks	Impressions
sendwishonline	3,721	4,381
send wish online	1,752	2,011
free group ecard	466	2,232
free group greet	386	1,474
send a wish	307	417
send a wish onl	291	327
sendwish	258	586

virtual card sig	243	941
virtual fare	229	1,657
send wish	227	403
online farewell ecard	225	1,736
farewell e	204	965
farewell card	200	28,024
group ecards free	160	838
group ecard f	147	718

RANKING AND TRAFFIC RESULTS

group ecards free	160	838
group ecard free	147	718
free group	134	555
virtual farewell card	131	323
wishes for colleague	130	1,246
sendawish	130	165
free virtual farewell card	125	353
group greeting card	124	914
birthday cards multiple signatures free	124	564

Search type: Web Date: Last 3 months

Country	Clicks	Impressions
United States	20,607	1,115,528
United Kingdom	8,824	289,513
India	6,936	195,168
Canada	5,856	145,517
Australia	3,222	95,571
Singapore	1,026	23,960
Germany	696	27,147
Philippines	661	51,888

TRAFFIC RESULTS

Search type: Web

Date: Last 3 months

+ New

Top pages	↓ Clicks	Impressions
https://sendwishonline.com/en/group-cards/...	14,042	454,791
https://sendwishonline.com/en/group-cards/f...	10,027	253,750
https://sendwishonline.com/...	8,198	61,409
https://sendwishonline.com/en/group-cards/symp...	2,243	86,687
https://sendwishonline.com/en/articles/funny-birthday-greetings...	2,107	62,819
https://sendwishonline.com/en/group-cards/retire...	1,383	57,614
https://sendwishonline.com/en/group-cards/wedding-e...	1,343	41,699
https://sendwishonline.com/en/group-cards/thank-you...	1,287	138,906



CONCLUSION

In 7 months, Team Upreports helped the client achieve success with most deliverables and supported the brand in broadening its virtual presence.

Our team of SEO, content, social media, and branding experts helped Send Wish Online emerge as one of the leading e-card websites by dominating Google's first page and also building presence on diverse channels.

Get in touch to discuss your SEO, content, and branding goals with leading industry experts.

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