SEO and branding for a new web development firm

A case study

SEO TO GET SITE RANKING AND TRAFFIC

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Content

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Client Introduction

Client is an India based website design and development firm that started operations in early 2020 and wanted to build a name in web app development and ecommerce development.

The experienced team of website and application developers aimed to launch technology products to simplify online selling and build a global client base.
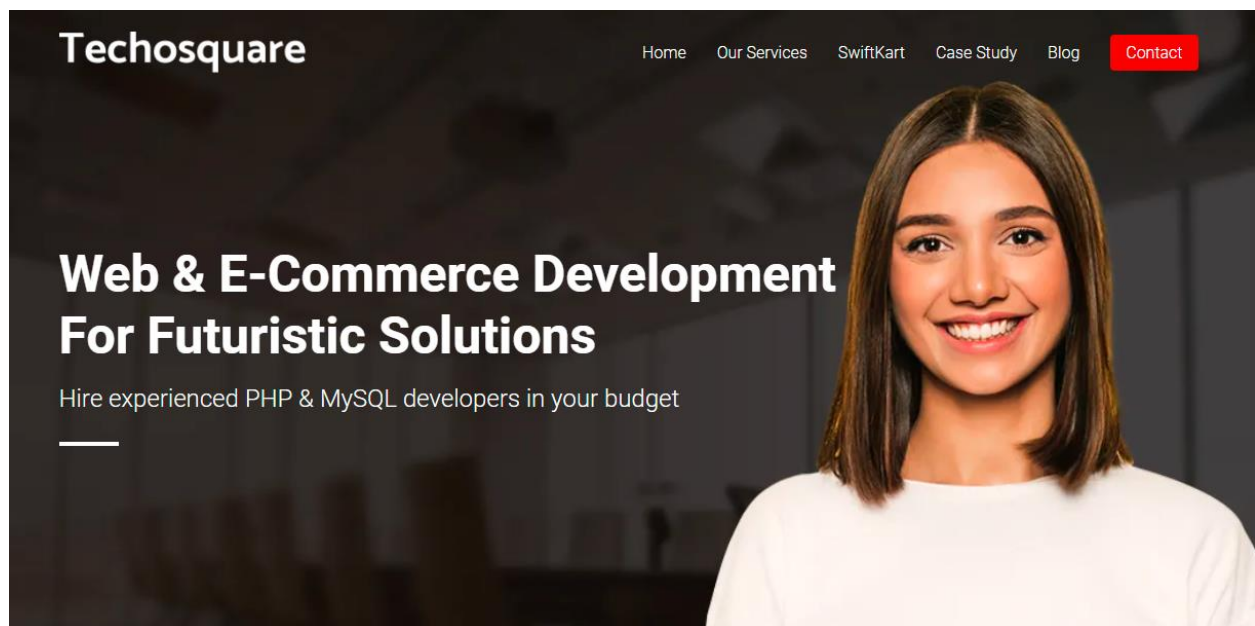
Project Deliverables

The web development company realized the challenges of being active in a highly competitive industry and set practical traffic goals for the newly developed website.

The management was looking for a team of content creators, marketers, and SEO experts that can achieve ranking for industry keywords and build overall online presence to impress potential clients.

"Achieving website ranking for business keywords and build overall online presence"

Major project deliverables were as follows:

> * 3000+ monthly visitors (Organic) after one year of work.
> * Ranking for valuable industry keywords.
> * Initial base of authoritative content.
> * Overall brand visibility on relevant channels.

Initial analysis and findings

Our initial research and analysis was driven by following elements:

SITE HEALTH   **INDUSTRY COMPETITION**

TRAFFIC GOALS

Below are the major findings of our initial project analysis:

✓ Web and app development is a highly competitive industry.

✓ Critical service pages weren't optimized as per relevant keywords.

- ✓ Content development was at a nascent stage.
- ✓ Zero online presence even for brand name.
- ✓ Small monthly budget of 40,000 INR restricted efforts in many ways.

▬ Action plan highlights

To achieve ranking on Google and penetrate critical community channels, our SEO experts created a detailed digital marketing plan. Under it, we deployed comprehensive SEO, content, and brand strategies.

Some of the major on-page and off-page work details are shared below:

ON-PAGE SEO

- ✓ Extensive keywords research to identify unique set of keywords for every page.
- ✓ Comprehensive website review to identify structural changes.
- ✓ Planning Meta title, description, HTML headings, URL, image attributes, etc.
- ✓ Planning content additions, changes, and internal linking.
- ✓ Overseeing website changes.
- ✓ Page speed and performance review to recommend changes
- ✓ Content review
- ✓ Search Console review for technical issues
- ✓ More

Since client is in the business of web design and development, suggested upgrades were made in the first month itself.

OFF-PAGE SEO

- ✓ Link building on relevant websites
- ✓ Business listings for brand visibility
- ✓ NAP listings for multi-channel visibility
- ✓ Community contributions on tech channels
- ✓ Brand mentions on relevant blogs
- ✓ Guest contributions on technology blogs
- ✓ Social media channels with link building potential
- ✓ Broken links strategy
- ✓ Classified ad contributions
- ✓ QA platforms related to entrepreneurship and technology
- ✓ Blogging on free content publishing channels
- ✓ More

CONTENT CREATION

- ✓ Long form and short blogs for website
- ✓ Guest blogs for backlinks
- ✓ PDFs and PPTs for penetrating document sharing websites
- ✓ Images for social media
- ✓ Infographics for backlinks and social sharing

SOCIAL MEDIA

- ✓ Publishing on major social media channels

- ✓ Sharing in Facebook groups
- ✓ Engagement through comments
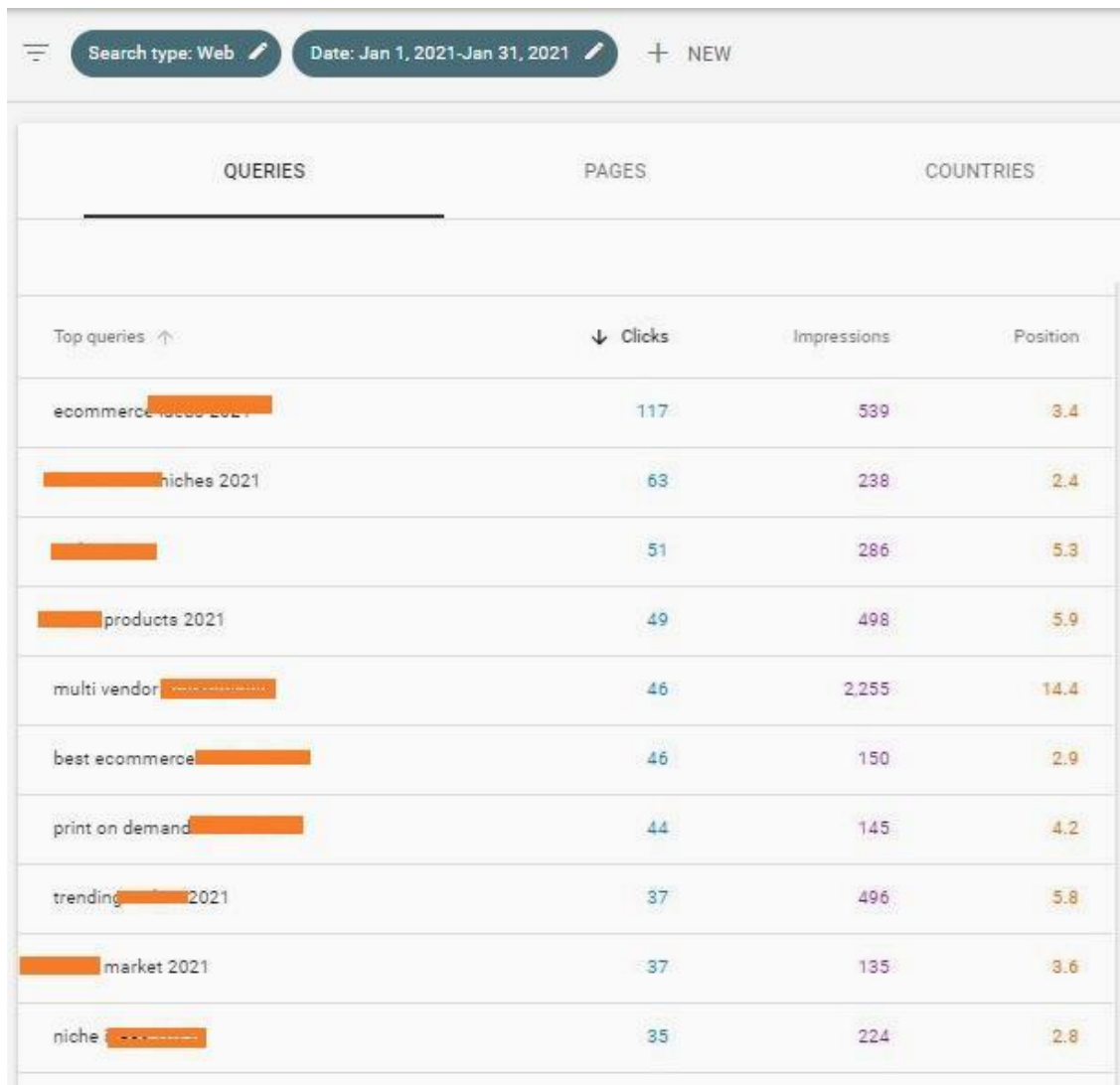- ✓ Activity in relevant social channels

SEO Results

After 3 months of work, the results start appearing in the form of keyword impressions.

In the next few months, a lot of keywords appeared in ranking and Organic traffic started appearing.

Below is the data on the 12th month:
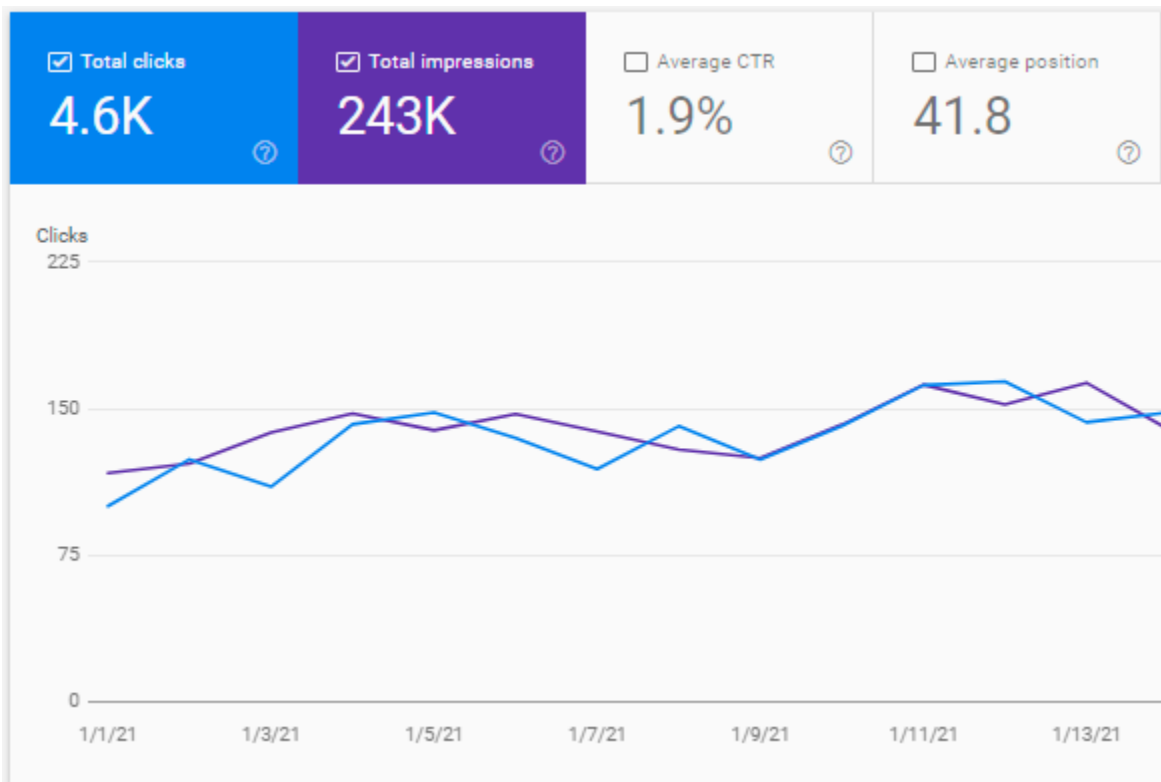
The website has been ranking for hundreds of keywords. Majority traffic is coming from 15+ pages.

Top queries ↑	↓ Clicks	Impressions	Position
ecommerce ▓▓▓▓	117	539	3.4
▓▓▓niches 2021	63	238	2.4
▓▓▓▓	51	286	5.3
▓▓products 2021	49	498	5.9
multi vendor ▓▓▓	46	2,255	14.4
best ecommerce▓▓▓	46	150	2.9
print on demand▓▓▓	44	145	4.2
trending ▓▓2021	37	496	5.8
▓▓market 2021	37	135	3.6
niche ▓▓▓	35	224	2.8

� Conclusion

Team Upreports achieved success with all the project deliverables and that too in a highly competitive industry. We built the web solutions brand online from ground up and have been retained for the second year as well with 30% increase in budget.

We have a collective work experience of over 20 years and understand what it takes to deliver results on challenging projects. Send an email at hello@upreports.com to discuss your business goals with top team of SEO experts and digital marketers.

<div style="background-color:#F5D04E; padding:40px;">

Do you want to improve your website ranking and overall online presence?

Get in Touch

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Note:

- *All links, images, and screenshots used in this case study have been used only for clarity.*
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