SAMSUNG

Challenges

- Our SEO specialists had a target of ranking around 200 keywords in the campaign.

- Some of the highly competitive keywords included galaxy core, galaxy grand prime, DVD Players, Galaxy Grand Neo, and printing solutions.

- Content creation, on-page optimization, and link-building activities were very time-consuming for our writers

- Our team identified the mismatch of certain keywords with the client's offerings & user intent that posed for a challenge for effective optimization.

- Creating high-quality, valuable and engaging content for each keyword was another challenge

Solution Strategy

- Focused on high-quality link creation: Our team created outstanding content, designed & shared visually appealing infographics, and partnered with bloggers, influencers, or industry experts for high-quality link creation.

- Optimized Keywords: We properly optimized around 200 keywords, and 155 ranked successfully on Google's first page. The proper keyword optimization boosted the visibility of Samsung Electronics' official website.

- Monitored Competitor Backlinks: Experts analyze the competitors' backlinks to identify potential opportunities for the client's website.

- Created Linkable Assets: Developed linkable assets such as comprehensive guides, case studies, research papers, or tools that are valuable to the client's target audience and attract links naturally.

Results Achieved

155
Keywords
ranked successfully on Google's first page
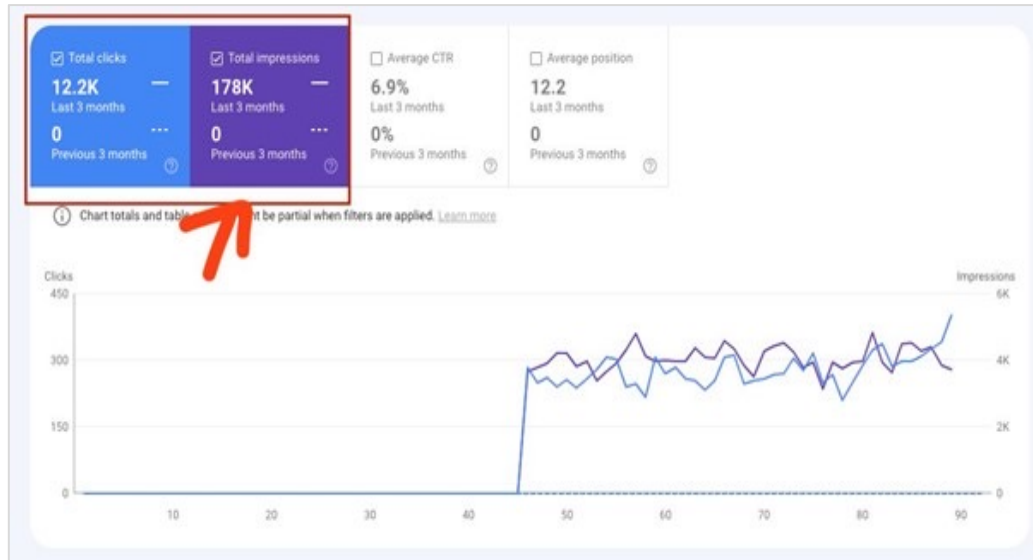
95%
of the targeted **Keywords** got improved & maintained

40%
significant **boost** in organic traffic.

Keywords Overview :

Keyword	Baseline Ranking	Current Ranking
Galaxy core	9	2
Grand Prime Galaxy	10	3
DVD Players	9	3
Galaxy Grand Neo	14	2
Printing Solutions	12	4

Analytics

ARMASIGHT

Challenges

- Category Landing Pages not ranking

- Schema implementation is incorrect

- Target keywords not ranking in google SERPs

- Technical SEO Faults

- Low user experience and site retention for users who encounter 404 errors.

Solution Strategy :

- Analyzed existing website's CLP and PLP for user experience and SEO efficiency. Identify areas for improvement, such as loading speed, mobile responsiveness, and keyword optimization.

- Implement Product and Breadcrumb schema markups on a sample e-commerce website. Ensure it is correctly structured and test it using Google's Structured Data Testing Tool.

- Design a creative and user-friendly 404 error page that aligns with the website's theme. Incorporate elements that guide users back to the main site or suggest relevant pages.

Results

Target
keywords ranking in pos

3-10

Increase
in organic conversions by

30%

Increase
in organic traffic by

79.8%

Baseline Ranking :

Positions	Baseline	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	June'24
1 - 10	0	111	112	113	106	117	118	109
11 - 20	0	10	9	3	12	2	9	13
21 - 30	0	2	2	6	7	10	3	8
Above 30	151	28	28	29	26	22	21	21

Traffic	April'24	May'24	Jun'24
Organic Traffic	13,799	12,937	14,208

Results

Target
keywords ranking
in pos
1-5

Increase
in organic
inquiries by
10%

Increase
in organic traffic by
30%

Top Performing Keywords

Sr. No.	Keywords	Google Baseline Rank	Google Rank June'24
1	night vision scope	29	2
2	thermal optics	67	1
3	thermal goggles	91	1
4	night thermal vision	30	1
5	thermal night vision	53	1
6	thermal vision goggles	71	1
7	night vision optics	65	1
8	thermal imaging goggles	44	1
9	night vision thermal goggles	67	1
10	night vision thermal	19	1
11	thermal night vision scope	54	2
12	thermal nvg	16	2
13	infrared sight	5	2
14	night vision thermal scope	29	1
15	thermal night scope	36	2

Challenges Addressed:

- Low Backlink Quantity and Referring Domains: Conducted competitor analysis to identify successful backlink sources. Established backlinks on high Domain Authority DA and Page Authority PA sites.

- Increased referring domains through targeted outreach.

- Spam Backlinks: Identified and disavowed spam backlinks through the search console. Unbalanced Do-follow and No-follow Ratios Created backlinks on do-follow sites to balance the ratio. Monitored and maintained a healthy balance between do-follow and no-follow backlinks.

- Low Indexing Rate Ensured indexing of old backlinks through optimization techniques.

Solutions Strategy

- Competitor Backlink Analysis Analyzed top backlinks of competitors for strategic insights.

- High-DA/PA Backlink Creation Established backlinks on reputable sites with high Domain Authority and Page Authority.

- Indexing Optimization Implemented measures to enhance the indexing of existing backlinks.

- Increased Referring Domains Implemented targeted strategies to increase the number of referring domains.

- Balanced Do-follow and No-follow Backlinks Created a balance between do-follow and no-follow backlinks for a natural link profile.

- Spam Link Disavowal Used the search console to identify and disavow spam backlinks, ensuring a clean link profile.

Results Achieved:

- Improved Do-follow Percentage Increased the percentage of do-follow backlinks to 79.8%.

- Enhanced Backlink Authority Score:
  Achieved a Backlink Authority score of 80%

- Increased Indexing Rate Successfully indexed 91.5% of backlinks for improved visibility.

- Elimination of Spam Links No spam links were detected in the revised backlink profile.

- Referral Traffic Growth Experienced an increase in referral traffic, indicating improved link quality.

- Enhanced Search Engine Ranking Achieved higher search engine rankings due to the improved link profile.

- Amplified Brand Awareness Successfully increased brand awareness through strategic backlinking.

Results

Target
keywords ranking in pos
1-5

Increase
in organic inquiries by
10%

Increase
in organic traffic by
30%

Baseline Ranking :

Positions	Baseline	Dec'23	Jan'24	Feb'24	Mar'24	April'24	May'24	June'24
1 - 10	2	80	85	88	90	93	95	98
11 - 20	7	10	9	9	9	7	6	12
21 - 30	7	5	5	5	5	4	4	6
Above 30	60	11	7	5	4	4	3	8

Traffic	April'24	May'24	Jun'24
Organic Traffic	14,258	15,454	15,900

Results

Target
keywords ranking
in pos
1-5

Increase
in organic
inquiries by
10%

Increase
in organic traffic by
30%

Top Performing Keywords

Keywords	Search Volume	Baseline	Current Ranking
WyreStorm	880	1	1
NetworkHD	40	5	1
award winning av over ip	50	11	1
av over ip family entertaiment	110	14	1
JPEG 2000 av over ip	30	15	1
hospitality av over ip	90	15	1
SDVoE av over ip	110	21	1
4k ip encoder wyrestorm	70	8	1
touchscreen control for networ	70	8	1
av over ip solutions by wyresto	390	9	1
av over ip wyrestorm	70	9	1
wireless presentation switcher	110	11	2
sports bar av solution	110	17	3
earc hdmi extender	50	9	3
courtroom av solution	10	41	3

Challenges :

- Highly competitive keywords - Herrin Law faced difficulty ranking for highly competitive keywords in the legal industry, such as "personal injury lawyer" or "criminal defense attorney."

- Poor Local Presence - Herrin Law struggled with local SEO, which impacted their visibility in local searches and on Google Maps.

- Competitive Industry - The legal industry is highly competitive, with many law firms investing heavily in SEO to attract clients.

- Poor Pageload speed - Herrin Law's website had slow page load times, negatively impacting user experience and search engine rankings.

- Law firm Specific content - Herrin Law's website lacked specialized content tailored to their specific legal services, which affected their ability to attract and retain potential clients.

- Spam Links - Herrin Law's website had accumulated spammy backlinks, which can harm search engine rankings and overall SEO health.

Solutions Strategy

- Optimized target landing pages using A/B testing

- Posted corporate blogs on Herrinlaw.com website, relevant to their law services. All blogs were informative and user based.

- Optimized the page-load speed of website.

- Created backlinks on health forums and sites.

- Optimized GMB account.

- Optimized full website as per Google ranking guidelines. Removed Low Quality Spam backlinks

Results

Target
keywords ranking in pos
1-5

Increase
in organic inquiries by
10%

Increase
in organic traffic by
30%

Baseline Ranking :

Position	Baseline	Nov'23	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	June'24
1 - 10	48	56	56	57	60	67	70	70	73
11 - 20	8	4	15	11	9	6	12	9	5
21 - 30	7	14	7	9	5	8	4	4	6
Above 30	37	26	22	23	26	19	14	17	16

Traffic	Apr'24	May'24	June'24
GMB Calls	180	176	188
Website Clicks	107	103	117
Organic Traffic	731	657	747

Results

Target
keywords ranking
in pos
1-5

Increase
in organic
inquiries by
10%

Increase
in organic traffic by
30%

Top Performing Keywords

Keywords	Search Volume	GMB Baseline	GMB - Current
business law attorney	2400	--	1
business bankruptcy lawyer	590	--	1
bankruptcy law firms dallas	720	9	1
bankruptcy lawyer cost	320	9	1
bankruptcy law attorney	90	6	1
find bankruptcy lawyer	70	6	1
bankruptcy business attorney	290	5	1
bankruptcy attorney office dalla	90	6	1
lawyers for bankruptcies	210	6	1
debt payment relief lawyers	40	36	1
bankruptcy law firm	110	6	1
bankruptcy law office dallas	70	7	1
bankruptcy law office	190	8	1
bankruptcy lawyer near	90	6	1
wrongful foreclosure attorney	880	2	1

Keene Systems

Challenges :

- Keene Systems faced several challenges that were hindering its online presence and ranking on search engine results pages SERPs). Some of these challenges include:

- Generic Keywords - Keene Systems used generic keywords that were difficult to rank for.

- Niche Audience - Keene Systems caters to a niche audience, making it difficult to reach a wider audience.

- Highly Competitive Industry - The software development industry is highly competitive, making it difficult to
stand out among competitors.

- Core Vital Errors - The website had core vital errors that needed to be fixed.

- Industry-Specific Content - Keene Systems needed industry-specific content to attract potential customers.

- Sitemap Issues - The website had sitemap issues that needed to be resolved.

Results Achieved:

- Increased Ranking - After implementing the changes, Keene Systems saw an improvement in its online ranking, with 40 keywords ranking in the top results on Google.

- Improved SEO Score - The website's SEO score increased significantly, indicating a better overall online presence.

- Increased Organic Traffic - Keene Systems saw a 30% increase in organic traffic, indicating an improvement in its online visibility and reach.

Results

Target
keywords ranking
in pos
1-5

Increase
in organic
inquiries by
10%

Increase
in organic traffic by
30%

Baseline Ranking :

Positions	Baseline	Jan'24	Feb'24	Mar'24	Apr'24	Jun-24
1 - 10	5	21	33	36	43	44
11 - 20	1	5	7	9	12	13
21 - 30	0	10	8	5	3	2
Above 30	24	48	36	34	26	25

Traffic	Apr'24	May'24	June'24
Organic Traffic	2,330	2460	2,653

Results

Target
keywords ranking in pos
1-5

Increase
in organic inquiries by
10%

Increase
in organic traffic by
30%

Top Performing Keywords

Keywords	Search Volume	Baseline Rank	Current Rank
asp.net web development company	40	--	1
hire asp.net programmers	40	8	1
asp net core development company	50	17	1
business software development	110	78	3
Online Database Examples	110	--	4
filemaker pro developer	30	--	5
asp.net software development	30	46	5
asp.net website development	50	--	7
hire net programmer	30	6	7
asp net development	110	9	9
asp net development company	140	--	9
asp.net application development	40	98	10
vb.net developer	70	--	9
asp.net web application development	40	42	10
hire asp.net developers	140	10	14
asp net web development	70	10	14

Challenges :

- Highly Competitive Keywords: In an industry laden with generic terms, climbing the SEO ladder was a stern challenge.

- No Digital Presence: The absence of a digital footprint was like starting a voyage with no map.

- Highly Competitive Industry: A sea of competitors with similar offerings made the quest for uniqueness strenuous.

- Poor Page Load Speed: The sluggish page load speed was a turn-off for potential visitors.

- Technical-Specific Content: Tailoring content that resonates with a development/coding-centric audience was crucial.

- Spam Links: The presence of spam links was tarnishing the website's SEO profile.

Action Taken :

- Optimized Landing Pages: Utilized A/B testing to fine-tune the target landing pages, leading to better engagement. A comparison chart showing pre and post-optimization metrics can elucidate the improvement.

- Page Load Speed Optimization: Enhanced the website's load speed, significantly reducing the bounce rate. A comparative chart showcasing the reduction in load time will establish trust.

- Backlink Creation: Cultivated high-quality backlinks through industry-specific forums and sites, enriching the site's authority.

- Call to Action Optimization: Refined the call to action elements to foster better user interaction and lead generation.

- Full Website Optimization: Aligned the website with Google's stringent ranking guidelines to build a sturdy digital edifice.

- Spam Link Removal: Exterminated low-quality spam backlinks, cleansing the site's SEO profile.

Results

Target

keywords ranking in pos

1-5

Increase

in SERP rankings by

10%

Increase

in organic traffic by

116%

Baseline Ranking :

Positions	Baseline	Jan'24	Feb'24	Mar'24	Apr'24	May'24	June'24
1 - 10	0	2	5	8	9	10	12
11 - 20	5	7	6	6	7	8	8
21 - 30	1	8	6	3	2	3	1
Above 30	20	9	9	9	8	5	5

Traffic	Apr'24	May'24	June'24
Organic Traffic	4,62,372	4,95,823	5,27,971
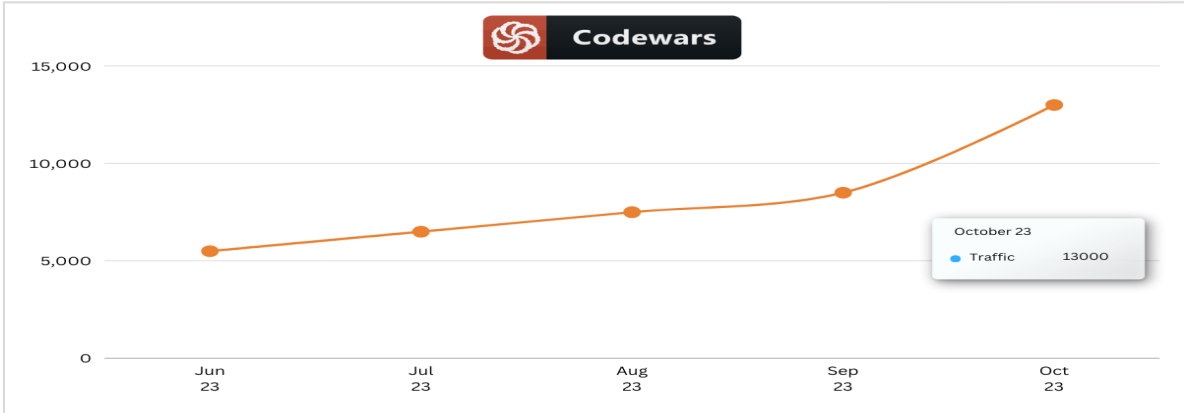
Results

Target
keywords ranking
in pos
1-5

Increase
in organic
inquiries by
10%

Increase
in organic traffic by
30%

Top Performing Keywords

Keywords	MSV	Baseline	Current
Code challenge sites	110	22	1
coding practice	2400	45	2
Coding problems	720	20	2
Programming practice	480	83	3
beginner code challenges	170	48	4
beginner python challenges	590	--	4
Javascript coding challenges	480	24	4
Java coding practice	880	--	5
python coding challenges	1,000	72	5
coding challenges python	480	56	5
Python challenges	1300	39	7
Coding practice for beginners	260	16	9
Python coding practice	1,600	38	11
Java practice exercises	140	32	12
Coding practice javascript	170	45	12
python practice	2,400	37	13
Javascript practice	880	32	14
c++ coding practice	320	65	15