

# Search Engine Optimization

Case Studies



# CASE STUDY



# 1

We began working with Usedless Paper in 2014

[UsedlessPaper.com](http://UsedlessPaper.com)

Usedless paper is a unique waste management enterprise with a goal to spread awareness about recycling and encouraging people to segregate and dispose waste responsibly thereby making the communities and areas we live in environment friendly and clean.



# Challenges

# 1

- During initial site analysis we found 100+ issues in the website which included visibility, content, broken links and images amongst the others.
- Poor speed on the desktop site that directly impacted on the user's bounce rate.
- The client was looking for 20+ keywords to be optimized organically.
- One specific keyword requirement was for “Raddiwala in Mumbai” which was not present as text on the website or in the domain name.





# Strategy

# 1

- Conducted an in-depth SEO Audit with recommendations to disperse target keywords across different pages in order to drive high value traffic to the website.
- Increased Google page speed to 80%
- We started with on-page optimization, gradual link building and SEO optimized content generation.



# Result

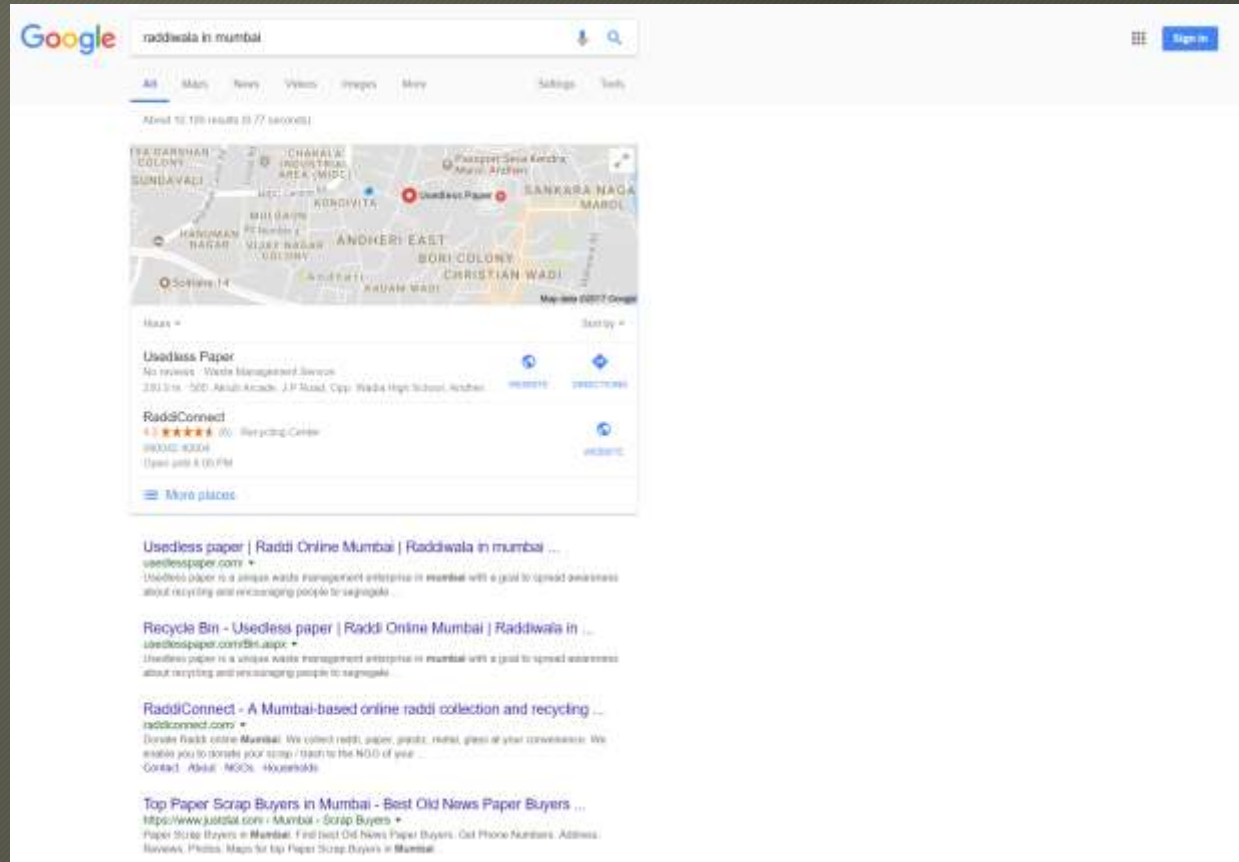
# 1



Organic Search Traffic  
Increased by 45%



Click through rate  
For organic search  
Has been consistent  
At 40 - 50%



# CASE STUDY

Choose 100% Copper Advantage ACs this season



# 2

We began working with Think Copper in 2016

[Copperindia.org/thinkcopper](http://Copperindia.org/thinkcopper)

ICA India was formed in 1998 to actively associate with the growing number of copper users in India. The objective is to “Defend and grow markets for copper based on its superior technical performance and its contribution to a higher quality of life worldwide”. ICA India conducts various programs in the interest of Electrical Safety, Energy Efficiency and Sustainability.





# Brief

# 2

- The client wanted the page to appear on google search. The challenge was that while searching, the page was not listed even in the first 30 google search pages.
- Target competitors : Bijli Bachao & Calmet



# Strategy

# 2

- Keywords analyzed based on audit were:
  - Copper Air Conditioner
  - Advantages of copper AC
  - Why choose copper air conditioner
- Distribution of main keywords across important HTML tags.
- Increase the level of backlink activity in order to improve domain authority and ranking.
- Analyzing and correction of broken links on the page.





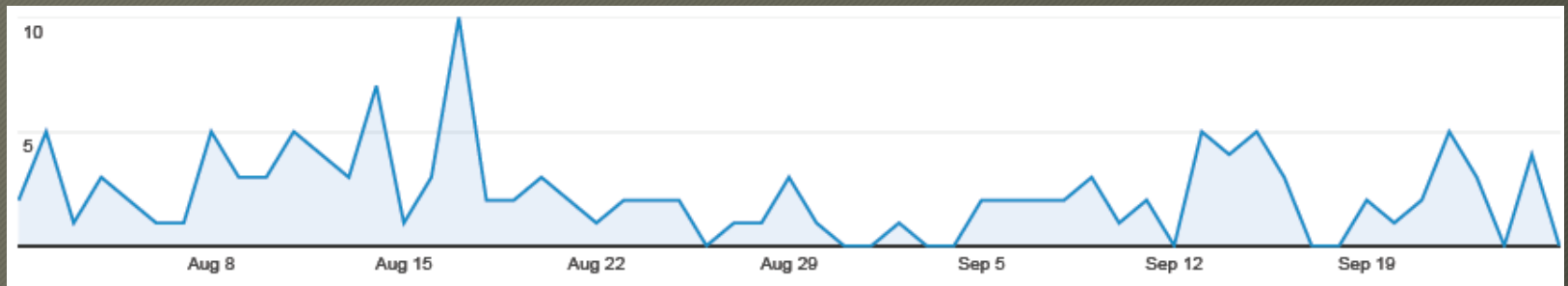
# Result

# 2

## Page Ranking Based on Keyword Search

Keyword	Current Ranking	Previous Ranking	Remarks
Advantages of copper AC	1st Page 1st Listing	1st Page 2nd Listing	Page Ranking Improved
Why choose copper air conditioner	1st Page 3rd Listing	1st Page 8th Listing	Page Ranking Improved

↑ Page Views Increased by 78%

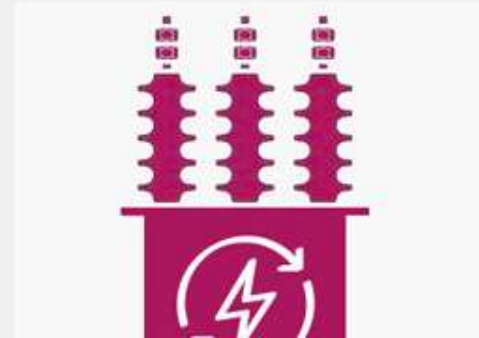


Average of 680 page views per month with user retention spiking to 55-70%

Organic Search Traffic Increased by 47.69%



# CASE STUDY



## # 3

### We began working with APQI in 2017

[apqi.org](http://apqi.org)

APQI aims to create an independent platform that would build awareness and capacities on issues related to Power Quality. The initiative has local chapters in as many as seven Asian and Southeast Asian countries. In India, the International Copper Association India (ICAI) leads the initiative.

They work with a wide range of academicians, officials, media houses, engineers and energy professionals in India, China, Thailand, Malaysia, Indonesia, Philippines and Vietnam.



# Brief

# 3

- The client wanted organic traffic to increase on the website.
- Initially, the website used to receive traffic directly or via mailers that were sent to a restricted number of subscribers.
- The main aim of improving rankings was to create awareness amongst internet users about power quality and to make available a vast resource of information to interested surfers.
- Target Competitors: Schneider Electric, Power Quality Expert





# Strategy

# 3

- We started off with on-page optimization by improving the website's content and layout.
- Analyzed and corrected broken links/pages on the website.
- Increased the level of quality backlink activity related to the sector (off-page optimization), in order to improve domain authority and ranking.
- We analyzed user behavior to decrease the bounce rate of the website through engaging content and graphics.

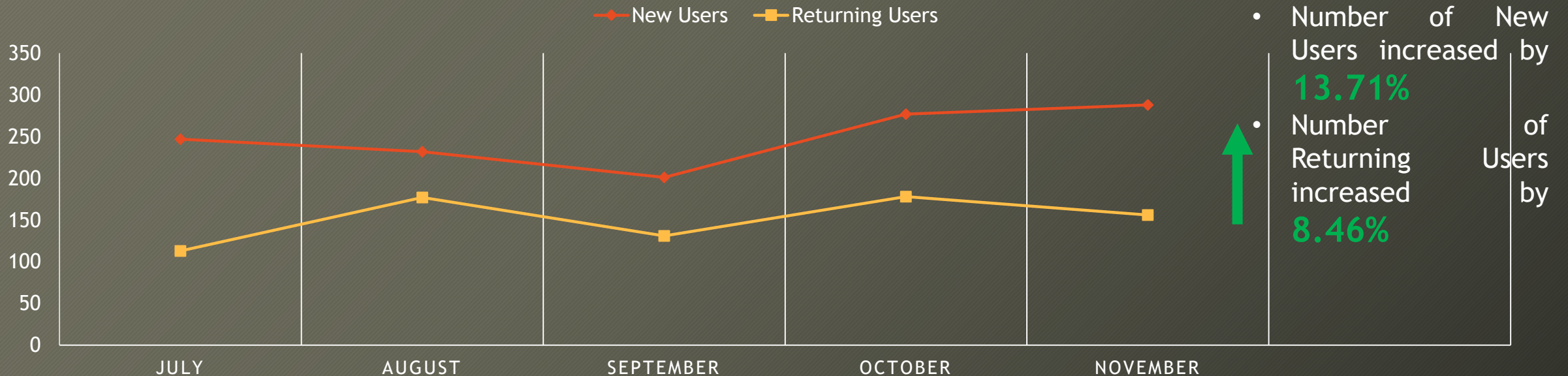


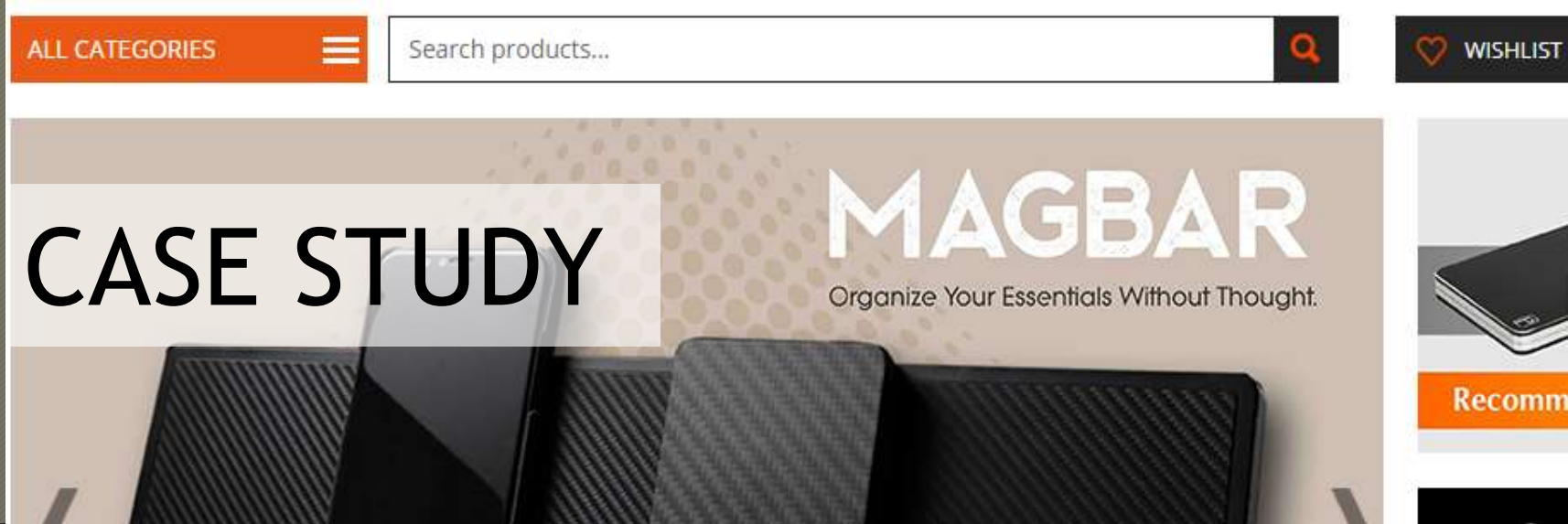
# Result

# 3

In 6 Months,  
31 Keywords are visible on Top 5 Pages of Google search, out of which 21 Keywords are on 1<sup>st</sup> Page CONSISTENTLY  
1. Power Quality Blog | 2. PQ Awareness | 3. Techno-Economic Impact of PQ | 4. PQ Mitigation Techniques

## TREND IN NUMBER OF USERS ACCESSING THE WEBSITE





# 4

We began working with Wellplus in 2017

[wellplus.in/](http://wellplus.in/)

Wellplus was founded in Early 2017 as an E-Commerce Website to sell PITAKA products in India as their 1<sup>st</sup> Authorised dealer.





# Challenges

# 4

- Since the organization was established in 2017, it had no search presence.
- E-commerce giants like Amazon and Flipkart were dominating the first two search pages on Google.
- The keywords analyzed based on research were:
  - PITAKA Products in India
  - PITAKA mobile covers
  - PITAKA online India



# Strategy

# 4

- Optimized the website's meta tags and descriptions.
- Increased the number of backlinks to the website through photo and video submissions.
- Increased brand awareness by promoting the website on other pages/blogs.
- Promoting local SEO by focusing on city-specific reach.



# Result

# 4



Organic Search Traffic  
Increased by 30%

Visibility Trend  
increased by **7.14%**

The screenshot shows a Google search for "pitaka products in india". The search results include organic listings from Pitaka's website, Amazon, Wellplus, and Flipkart. On the right, there are sponsored product listings for Pitaka MagBar, iPhone 6 Plus/iPhone 6s cases, and iPhone 6 Plus/iPhone 6s Plus cases, with prices ranging from ₹ 4,597 to ₹ 5,149.

pitaka products in india - x

Secure | <https://www.google.co.in/search?dcr=0&source=hp&ei=bjGWt2BCKCuvQT-qoygBw&q=pitaka+products+in+india&oeq=pitaka+products+in+india...>

Apps | fordesign | Silverlight File Upload | OBOUT - Download | FAU Watch Latest Movies | Thumbnails Navigatic | Spring MVC 3.0 with | Sql | Fancy Sign-up and Lc | Other bookmarks

Google | pitaka products in india | Sign in

All | Images | News | Videos | Maps | More | Settings | Tools

About 48,000 results (0.32 seconds)

**PITAKA | MagWallet, MagCase, MagMount and MagHive**  
<https://www.ipitaka.com/>  
A magnetic universe with innovative design and materials that creates a seamless carrying experience for you.  
MagCase · MagWallet · For iPhone 8 & 8 Plus · iPhone 7 & 7 Plus

**pitaka Mobile Phone Cases & Covers Online - Amazon.in**  
<https://www.amazon.in/Cases-Covers-pitaka-Mobile.../s?ie=UTF8...89%3Apitaka>  
Results 1 - 24 of 38 - PITAKA Ultra Thin Aramid Premium Case Protective Cover with Embedded Metal Plates 3D Grip Pattern For Google Pixel 2 XL Black. ... PITAKA Ultra Thin Aramid Premium Case Protective Cover with Embedded Metal Plates 3D Grip Pattern For Iphone 7 Plus Black And Grey. ... PITAKA Ultra Thin ...

**PITAKA India | Mobile Covers & Cases | Iphone and Samsung Moboile ...**  
<https://www.wellplus.in/>  
Wellplus brings you A magnetic universe with innovative design and materials that creates a seamless carrying experience for you. Buy Pitaka brand online in India.

**Pitaka Cases And Covers - Flipkart**  
[https://www.flipkart.com/mobile-accessories/cases-and-covers/pitaka-brand/pr...](https://www.flipkart.com/mobile-accessories/cases-and-covers/pitaka-brand/pr?...)  
Pitaka Cases And Covers - Buy Pitaka Cases And Covers Online at Best Prices in India - Shop Online for Cases And Covers Store. - Free Home Delivery at Flipkart.com.

Shop for pitaka pro... on Google Sponsored

Pitaka MagBar with solid Grip... ₹ 5,149 Amazon India

iPhone 6 Plus/iPhone 6s... ₹ 4,597 eBay India

iPhone 6 Plus/6s Plus Case,... ₹ 4,597 eBay India

iPhone 6 Plus / iPhone 6s Plus... ₹ 4,597 eBay India







# 5

We began working with Bwins888 in 2017

Bwins888.com

BWINS888 Online Casino Malaysia offers all Malaysians the most secured, trusted and reliable online gaming and sportsbook betting services.



# Challenges

# 5

- Even though legal in Malaysia, Google and Facebook do not promote gambling websites.
- SEO was the only option for website promotion since Ads for the same are blacklisted.
- Generating backlinks was a major challenge.
- There was no website access due to confidential data because of which on-page optimization was not possible.



# Strategy

# 5

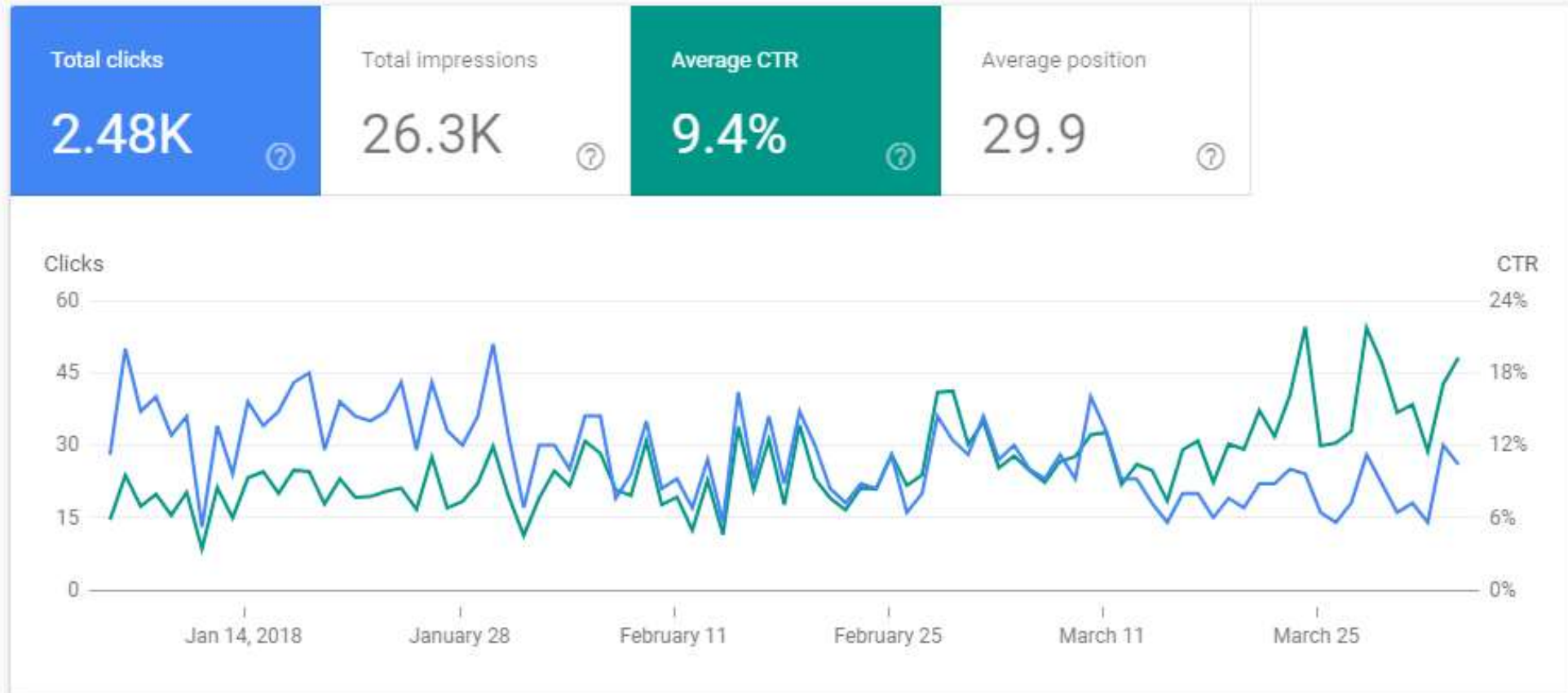
- Building limited quality backlinks
- Promoting the website through different private blog networks.
- Research of local Malaysian websites and competitors.
- Strategy building for Google Malaysia and Singapore.





# Result

# 5





YOURS CAN BE NEXT....

**STEP 1:** Email your Website Link to us at [info@webtechneeq.com](mailto:info@webtechneeq.com) & get a FREE Website Audit Report

**STEP 2:** We research, analyze your competitors and suggest keywords for SEO

**STEP 3:** You subscribe for any of our PLANS & our SEO CHAMPS will start WORK immediately

Ongoing SEO Projects

