

SEO Success

Exceptional quality Indian wedding invitation cards in elegant and exquisite designs.



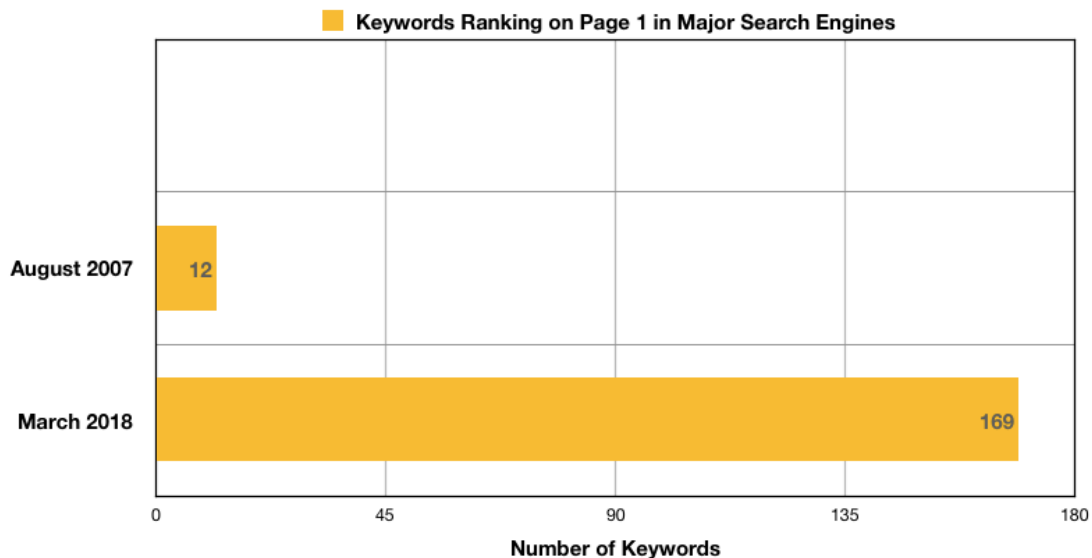
Prior to SEO

Indian wedding cards came to us in August of 2007, with some online presence. They wanted to improve their online presence by increasing organic rankings and traffic to their website and increase clientele.

Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page** optimization around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.
- We **created** and **distributed videos** about the business.

Keywords Ranking on First Page in Major Search Engines*



In August 2007, website ranked on the first page of major search engines for just **12 keywords**.

Aug- 2007

The momentum of the campaign was in full throttle as they now ranked on the first page of major search engines for **169 keywords** - an increase of more than 1300%.

Mar - 2018

Google Analytics data

1559%

Increase in Overall Website Traffic compared to last year. **196,855** Overall visits received since March 2017.

1603%

Increase in Google Organic Visits compared to last year. **14,956** Organic visits received since March 2017.

63%

Increase in Website Pageviews compared to last year. **926,871** Pageviews received since March 2017.

*Major Search Engines defined as Google and Bing