DIGITAL GLOBAL AGENCY
Search Engine Optimization- A Case Study

Forward:

If you're not getting enough targeted traffic...
If you want more engaged audience and email subscribers...
If you want more leads and higher conversions and want to nurture them...

"Then you're in the right place. "

Digital Global Agency is offers a step-by-step guide and publishes a practical approach that you can implement immediately to get (a lot) more traffic, leads and paying customers.

This is what we have specialized and the data here speaks for itself.
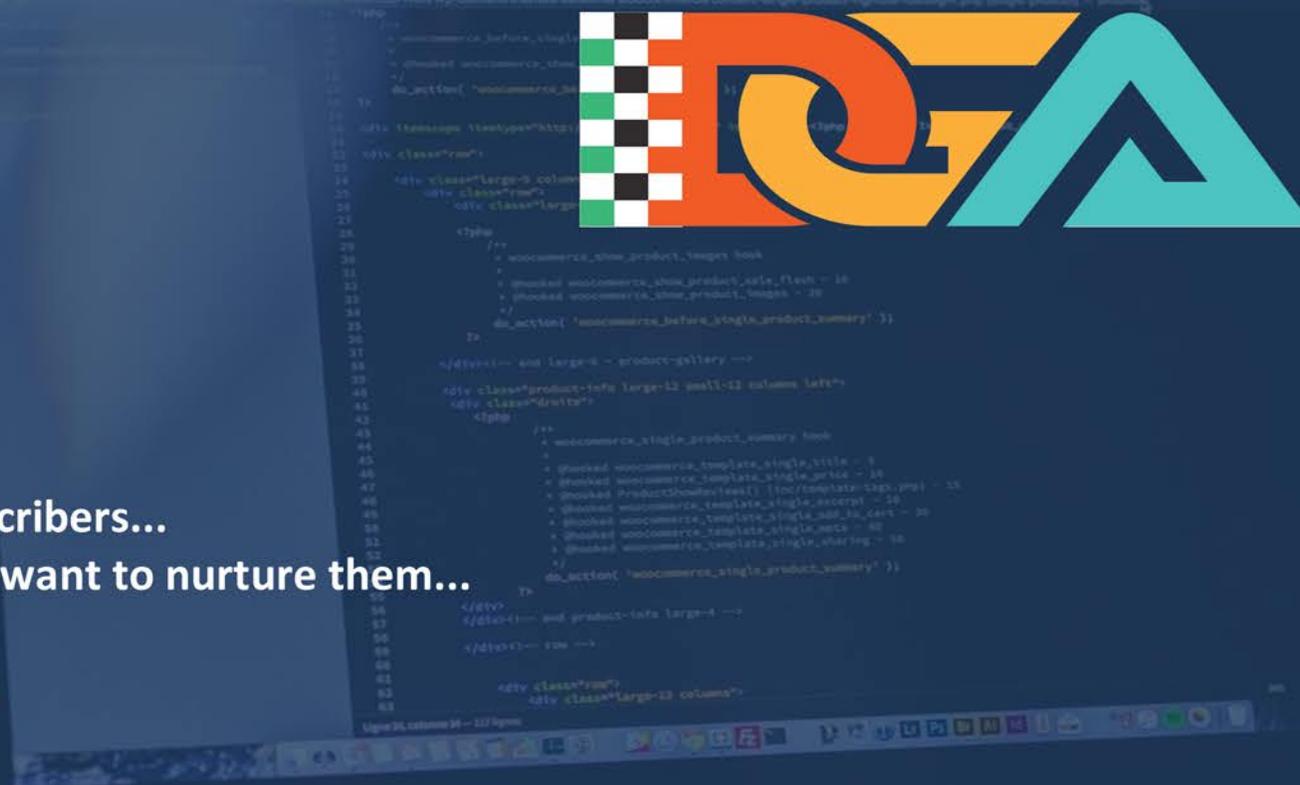
Preface

Digital Global Agency have followed a methodical and result-driven approach and promises growth to all our clients and partners. This comes with a lot of confidence from our infrastructure in digital marketing eco system. Our SEO and Adwords' experts who have up-to 14 years in-depth experience have rigorously tried out and researched these techniques. We then carefully adopted and sidelined the best methods keeping business growth as a point of view. This pragmatic way was proven to deliver amazing results for our clients.

Once again, these results that we have seen are astounding. In just one month, we had tripled our traffic and by month 4 we had 5x the traffic that we previously had. Not only that, the visitors were spending 3 times the amount of time on our site, and sharing the info too! This implies that we also went out of our way to integrate social media marketing and PR, in our approach.

Don't Just Download e-Books:

You will find many of our competitors asking you to download an e-book or try take a free SEO analysis, instead Digital Global agency will offer a FREE POC – Proof of Concept project which will add instant value from the get go. This POC shows you how exactly its done and how we work with you personally mentoring you all the way. From giving you a correct marketing strategy based on the industry vertical and to match the content with your business strategy and goal…We do it all.

We are making it simple and transparent by walking you through this deck, step by step

Dive in:

CHAPTER 1.
Client Name: www.globaledx.com

In this chapter, we'll show you how to put into action the optimization techniques point by point. Its always tedious to perform on – page SEO which is linked to the focus from off-page SEO. The off-page brings traction and links to the content increasing the focus. Like a delicious wet burrito – first you have to have something worth serving – THEN you start letting people know about it. Now you will see the clear benefits of natural SEO.

Before:
Our sister concern globaledx.com was aiming to boost the number of leads for online training and getting better presence. We adopted digital marketing techniques to generate leads and provide overall growth.

Challenge:
Client requested to improve the rankings in Google search engine and also attract visitors to their site and also engage them with awesome content.

Detailed Work:
We had taken into account the on and off page metrics required by the search engine crawlers and focusing on the UI design and the visitor needs. After the audit we immediately improved the engagement by adding videos on page. We then simplified the visitor decision making factors which in turn not only engaged the customers but also generated leads.
The drastic improvement in the leads was due to the expert analysis of online marketing expert team. We had spent more than a week to plan and identify the specific requirements of the technical and non-technical partners. The technical partners included web crawlers and latest SEO updates which also included the design and the psyche of the visitor. We then added appropriate call-to actions- in the UI design. An Alt tag optimization and File name optimization was performed to influence the crawler along with the creative content.

CHAPTER 2.
Video-SEO www.globaledx.com

Work Performed:

Annotations

➢ Description optimization

➢ Keyword optimization for YouTube

➢ Video Translation from voice into words, to improve the watch time of the video.

➢ Before we took up the task, we had focused on retaining the current business goal by ensuring the traffic generation and retaining the same from the other viable sources, such as YouTube and Facebook.

➢ We generated the quality traffic of prospective leads from both of the social media sites and boosted the lead generation and branding

➢ We have included anchor text and backlinks in the video description so as to generate most prospective traffic to the main website

What we have Performed: Services to our client:

1. Search Engine Optimization………………………………………………………………

360 degree SEO services.

PART 1:
On page optimization

Title Tagging

Meta Tagging

Keyword Research Analysis

Scrubbing and Bucketing

Structured Data Markups

Schema implementation

JSON –Ld

Robots.txt implementation

Site-map generation

What it includes:

PART 2:

Off page optimization

Lead generation: And also includes nurturing.

Article Submissions :

PR (Page Rank) submission – This as an added paid feature

Press Release Submission :

Directory Submission

Anchor Text optimization

Web 2.0 listing / Profile creations

Tracking and Content:

Tracking:
GA – integration
Web masters tool
Social Media Marketing
Social Media listing
Social media posting
Social media profile creations

Content :
Content Marketing
Content Writing
Content Optimization
UI optimized content
Info Graphics

Link Building:
Local SEO
Business Listing
Classified Posting
Classified Listing

How client benefitted?
Results
Summary

Results: Status: Before SEO

Results: Status: After SEO

We build your sales pipeline:

We generate leads for your business that will set pace in creating expansion. By ensuring constant streamline of visitors knocking on your doors, provides an excellent opportunity for your business to make conversions.

FROM: STRATEGY

STRATEGY
- SEO Audit - Analysis
- Keyword Research
- Keyword Mapping
- Competitor Analysis
- Winning growth strategy
- Content strategy .

REPORTING
- Initial Keyword Ranking Report
- Monthly Work Status Report
- Monthly Keyword Ranking Report
- SEO Diagnose Report (Xenu/Screaming Frog

TRACKING
- GA Set Up
- Google Webmaster Tool Set Up
- Bing Webmaster Tool Set Up
- Google Sitemap Submission

OFF PAGE OPTZ
- Social book marking
- Forum posting
- Business listings
- Press releases
- RSS feed submission
- Q & A posting
- Blog posting
- Guest posting
- Info graphic posting

ON PAGE OPTMZ
- Title-tag optimization
- Meta Tags optimized
- Image Optimization
- Header Tags
- Bread Crumbs
- URL Structure
- Canonical Tags
- Schema implemented
- Robots.txt

TO: LEADS

CONTENT FOR SEO
- Suggesting content topics for SEO
- Identifying content that attract back-links
- Keyword Density fixing
- Duplicate Content Analysis

LINK BUILDING
- Link Attraction
- Setting up Ah refs
- Profile links, linking to you.
- Linking to Social media
- Linking to relevant sites
- Fantastic link baiting

LEAD GENERATION
- Avoid cookie-cutter site templates
- Strong words and rich content
- Usage of Trust seals
- CTA forms
- Making good use of whitespace
- Testing.

SOCIAL MEDIA
- Facebook marketing
- Adverts
- Twitter and Linked-in
- Rss plugin optimization
- Instagram and Pinterest
- Social linking
- You tube

GOOGLE ANALYTICS
- Tag manager / GA code
- GTM code - every page
- UTM parameters to all links
- Account for Adwords
- Conversion funnel tracking
- Annotations
- Remarketing

Providing KPIs through custom dashboards for your business.
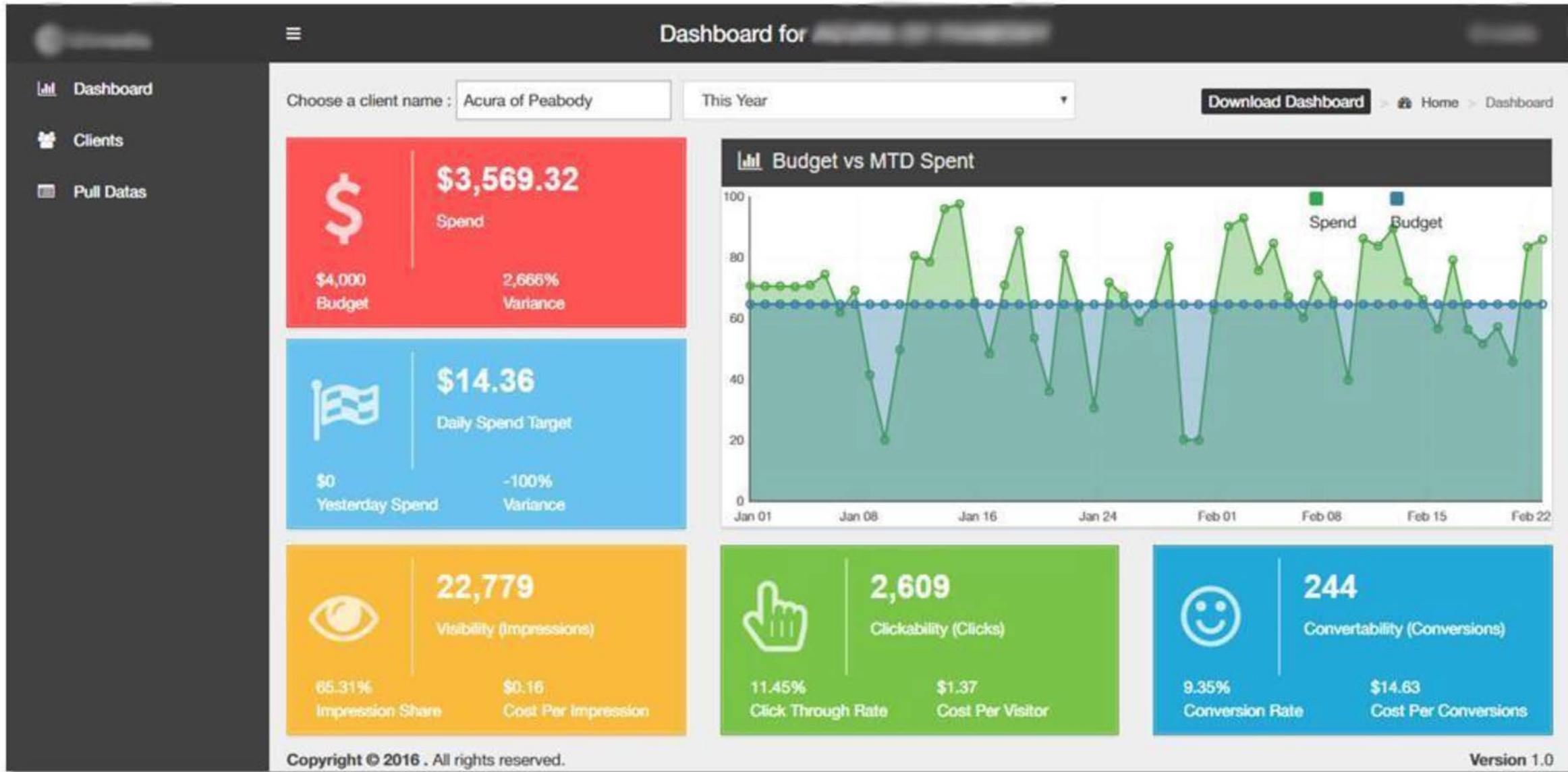
WE GET YOU THE BIGGEST BANG FOR YOUR BUCK!

Summary:

Get the right strategies from the DGA team of experts who guide you to get you those shocking results.

By analysing keywords for ranking, by checking your average position and your click through rates (CTRs), impressions and total number of clicks you can figure out where you have room for improvement. Typically your CTR should be about 25% to 30% then you are doing fine. If its above 35% then you are doing great. Want to see even better stats? Call us or request a free consultation now.....................from your extended team at DGA

THANK YOU
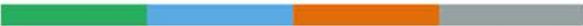
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