

DIGITAL GLOBAL AGENCY

Search Engine Optimization- A Case Study



digitalglobalagency.com

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 provides you and publish practical methodologies 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 approach to promising results to all of our clients. This comes with a lot of confidence from our infrastructure in digital marketing eco system. From our SEO experts who rigorously try out and research these techniques, we have 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 at Digital Global agency will offer a FREE proof of concept project showing you exactly how its done and how we work with you personally mentoring you. From giving you a correct marketing strategy and to match the content with your strategy and business goals, we do it all.

**We are making it simple and clear by walking you through this deck, step by step
Dive in:**

CHAPTER 1.

Client Name: www.bigclasses.com

In this chapter, we'll show you how to put into action the optimization techniques that will grasp focused in Chapter 1 and the conversion techniques you'll learn in Chapter 2. To do so, we feature a case study that shows the benefits of natural search engine optimization (SEO).

Before:

Our non White labelled partner, Bigclasses.com who is currently our client was aiming to boost the number of leads for online training and getting better presence.

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, visitor needs and improved the engagement by adding videos on page. We then simplified the visitor decision making factors . Which in turn not only engaging the customers but also generating leads.

The drastic improvement in the leads was due to the expert analysis of digital 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 include 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. Thorough Alt tag optimization as well as File name optimization was performed to influence the crawler along with the content.

CHAPTER 2.

Video-SEO www.bigclasses.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:

A horizontal bar with five colored segments: green, orange, light green, dark blue, and brown.

PART 1: **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



Part 2:



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



Search Console

[http://globaledx.com/](#) [Help](#) [Settings](#)

Dashboard

Messages

Search Appearance

Search Traffic

Search Analytics

Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability

Google Index

Crawl

Security Issues

Web Tools

Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

☒ Clicks ☒ Impressions ☒ CTR ☒ Position

☐ Queries
No filter

☒ Pages
[/sap-fico-online-train...]

☐ Countries
No filter

☐ Devices
No filter

☐ Search Type
Web

☐ Dates
Mar 14 - Mar 14

Metrics are calculated by page for this group or filter. [Learn more.](#)

Total clicks	Total impressions	Avg. CTR	Avg. position
5	409	1.22%	17.3

Table omitted as it contains no additional information. Select **Queries** to see the top queries for the current results. [Learn more](#)

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Results: status: After SEO



Search Console

http://bigclasses.com/

Help



Dashboard

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Search Appearance

Search Traffic

Search Analytics

Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability

Google Index

Crawl

Security Issues

Web Tools

Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

☒ Clicks ☒ Impressions ☒ CTR ☒ Position

⚠ Metrics are calculated by page for this group or filter. [Learn more.](#)

☐ Queries
No filter

☒ Pages
[/sap-fico-online-train...]

☐ Countries
No filter

☐ Devices
No filter

☐ Search Type
Web

☐ Dates
Jun 10 - Jun 10

Total clicks

95

Total impressions

365

Avg. CTR

26.02%

Avg. position

1.6

Table omitted as it contains no additional information. Select **Queries** to see the top queries for the current results. [Learn more](#)



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
- 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.

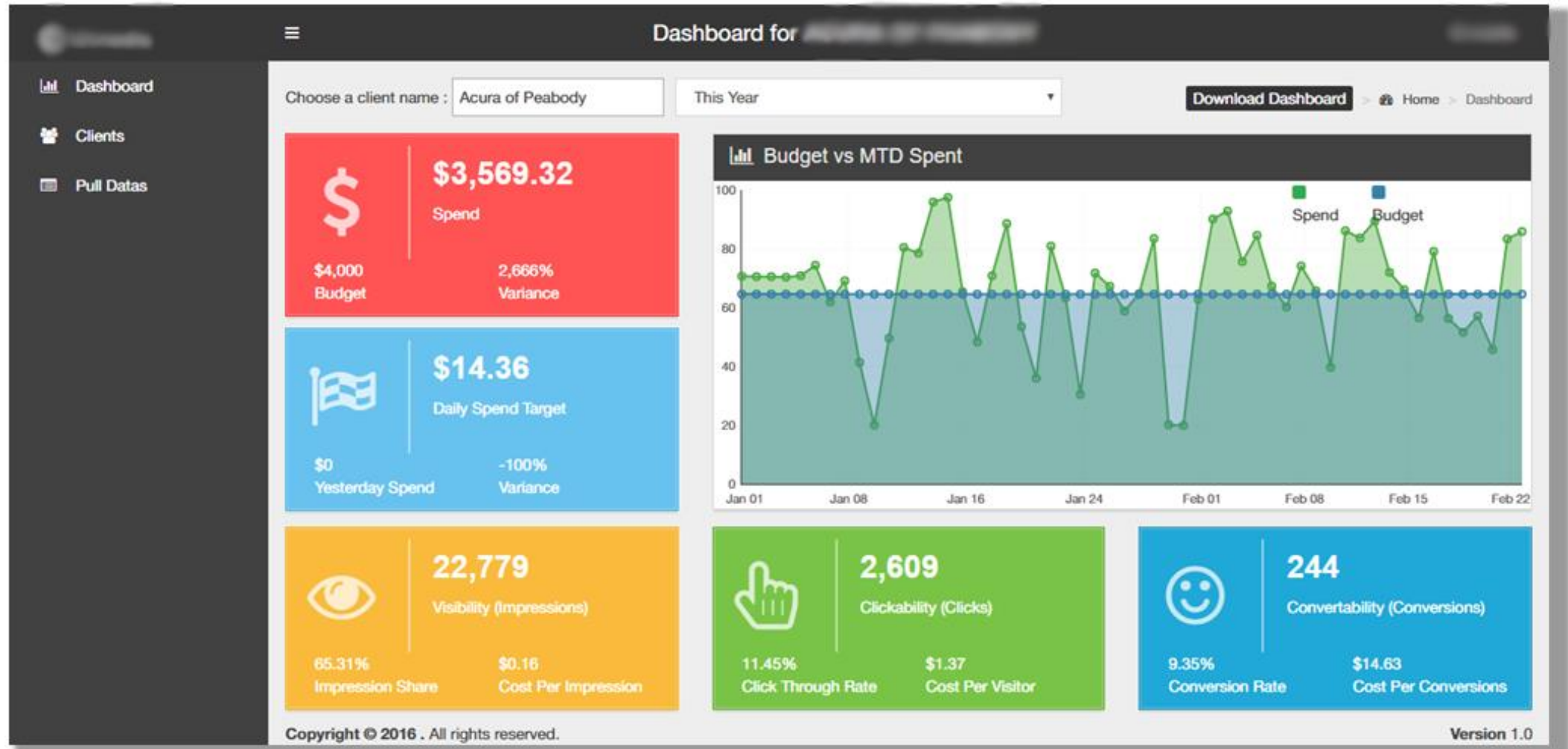
SOCIAL MEDIA

- Facebook marketing
- Adverts
- Twitter and Linked-in
- Rss plugin optimization
- Instagram and Pinterest
- Social linking

GOOGLE ANALYTICS

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

We provide KPIs through custom dashboards for your business.





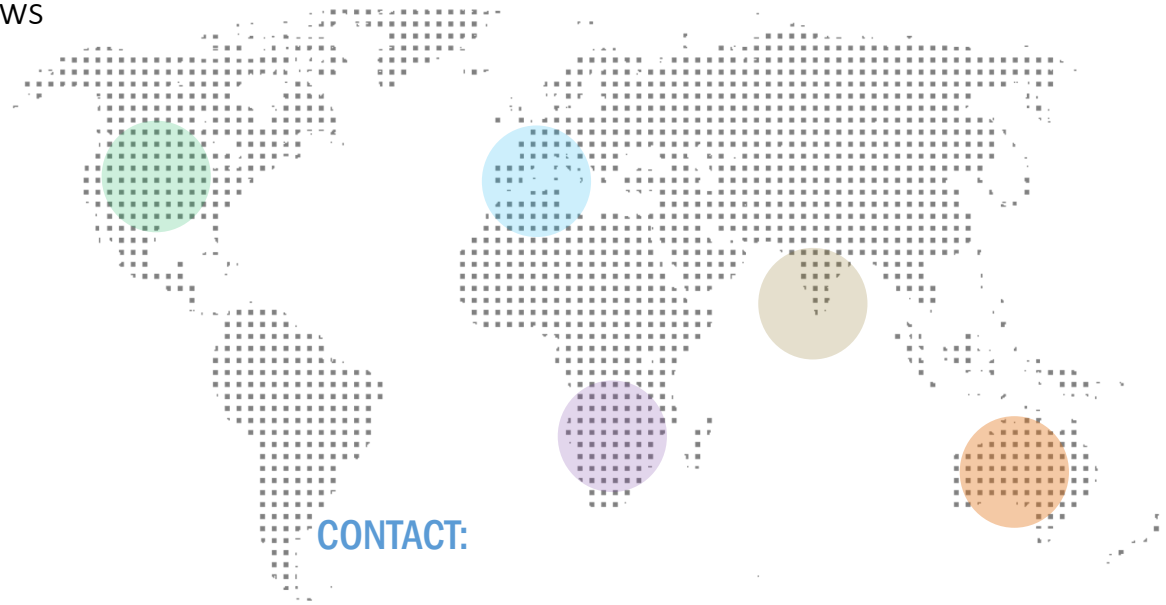
Summary:

WE GET YOU THE BIGGEST BANG FOR YOUR BUCK!

Get the right strategies from the DGA team of experts who guide you to get you those shocking results. Generate close to 195,000 page views with 15 mind blowing creative blog posts with a budget under \$50 bucks. We can make you triple your traffic.

THANK YOU

www.digitalglobalagency.com



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