

# Driving Effective Solutions To Boost Rankings Organically



## About the Project:

It is an India based Company, which has a team of experts, comprises of the best Indian Chartered Accountants, Corporate Financial Advisors, and Tax Consultants.

Their success is spreading its wings to a great extent and provides a wide range of services in the field of Accounting and other financial aspects to our National & International clients.

## Skills set Used:

To perform SEO activities on the website – Keyword research, Content optimization as per SEO, Competitor research, Code integration, Business listing & other off-page SEO activities.

## Situation:

The brand had approached us as they wanted to grow their presence organically for a set of keywords relevant to their service offerings.

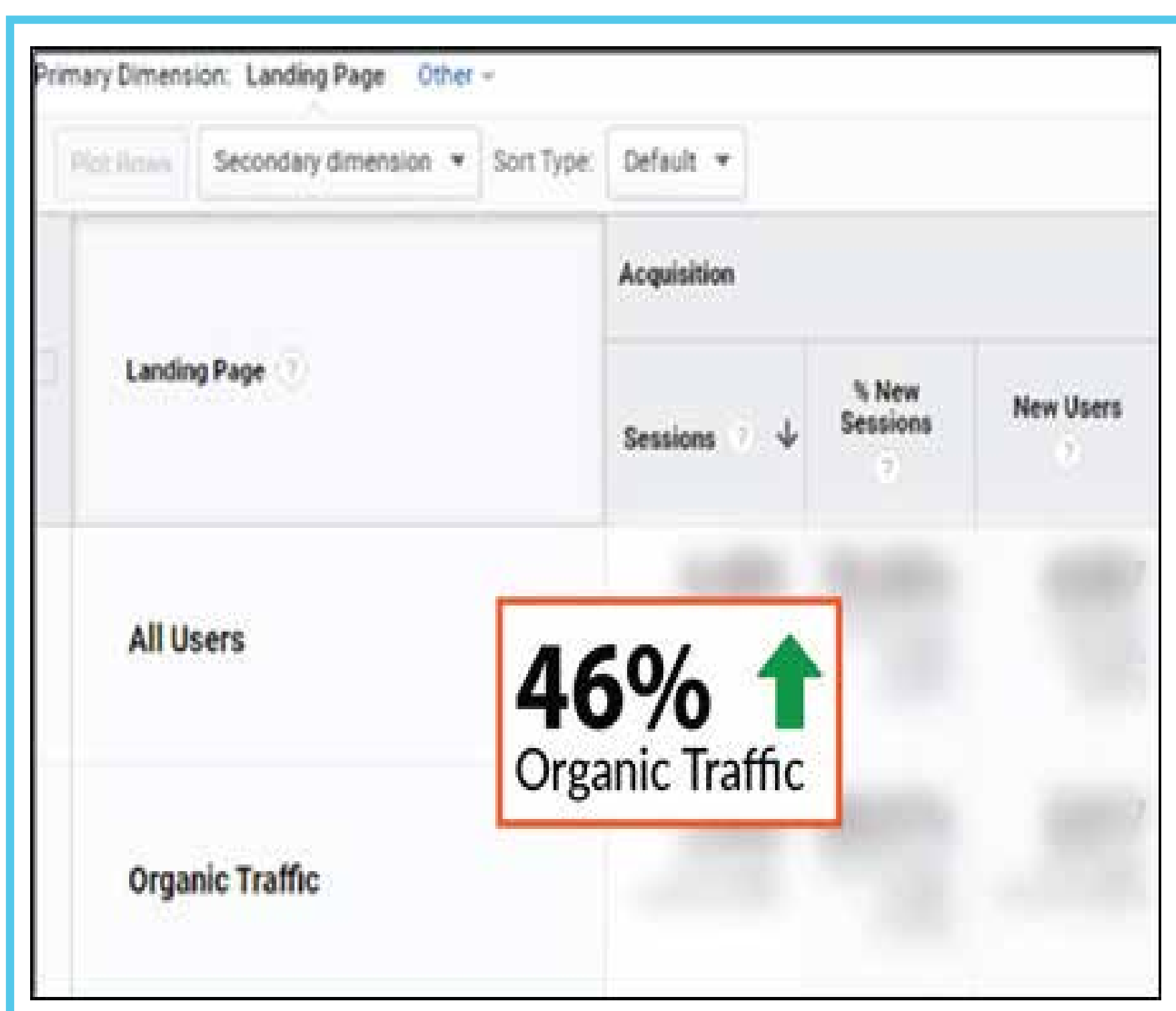
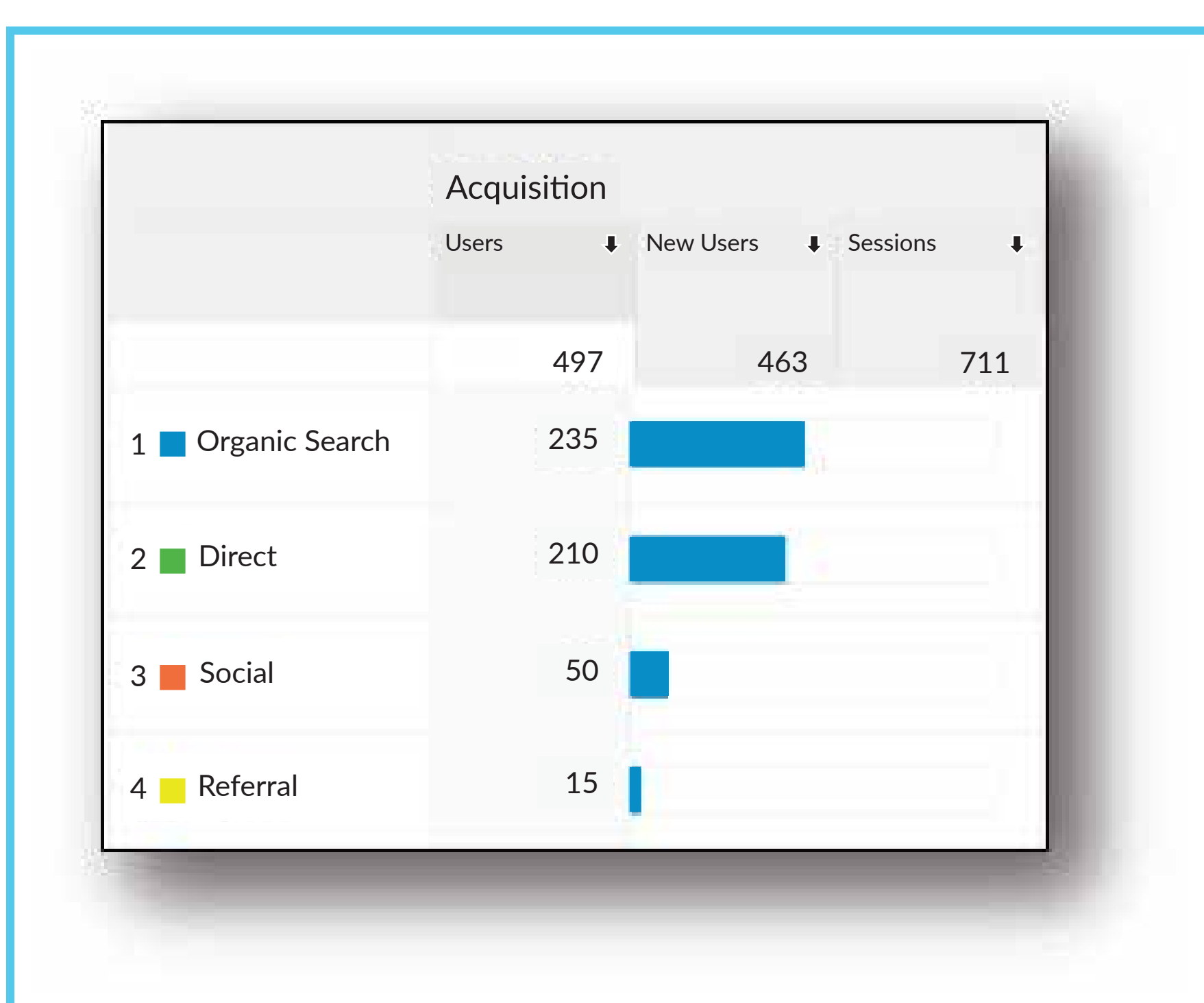
## Solution:

- As they already had a website we helped them with writing content for the website for their respective service-based website pages as per the list of SEO keywords that were selected by the brand (SEO Optimized Content).
- Once the website was ready from our end in terms of the webpage content, blog articles and the creative on the website.
- We then started with the on-page SEO on the website – Keyword to URL targeting, Meta tag optimization, Google code updating and the other aspects of technical SEO.
- Once on-page SEO has been done we started with doing the off-page SEO i.e., to submit the website on the high PR platforms and websites for driving website traffic and improving the SEO Rankings.

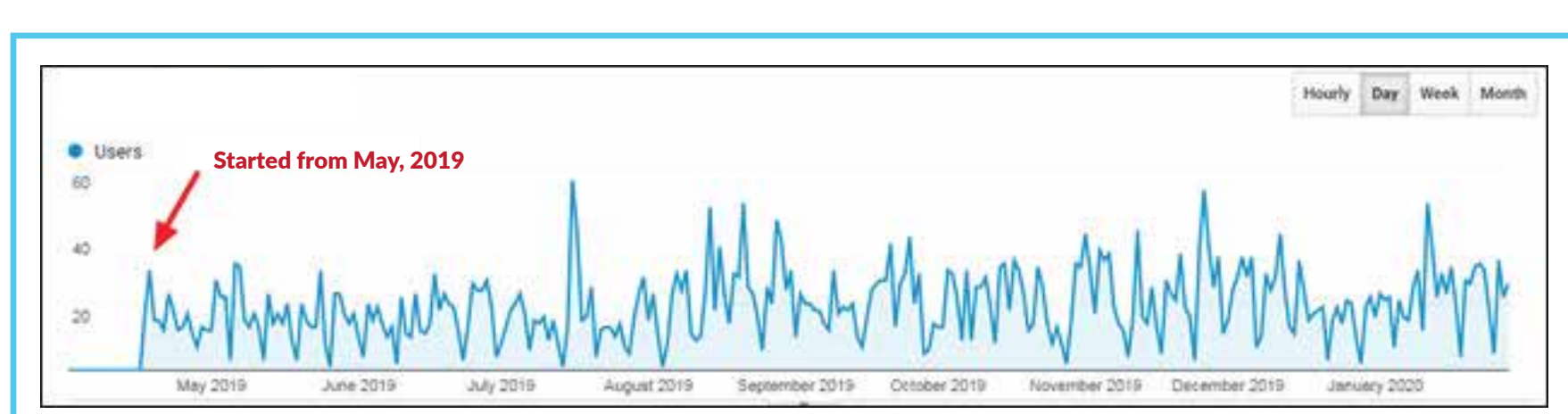
## Results:

### Organic website traffic below,

- Out of the total website traffic, about 50% came through Organic efforts (SEO).
- There was an increase in 20% of the website inquiries.
- Out of 12, 10 keywords are on the first page of the Google search.



Out of the total website traffic we received 46% organic traffic.



There is a considerable amount of growth in website visitors from the time we started with the SEO Work.

### Few keywords mentioned below,

- Best Accounting Services in Mumbai
- Global Accounts Outsourcing Mumbai
- Service for Global Accounts Outsourcing
- Financial Outsourcing Services in Mumbai

## Summary

The website was just performing for brand keywords and not the generic ones as per its brand category/niche.

Once we had optimized the complete website content and done with the SEO implementation (on the page) and continuous efforts for off-page link building/quality submissions.

The website started ranking for targeted keywords whereas earlier none of the keywords were in Google search (SERP).

Put a lot of effort into content optimization on the website so that it provides value, looks good, and performs well.

## Industry

## Finance