

Our SEO Portfolio.

Hey There,

YOUR DIGITAL SUCCESS AWAITS!

Scroll through our portfolios and witness the tangible impact we have made in optimizing websites and driving organic growth.

About SEO Portfolio >



TAN8LINK

as unique as your business

Website Url

<https://tan-link.com/>

Client's Industry / Niche

Salon Management Software

An Overview Of The Business

Tan-Link was born out of frustration when tanning salon owner Nash Abbas couldn't find suitable software to run his business. Leveraging his technology background, he developed Tan-Link, which enabled him to automate and streamline his salon operations.

Despite extensive offerings and a user-friendly platform, the software was challenged by low visibility in the SERPs, impacting the overall traffic and booking rates. Another challenge was the fierce competition for salon-related keywords. Here is a sneak peek into how we achieved the desired results-



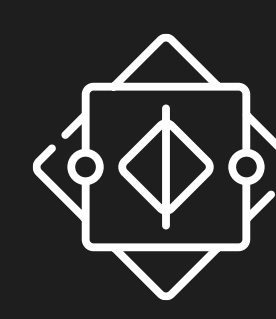
Focus Area

- Improve organic visibility for high-value tanning salon-related keywords
- Increase website traffic, as well as page dwell time
- Boost online bookings through organic traffic



Services Provided

- Thorough competitor analysis
- Comprehensive keyword research to identify high-impact keywords
- Improvisation in the site architecture to ensure efficient crawling and indexing
- Guest posting to attract backlinks from high-authority websites

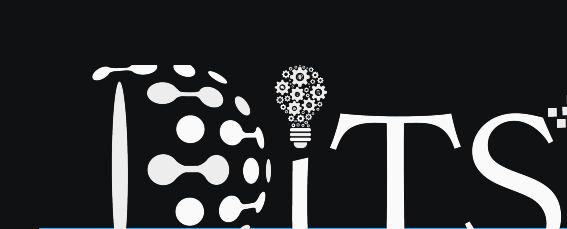


Achievements

- Organic visibility for high-impact keywords increased by 60%
- Website traffic through organic search grew by 52%
- The online booking rate increased by around 40%

Timeline

6 to 8 months



Website Url

www.ditstek.com

Client's Industry / Niche

Software Development

An Overview Of The Business

The client is a prominent provider of offshore software development and IT consulting services globally. Although DITS is an industry leader in delivering custom software solutions across multiple industries, like healthcare, workflow automation, IoT, etc., the company had low online visibility.

Given the cut-throat competition in the software development industry, they were struggling to keep a pulse on the dynamic world of inbound marketing, SEO, and Google Ads. They had the potential but just were not getting the desired traffic that would convert into their clients. That's where we came in!



Focus Area

- Increase organic search visibility for relevant keywords related to industry-specific software development services
- Drive more organic traffic to the website to attract potential clients
- Generate high-quality leads interested in software/web app development



Services Provided

SEO Audit

- We looked at the keyword rankings, links, traffic, anchor text, meta tag titles, etc. The website didn't have enough link juice.

Competitor analysis

- This helped us find around 200 keywords with 200 - 10,000 searches a month. We shared these all with the client and created quality content around those keywords.

Website technical optimization

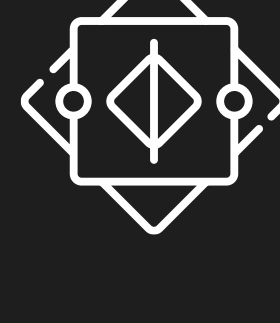
- The main issues were low website loading speed, low-quality pages in SERPs, duplicate pages by metadata, etc.

Content optimization

- We created a plan to optimize the existing content with high-performing keywords.

Link building

- We decided to buy quality links for priority website pages, like Ditstek Florida, Healthcare, etc.



Achievements

- In three months, we saw the first positive change when the website started getting traffic.
- Within 6 months, the client witnessed an impressive 80% increase in website traffic.
- With enhanced search engine visibility on Google US, the website ranked on approximately 70 keywords related to software development services

Timeline

1 year



Website Url

<https://www.estheticplanners.com/>

Client's Industry / Niche

Interior designing & landscaping

An Overview Of The Business

Esthetic Planners is a local landscaping & interior designing company delivering exceptional services to turn any space into elegance. The client had a breadth of design capabilities and a highly experienced team but still struggled to bloom in the local search landscape. This affected their ability to appear in the organic search results and secure new projects.



Focus Area

- Enhance online visibility and search engine rank
- Establish a strong brand identity in the local search results.
- Increase the number of project queries in the targeted areas.

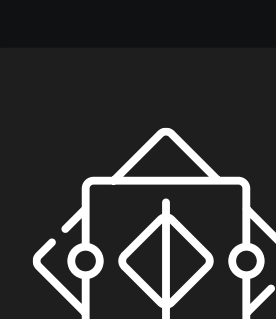


Services Provided

- After extensive research, we found relevant search terms and optimized the website and GMB listing based on these keywords.

- We refined their GMB listing with updated information, latest photos of completed projects, promotional offers, etc.

- This strategy was aimed to create compelling content around high-performing keywords and building high-quality backlinks.



Achievements

- A 70% increase in organic visibility in the local market.

- An impressive 80% increase in lead generation from organic traffic.

- A 60% surge in the website traffic organically.

Timeline

6 months



Website Url

www.gurucomputers.ca

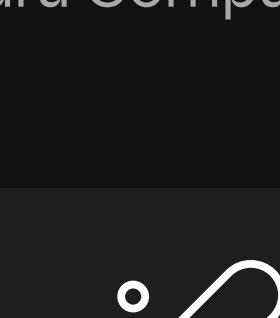
Client's Industry / Niche

Macbook & Laptop Repair

An Overview Of The Business

As a MacBook repair business, the most common services Guru Computers offers are laptop & MacBook repairs, malware, spyware, virus removal, and data recovery, just to name a few. They were appearing in local search results in Canada for some of their services; however, it was unpredictable.

Our goal was to earn them a consistent top spot in the organic search results. Given the established dominance of other players in the industry and the competitive nature of keywords, we set a goal to rank Guru Computers on the first page (top 10) for 80% of target keywords.

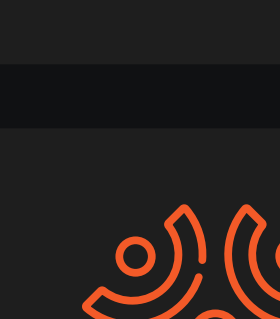


Focus Area

- Increase the website's online visibility

- Enhance organic search results for target keywords

- Improve KPIs - phone calls, website submission forms, keyword rankings



Services Provided

- User-friendly, SEO-optimized website that is highly responsive

- Local SEO campaign to boost the organic search results

- On-page/Off-page optimization strategies, technical SEO enhancements

- GMB optimization to update the profile with the latest information, photos of recent projects



Achievements

- 80% of the chosen target keywords landed on the first page of the search results.

- A 50% increase in laptop screen replacement and MacBook repair search queries

Timeline

6 months

PROJECTS

PROJECTS

PROJECTS

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