



PageTraffic

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PageTraffic is one of the most respected search marketing agencies in India today. Having started in 2002, PageTraffic has already worked for more than 2000 clients across 22 countries. PageTraffic helps businesses achieve top ten rankings, get qualified traffic and generate exponential sales.

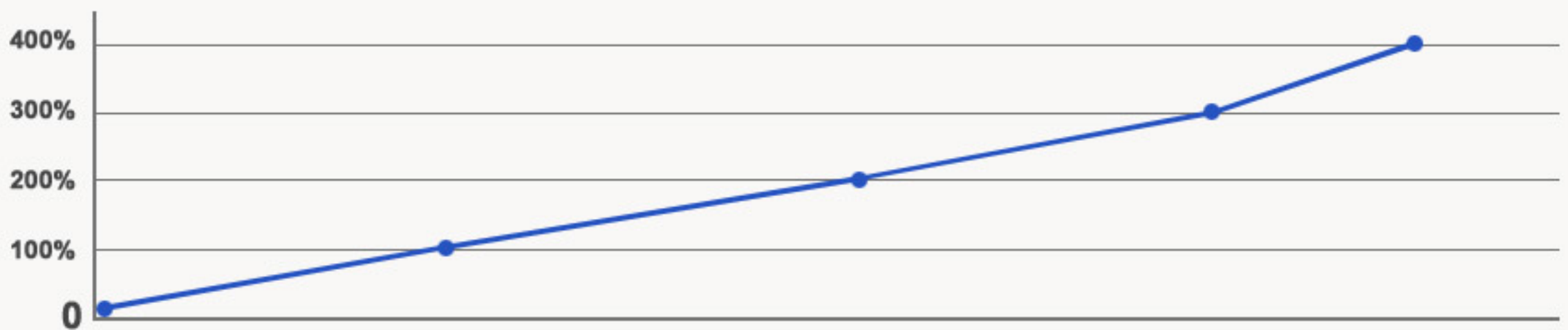
400% increase in search traffic delivered to an Indian data recovery business

Industry: Data recovery

Engaged for: SEO

Market: Global

400% Traffic increase



Their site traffic increased by 400%

CAMPAIGN BRIEF

Client was intent on expanding in the field of data recovery software and services. Their services, software and data safety hard drive can prevent data loss as well as retrieve lost data. Having carved out a niche for themselves in the Indian market, they wished to expand to markets in the US, UK and Europe.

They decided to get their website search engine optimized (SEO) as this would be the best way to reach out to a larger market and clientele. In their quest for an efficient SEO company, they zeroed in on Page Traffic. Their objective was to get more exposure outside India and they signed up Page Traffic.

CHALLENGES

The client website had very few pages to start with. Its design was also not of an appreciable standard. Initially, the company wanted their site search engine optimized for two major sets of keywords:

Their primary objective was to achieve greater visibility in the search engines for these two sets of keywords. Gradually their list of keywords increased and became a more challenging one. The keywords for which client wanted its site search engine optimized was an ambitious one. Those are some of the most competitive keywords worldwide and this was what made the project challenging and exciting to SEO our team.



Client wanted visitors to access their site and download their products to try them. They also wanted their manuals and brochures in pdf. format to be downloaded and read. Hence, their downloads were extremely important in this campaign. The manuals in pdf. format also needed optimization. Their java script and roll-over menus were other problematic areas.

SOLUTION



The Page Traffic team spent two diligent months over this assignment and finally came up with brilliant results. We worked closely with the sales team of the client in order to know their requirements and match our services with their needs. We requested and got their brochures and product literature to gain an in-depth knowledge of their company and data recovery products.

Our experts have extended clients' top rankings to several major sites and they experienced direct results. Their site traffic increased by 400%, 50% of which came from search engines. Their sales through their website affirmed a growth of 75%. Moreover, their downloads have also increased 10 times. Another significant achievement of Page Traffic was optimizing the site of the client in other languages as well which includes Spanish, French, Italian, Deutsch and a few other European languages.

Being impressed with the results of the SEO campaign, they offered us the contract to design their site. We did their web design. The client has not looked back ever since.

RESULTS

To sum up, Page Traffic assisted the client in achieving the following results:



Software downloads increased 10 times

400%



Their site traffic increased by 400%

50%



Search engines brought 50% of their traffic

75%



Sales through website grew by 75%

Get your own success story. Get started.

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