

How PageTraffic
Launched a sub-prime website to No.1
For Nationbright Industries



Yet Another
PageTraffic Case
Study About How
We Help you Grow.





Case Study No. 9 — Nationbright Industries

Client: Nationbright Industries

Website: <http://www.nationbright.com.hk>

Year: 2006 - Till date



Situation:

Nationbright Industries are one of the leading label & packaging product designers and manufacturers today. They offer superior quality product backed up with excellent service. However, there were numerous competitors from China who competed at the same level. Almost all were listed on Alibaba and similar e-commerce platforms which didn't help in distinguishing one from the other.

That's when our clients decided to get SEO done which could get cost effective leads and distinguish them from the rest. They were referred to PageTraffic through another client and that's how it all began.

Our partnership with PageTraffic completely changed the way we did our business. They gave us much more than we could expect from an SEO campaign. Now, we have truly diverse sources for our business and the ROI has been tremendous. PageTraffic helped us become more competitive and have a solid presence in the global market.

Raymond So



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Challenges:

The major challenge we faced in the beginning of the project was that the whole website had dynamic pages only. There was next to nil content and the site. There were no online queries and the conversion rates were very low. Moreover, the scope of creating new pages or categories were minimized by the site design.

The site offered a wide range of products which were neither properly listed on the site nor did they have separate pages for the products. So, getting all the content structured, written and indexed was one of the initial challenges.

Due to the confusing state of the site, it was difficult to navigate the site and this had negative effect on conversions. We had to develop landing pages that made it easier to get rankings and improved conversions too.

Given that most of the keywords were very competitive, we had to chalk out an effective strategy that was not just long term. The client was looking for a reasonable short term ROI and that was a challenge that we had to deliver on.

Solution:

We know we had to do something different for the site to start getting business without much delay. We first set out to get the fundamentals right. This included fixing the code and tweaking the site here and there quite extensively.

Coming to keywords, we knew we had to make a choice. We either had to go for competitive keywords and high rankings which, would have taken a long time to deliver, or we could spread out the campaign for targeted keywords, that could guarantee higher conversions.



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We chose the later. Next, we had to sort the content problem without changing the dynamic pages. It turned out to be quite simple. We created content rich pages which were in turn linked to the dynamic ones.

Results:

The whole campaign is run with the intention of maximizing traffic from the most diverse set of keywords, search engines and other relevant sources. We didn't aim for top ranking just for the sake of it but we utilized search engine presence intelligently to add substantial traffic and effective conversions.

Take a look at the following statistics and you will know how successful the campaign has been.

Here are the results for the month of January, 2009.

- **During this month, www.nationbright.com.hk was found on a total of 1,840 different keyword phrases.**
- **Google sent 1,324 (non-paid) total visits via 885 keywords.**
- **Pages on this site were viewed a total of 5,949 times.**
- **The site ranked No.1 for 3 keywords and was in top 30 for 26 keywords.**

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Raymond So, President, Nationbright Industries

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PageTraffic India



PageTraffic Web-Tech
J4-B, Lajpat Nagar II,
New Delhi -110024

Ph: 91-11-64621444
Ph: 91-11-64621555
Fax: 91-11-64621555
Mobile: 91-9212521444

PageTraffic USA



1900 West, Chicago Ave
Chicago, IL 60622
Ph: 800-718-7603

PageTraffic UK



Suite 15594,
Lower Ground Floor
145 - 157 St John Street,
London
EC1V 4PW

Ph.: 020-8144-2603