How PageTraffic Delivered
400% Traffic & 75% Sales
Growth To Stellarinfo

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

Stellar DATA RECOVERY

PageTraffic
GET NEW CUSTOMERS EVERYDAY!

Case Study No. 16— Stellar Information Ltd.

Client: Stellar Information Ltd.
Website: http://www.stellarinfo.com
Year: 2003 - 2006

Situation:

Stellar Information Systems Ltd. is an ISO 9002 company in the field of data recovery software and services. They are a reputable name among companies providing invulnerability to the loss of valuable data. Their services, software and data safety hard drive can prevent data loss as well as retrieve lost data. They have provided award-winning service to customers in India and abroad.

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.

Stellar's objective was to get more exposure outside India and they signed up Page Traffic in April 2003.

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Challenges:

The website of Stellar Information 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:

- data recovery
- data recovery software
-

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 Stellar 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.

Stellar 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 Stellar 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 Stellar's 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%.

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Moreover, their downloads have also increased 10 times. Another significant achievement of Page Traffic was optimizing the site of Stellar 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. Stellar information has not looked back ever since.

Results:

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

- **Software downloads increased 10 times**
- **Their site traffic increased by 400%**
- **Search engines brought 50% of their traffic**
- **Sales through website grew by 75%**

Keywords	Search Engines		
	Google	Yahoo	Bing
Data Recovery	5	13	11
Data Recovery software	2	4	3
Hard Drive Recovery	7	5	9
FAT Recovery	1	4	5
Linux Recovery	4	4	4

Stellar DATA RECOVERY

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Get A Success Story of Your Own. Get in Touch.

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