



# PageTraffic

GET NEW CUSTOMERS EVERYDAY!

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.

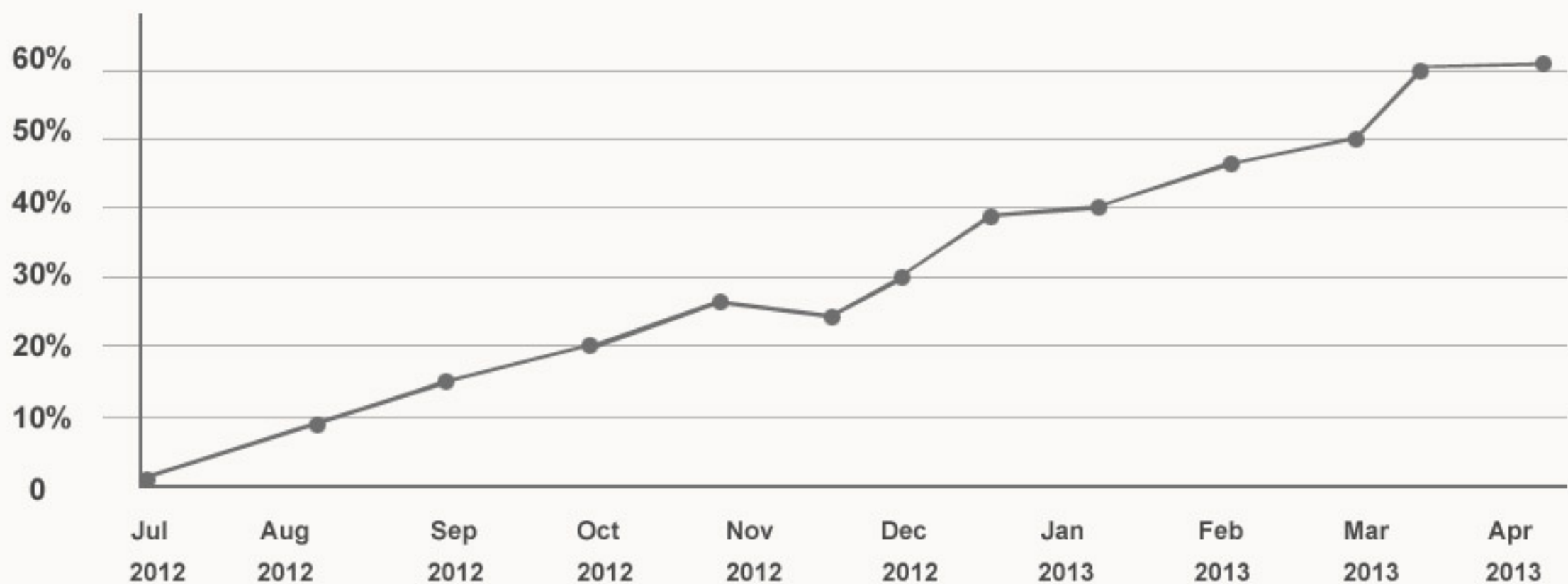
# No.1 position for the most competitive keywords delivered to a Stamp business in the US

Industry: Stamp and seals

Engaged for: SEO

Market: USA

**60%** Traffic increase





## CAMPAIGN BRIEF

The client specialized in the manufacture of hand held embossers, desk embossers and other similar products like wax seals, wax sticks, notary seals and electric embossers at competitive prices. They provide one day shipping to their customers.

In order to expand their reach and extend their client base, they decided to get their website search engine optimized. They had tried two SEO companies that yielded poor results. After securing information from our referrals and visiting our website they approached us to conduct their campaign.

## CHALLENGES



When they contacted us they had almost disappeared from the search engine results of Google and Yahoo but they had no clue about the reason behind this. This was affecting their business and they approached us with the sole desire to dominate the major search engines. The Page Traffic team conducted an extensive research and discovered their falling ranks were the result of certain spamming techniques that were adopted by their previous SEO companies.



Our first challenge was to get them back in Google and subsequently build upon their ranks. We also faced the challenge of converting their dynamic pages into static ones. It was doubtlessly a difficult task but the Page Traffic staff took up the project with enthusiasm and produced commendable results. They were also investing a lot in pay per click campaigns and they wanted natural listings in Google. The set of keywords for which they wanted their site search engine optimized were:

Initially, these were the two sets of keywords for their SEO project, but soon after, the number of words and phrases increased to ten. To optimize the site of the client's website for these keywords, the Page Traffic team worked closely with the designing company of the client.



## SOLUTION

The first result of this SEO campaign conducted by us was getting the site back into the search results of Google. We removed their dynamic pages and carried out a link building campaign. Getting their site search engine optimized increased their sales phenomenally.



Before they launched their SEO campaign, the company shipped only locally. But after the campaign produced results by giving them top positions in all of the major search engines, they began to ship for the international market. Their site traffic doubled, 60% of which came from search engines. The Page Traffic team has sent the sales figures of the client escalating.

## RESULTS

PAGE TRAFFIC ASSISTED THE CLIENT IN OBTAINING THE FOLLOWING RESULTS:



The site secured natural first page listings in Google



Their site traffic doubled

60%



60% of the traffic came from search engines



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# Get your own success story. Get started.

## Connect With Us

### New Delhi

15th Floor, Eros Corporate Tower,  
Nehru Place New Delhi -110019  
Ph.: +91-11-64621444  
Fax: +91-11-64621555

### Mumbai

Raheja Centre Point, 2nd Floor, 294 CST Road,  
Near Mumbai University, Kalina,  
Santacruz (e), Mumbai -400098  
Ph.: +91-22-65612410

### Chicago

1024 N Western Ave  
Chicago, IL 60622  
Ph: 800-718-7603, Outside US: 1-704-380-0113  
Fax: 413-382-5798

### London

Suite 15594, Lower Ground Floor  
145 - 157 St John Street,  
London, EC1V 4PW  
Ph.: 020-8144-2603

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