



Case Study

Improving SEO Performance

Business challenge

A leading supplier of Medjoul dates, based in Israel, was struggling to expand its presence in India. Aware of the fact that a majority of shoppers make their purchase decisions online, it knew that increasing its online visibility through better SEO would help improve its lackluster website traffic and sales conversion. However, it lacked the in-house digital marketing expertise required to improve their SEO performance.

Solution

The client approached Netscribes for SEO and content marketing support. Netscribes' team of experienced digital marketers took a holistic approach to improving their online visibility, which included:

- **Performing an SEO analysis:** Netscribes conducted keyword research to identify the keywords relevant to their business. This also included a competitor analysis to identify the keywords its competitors were ranking for.
- **Enhancing the user experience:** In order to improve the chances of the client's website showing up in relevant searches, facilitate easier content updates, and make use of better features, Netscribes recommended that the client move from its current static HTML site to a Word Press site. Netscribes not only worked with the client to transition to a Word Press site, but also designed and created new webpages.
- **Identifying opportunities for keyword campaigns:** Based on our keyword analysis, we developed and launched paid keyword campaigns, built internal links and promoted its website on third-party sites to increase backlinks.
- **Creating engaging content:** Netscribes' team of marketing experts developed SEO-friendly content for the client's website, including blogs, Google ad campaigns, social media posts and other website content.

Benefit

Within a period on six months, the traffic to the client's site increased by three times. It achieved more than 1,000 backlinks and nearly 200% increase in clicks. The client's page rank for relevant keywords moved up by more than 20 positions.

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