

Increased website traffic and Audience engagement through SEO & Content Marketing

CLIENT OVERVIEW

GlobalLogic helps brands create value across the entire product lifecycle — not just by developing cutting-edge technology, but also by helping make mature products more relevant to digitally-savvy consumers. By using human-centered design practices, superior engineering skills, and agile delivery -- we help customers re-imagine their business, consumer interactions, and develop innovative products and services, with an accelerated time-to-market.

For nearly 20 years, GlobalLogic has partnered with businesses across every major industry to make amazing products and connect the dots between people, products, and business opportunities.

Industry : Information Technology

HIGHLIGHTS

- ✓ 40% of overall website traffic increased in 2019 - 2020
- ✓ 23 % Organic traffic increased.
- ✓ 75% of Keywords Ranking in First Page.
- ✓ Brand Visibility is Increased from Medium to High range



CHALLENGE

- Want to Increase Brand Visibility
- Quarterly Website Traffic Improvement
- Improve ranking for Various Keywords for each services
- Targeted for countries like USA, India, Argentina, Poland Ukraine, Slovakia , Israel etc
- Many keywords were very generic & consequently highly competitive in nature.

STRATEGY

Each client is unique. Our personalized approach for GlobalLogic is outlined below.

We monitored the performance of their SEO campaign by adjusting as required and providing analytics as well as search engine ranking reports on a Quarterly basis.

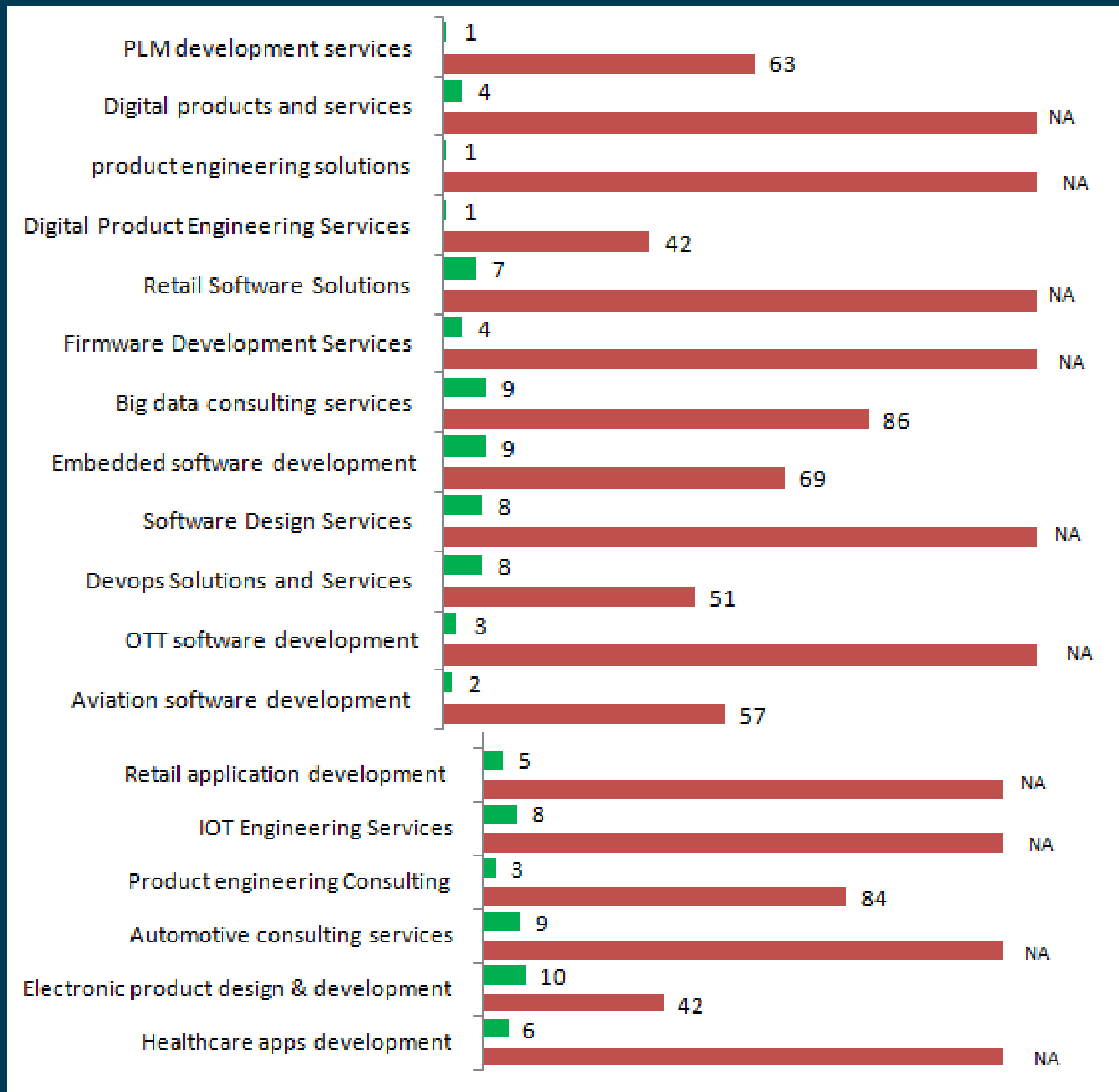
- ✓ Keyword research and analysis to identify more than 1000 keywords in relation to industry and Country wise
- ✓ Optimized 600 keywords on forefront and optimized the core generic keywords
- ✓ Optimized Schema mark up for main & monochrome website
- ✓ User-Focused Optimization
- ✓ Implemented Hreflang tag for target international seo & audience
- ✓ Optimized website more Mobile & SEO Friendly
- ✓ Targeted Primary Keywords for Each Services Pages
- ✓ Developed Link Magnet Content with target & LSI keywords
- ✓ Increased CTR for Generic & Target Keywords
- ✓ Focused more on Technical SEO and UI/UX Richness
- ✓ Optimized and added rich content for the snippet
- ✓ Increased more niche links on high authority sites and improved referral traffic
- ✓ We have focused on brand Visibility, Not Just Blue Links

RESULTS

- ✓ Every 3 months traffic grown by 15 to 20%
- ✓ 75% of Keywords Ranking in First Page.
- ✓ International Website Traffic is Increased
- ✓ Most of Technology keywords ranking in First page
- ✓ Brand Visibility is Increased from Medium to High range

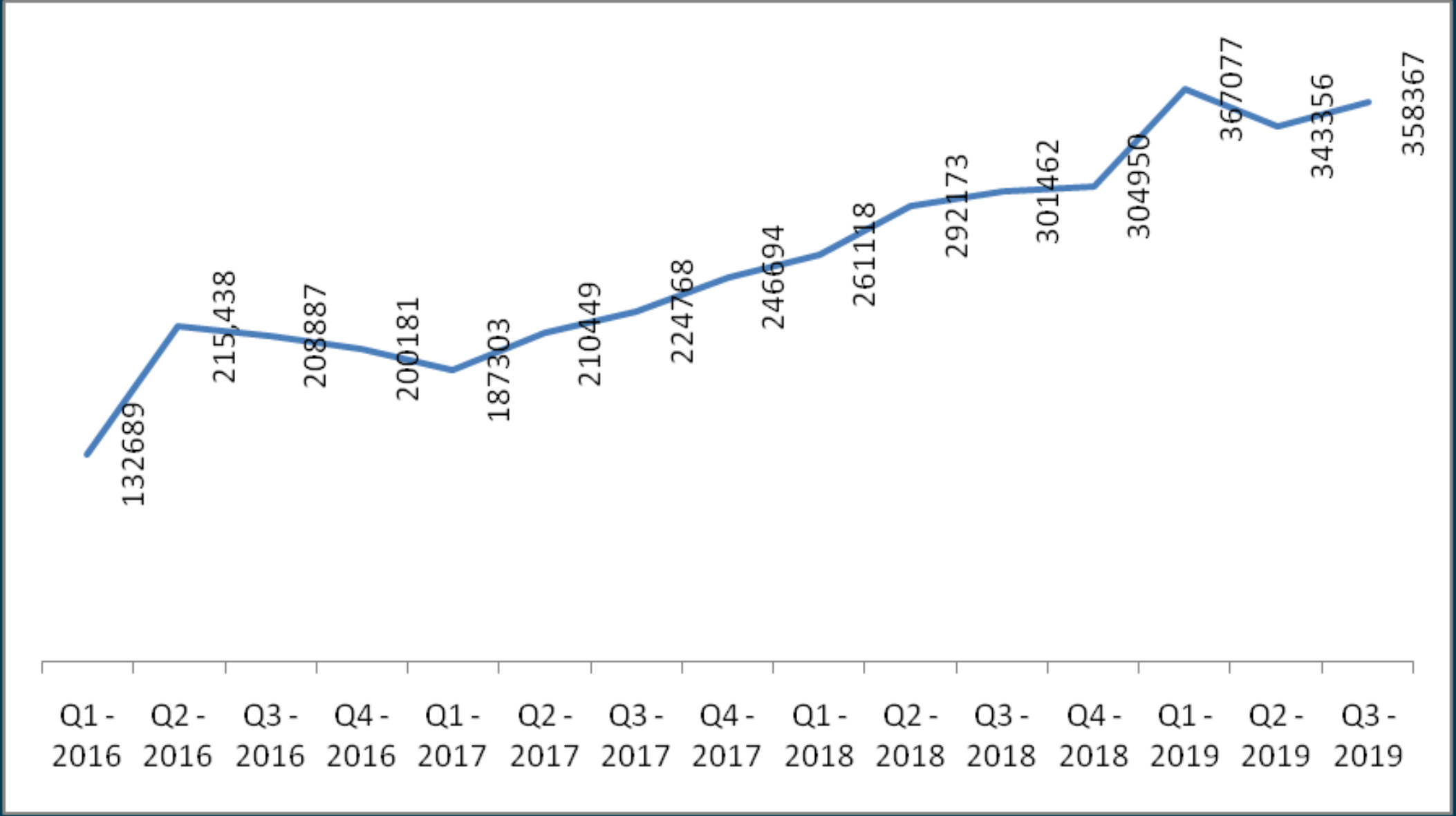
OUTCOME

KEYWORDS RANKING - OVERVIEW



USERS TRAFFIC - OVERVIEW

TRAFFIC BY USERS



ORGANIC TRAFFIC - OVERVIEW

TRAFFIC BY MEDIUM

