

OUR INBOUND MARKETING PROCESS

Case Study

Inbound Marketing Strategy



IN THIS CASE STUDY

About Elprocus.com

Since 2012, Elprocus.com has been serving both electronics and electrical engineering students to get their fundamentals right.

Goals:

- Get back the lost traffic and rankings after Google Panda/Penguin penalties.
- Increase the Organic Traffic on Google, Bing search engines.
- Increase the number of subscribers on the blog using Mail Chimp.
- Achieve at least 80% traffic growth within the next one year.
- Improve the content, UI, UX and website design.

Result:

- Recovered from all Google Penalties.
- Number of Targeted Keywords - 250
- Increased the Organic Traffic on Google and Bing by 137.3%
- Increased the blog subscribers from 600 to 7500 within the first 8 months.
- Increased the overall traffic growth by 157.3%
- Changed the website UI, UX and design with in-house WordPress Developers.

Timeline:

- 8 Months

Pyrite Technologies has helped us to get the lost traffic, rankings and branding by 60% more than previous years. This was something we always dreamed about in the past. – Kamini Gupta, CEO @ Edgefxkits

The Challenge

When Elprocus.com initially contacted our company, they were very frustrated with their rankings. Needless to say, they were very skeptical and on guard. They had specific questions and goals to be achieved. Their ultimate goal was to beat out their competition by increasing search engine rankings, which would translate the regular users into blog subscribers and loyal customers.

Elprocus.com also had specific categories which were important to improve their rankings, including "Electronic Project Ideas", "ECE Mini Projects", and "ECE Major Projects". A secondary goal was to increase their knowledge about SEO Best Practices and create a workflow for all new content, so that it would be well optimized.

The Strategy

Mrs. Kamini, the CEO of Elprocus.com has expressed to us that they had a capable content development team, but they were not well versed in SEO best practices or strategy. After several conversations, we mutually decided that the fastest way to complete the optimization and provide the necessary knowledge transfer would be through a series of onsite consulting sessions.

These consulting sessions included building "Best Practices" for site content, making recommendations on site architecture, and code review of the content management system.

Step 1 - Identify Problems & Opportunities:

Initially, we completed our thorough research to find the issues related to Indexation, Accessibility, Architecture, Links, On-Page, Content, Keywords, Analytics, Semantic Markups, Video Marketing, Social, Design, Branding and Etc. This analysis indicated that the site would see a dramatic increase in traffic from the search engines if optimized.

We also determined that the site would get even more traffic and conversions by targeting keywords in specific verticals like project ideas lists, project guidance lists and many other technical articles lists.

The strength of the site was the vast amount of content. Our job was to make sure that the spiders indexed the content, improve content best practices for their editorial team, and optimize the code on the page for those keywords.

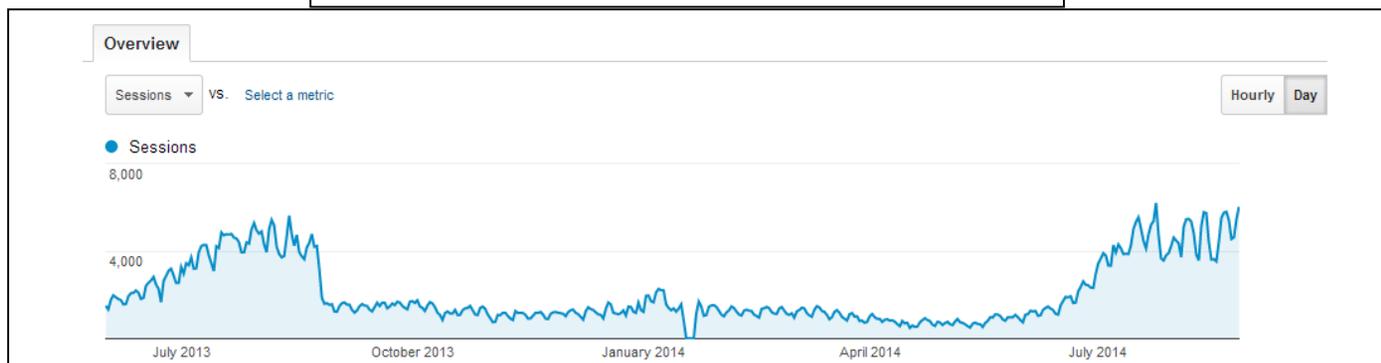
Step 2 - Improve Optimization & Implement Best Practices:

The most important part of the optimization was to improve the optimization of the site structure, which was completely handled by our professional SEO experts. After this, we immediately concentrated on improving the content, which earlier had keyword stuffing, thin content pages, hidden texts and improper SEO content format.

Our consultation also included several recommendations to improve the content marketing efforts by producing Infographics, White Papers, eBooks, Contests, setting up multiple blogs according to the geo location and many more.

We created more than 20 different strategy reports to organize our work as per the SEO guidelines.

ELPROCUS TRAFFIC - GOOGLE ANALYTICS



The Results

The client was ecstatic with the organic results.

- The number of first page rankings increased from 10 keywords to 150 keywords.
- The number of Top 5 rankings increased by almost 115%
- The number of Top 10 rankings increased by almost 97%
- We were able to beat out two of their main competitors on most high-value keywords and achieve high rankings for most of the keywords.
- Elprocus.com revenue stream has increased tremendously, in return increasing optimization campaign budgets.

Note:

Apart from SEO, we have also worked on the E-mail Marketing and Social Media Optimization, which resulted us in huge referral traffic via Facebook, Stumble Upon, Twitter, Google Plus, LinkedIn and Pinterest.

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