

SEO Strategies that helped our client to rank for **1200+ Keywords** in 9 Months

Presented by **SEO Experts Company India**



PROJECT GOAL

The owner of this website had tried local listings and newspaper ads. But none of those channels could produce the outcomes required to grow the company.

We advised them to include search engine optimization, or SEO, in their overall web marketing strategy.

We discovered that simple advertising strategies could be costly and ineffective for the client's business to stand out from competitors after analyzing the client's site, business, and competitors. However, by implementing SEO tactics, the client's site was likely to grow and meet its objectives. And as of now, his website ranks for more than 1200 organic keywords.





Here are the Strategies that We Adopted After a Thorough Audit of the Entire Website

1. Focused on User Intent
2. Utilized TF-IDF Formula
3. Updated Already-Published Content
4. Increased Brand Mentions and Backlinks



FOCUSED ON USER INTENT

We paid close attention to what their intended audience desired.

Why?

The need to produce content and perform SEO activities that address consumers' search intentions and satisfy their queries has never been greater. In reality, that's the quickest technique to acquire greater rankings and places in the SERPs.

Focusing on User Intent + Optimising for Search Engines = Achieving Higher SERP Rankings

Simply put, we paid attention to user intent and created content that Google users would find most appealing when looking for a particular keyword or phrase.



UTILIZED TF-IDF FORMULA

Have you ever benefited from highly ranked content from other websites to raise your SERP rankings?

No, we are not talking about using the skyscraper technique here.

Let's see how my team examined the content of high-ranking articles and applied it to website content optimization for better search rankings.

Utilizing TF-IDF, the quality of the content improved drastically for SEO and, in fact, exceeded that of their rivals.

TF-IDF is a combination of two terms that include:

- Term Frequency (TF) = (Number of times a keyword appears in an article) / (Total word count of the article)
- Inverse Document Frequency (IDF) = \log (Number of articles) / (Number of articles containing that keyword)



UPDATED ALREADY-PUBLISHED CONTENT

Every day, releasing high-quality new content requires a lot of work.

So how did we maintain the client's site content posting frequency optimally?

We took the time to update the previously written content and write new content.

This content creation and publication strategy allowed them to publish more frequently and maintain the freshness of the content on their blogs.

You'll be amazed to learn that editing existing material also aided in the re-indexing and improved ranking of older posts in the SERPs.



GOT MORE BRAND MENTIONS AND BACKLINKS

We routinely contributed to reputable publications in our industry, including Forbes, Social Media Today, and many others. Using this strategy, the client's site could engage new audiences and create high-quality backlinks as a result.

In addition to guest posting, we also participated in interviews, seminars, webinars, and expert roundups to increase the exposure. Over time, this tactic assisted them in obtaining more brand mentions.

THE RESULTS WE ACHIEVED

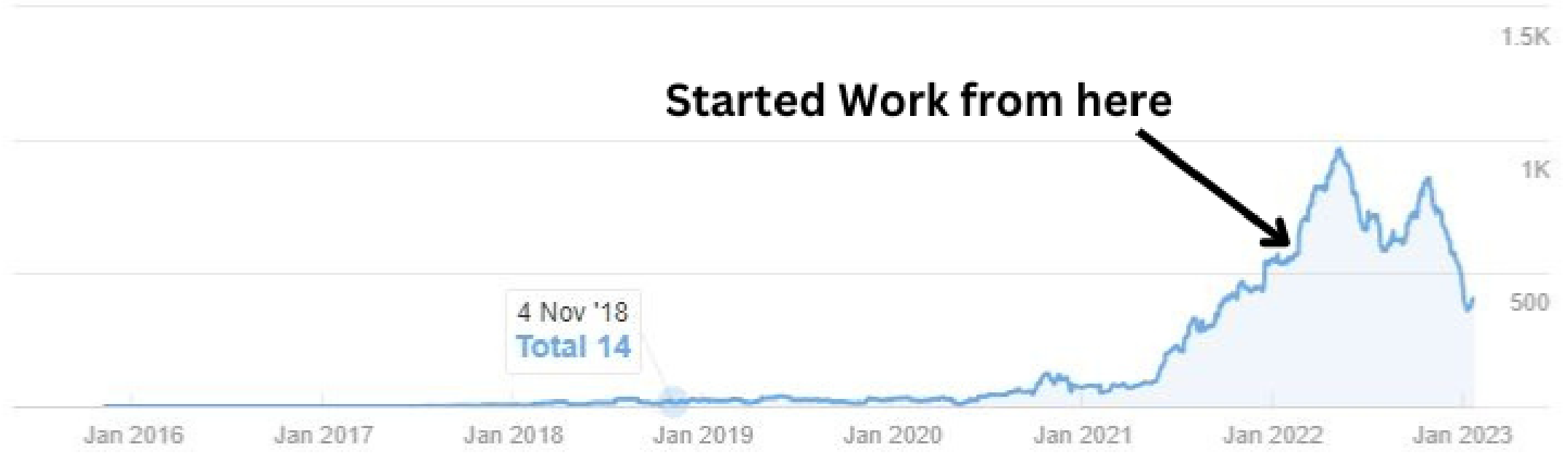
Our client's website was able to secure top rankings for more than 1200 organic keywords in just 9 months!

Monthly volume All countries



Organic traffic ⁱ 402 /month

All time One year Last 30 days Export



4 Nov '18
Total 14

Organic keywords ⁱ 1,292

Export

4 Nov '18	
Total	46
#11-100	45
#4-10	1
#1-3	0

Country	Keywor...	Traffic ⁱ
All count...	1.3K	400
United S...	900	265 66.3%
United K...	69	59 14.8%
India	78	24 6%
South Af...	2	15 3.8%
Pakistan	72	7 1.8%
Poland	2	6 1.5%
Indonesia	1	6 1.5%
Japan	1	6 1.5%
Canada	38	6 1.5%
Germany	15	2 <1%
Philippines	14	2 <1%
Vietnam	5	1 <1%
Australia	16	1 <1%
Mexico	7	<1 <1%

Show more

Top 10 competitors (United States) ⁱ



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THANK YOU