

To ensure the leading IT organization ranks higher on the web and optimize its website performance with SEO.

A market leader in the IT Industry



Client Background

A renowned global IT service provider catering to multiple industry verticals like BFI, manufacturing, etc.



The Challenge

Being a known face in its sector they had optimized content on their website. However there were still a few challenges arising, they were:

- Lower ranking on SERP for major keywords
- Low retention rate on content
- Very few quality leads direct from website



Objectives

- Ranking on the first web page
- Drive website traffic and boost organic search
- Increase visibility
- Enhance website's back-link profile
- Execute a Technical SEO Strategy



Solution – ‘Expert Analysis’

For this IT organization, TSL performed research on the target keywords and competitors to understand the gap. Followed by an SEO audit and utilizing the research to optimize our client's website's Meta titles and descriptions, headings, content, and images to include our target keywords. Next, we focused on creating high-quality, relevant content that added value to the target audience. While simultaneously also working on off-page SEO. Additionally, we ensured that the website was mobile-responsive and had a fast loading time, which are also important factors that search engines consider when ranking websites.



Why TSL?

- Accurate Research
- Analysis of results along the way
- SEO Expertise
- Content creation capacity and skill
- On-page as well as off-page services
- Structured process with regular updates



Accomplished Success!

- ◆ High competitive keyword ranking amongst the top 5 on SERP
- ◆ Positive feedback on public profiles because of optimized content, resulting in an overall higher ranking
- ◆ Increased retention rate
- ◆ Improvement in back-linking
- ◆ Surge in enquires with better a conversion rate

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