

Search Engine Optimization Case Study - Hemincense.com



GBIM Appraisal

I am very impressed with both the speed and quality of your service, both from a customer service perspective and placing our add in top position in reduced cost with more leads. I am very much impressed the way you work and serve your clients the best. Your work is superb and plagiarism free. There are no other company comparable to GBIM.

Satish Swamy,
Hem Corporation

The Company

HEM offers wide range of Incense Sticks. They have successfully manufactured and marketed assorted aroma of agarbatti across the globe. They are the leading exporters, manufacturer and supplier of Incense Sticks, Dhoops & Agarbatti.

The Task

Although the site registration is 10 years old, the site was not upto the mark as per SEO Requirement due to which the ranking was getting affected, having a flash on the main page the site was taking some time to load. Various Tags were also missing. The most important thing that why the site was not ranking was because of the flash and no contents on the home page. As the site was not ranking in the search engine it was not possible for them to generate the business form internet.

Solutions

Plan : A thorough analysis of on-page and off-page indicators were performed in order to identify the issues causing the non generation of traffic. Initially Keyword rich content was added on the home page. Later various ETHICAL SEO TECHNIQUES like: Meta Tag Optimization, On Page Optimization, Social Submission, H1, H2 TAGS and various other SEO Techniques were used.

The content was also edited by our team of expert content writers making it a SEO FRIENDLY content.

Create : Initially certain codes were edited to restrain the virus. On-page optimization consulting was implemented upon underlying structural issues within the site which helped indexing and proper conveyance of each page's true focus to the search engines.

Promote : GBIM submitted Hemincense.com into popular, trusted, and well managed directories (such as dmoz.org, Yahoo!'s directory, twitter and MSN's bCentral), to boost visitation and rankings.

Market : A major linking development campaign was launched to acquire a large amount of relevant and high-quality links that were necessary to compete with multi-million dollar competitor brands in the search results, as well as drive targeted traffic.

GBIM Advantage

The site started ranking on major search engines like Google, Yahoo, and MSN Bing. The most hit keywords that were targeted were also seen. They started getting business not only from India, but also from many countries around the world.

Results

Dashboard

Apr 1, 2009 - Mar 31, 2010

