

Search Engine Optimization Case Study - PointInsight.com



GBIM Appraisal

GBIM has successfully built the website with all our requests and SEO expectations in mind. The dedication and focus of the GBIM team was vital to keep to our timeline. The company's efficiency And quick turn-around was truly appreciated. I'd count on them again!

Natasha Sajan,
LinkEdge Technologies Inc.

The Company

Point Insight provides a simple, easy to use, customizable web based business process portal that streamlines the tasks, issues and projects life cycle management. It is especially designed to automate and streamline IT services, help desk and customer support processes. Point Insight also provides an integrated knowledge base with built-in customizable search feature for instant business intelligence features such as alerts, reports and emails.

The Task

The company approached Gbim technologies for the website development and seo optimization of the site. The optimization of the site was started as soon as our designing team completed its job on the site. The keywords were finalized, as the site and the domain was new, hence getting the result in short duration was bit difficult

Solutions

The designers developed the site keeping in mind that the site also needs to be optimized in the next stage. In the optimization stage the Tags were added, and the site was submitted in various Submission Directories.

GBIM Advantage

The site started showing results for certain keywords, and gained top 10 ranking for certain keywords. The Client was happy not only with the Site Design but also with result, their enquiries were increased. We continue to help the website increase traffic by discovering additional visitor and revenue generating terms.

The Results :

1 CURRENT PERFORMANCE

'None' word means that your site is not rank in Top 10 Pages.

Rankings in Google.com

Key Phrase	November 2010	Before SEO (Oct 2010)
Online Issue Management	3	2
Issues Management Software	5	10
Defect Management Software	6	5
Issue Compliance Software	6	None
Issues Management Tracking	6	8
Issue Management System	7	6
IT Issue Management	7	7
Customer Support Management Software	8	4
Issue Management Systems	8	6
Help Desk Management System	9	10
Issue Management Solution	10	6
Issue Management Tool	10	24

Google Analytics Reports

www.pointinsight.com
Dashboard

Nov 21, 2010 - Dec 21, 2010
 Comparing to: Site



Site Usage

372 Visits

58.60% Bounce Rate

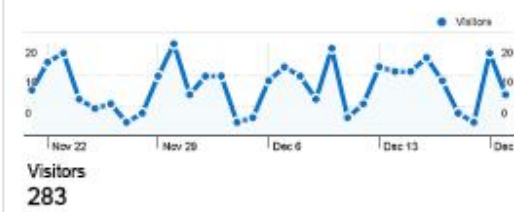
901 Pageviews

00:02:38 Avg. Time on Site

2.42 Pages/Visit

71.77% % New Visits

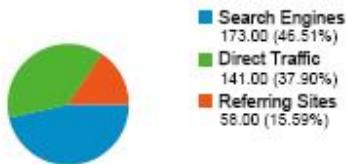
Visitors Overview



Map Overlay



Traffic Sources Overview



Keywords

Keyword	Visits	% visits
point insight	17	9.83%
linkedge technologies	14	8.00%
pointinsight	9	5.20%