



Online Marketing Case Study



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Client: www.naaptol.com

Case Study – 1



Boost in Organic Traffic for India's largest Real Estate Portal

Client Overview: India's largest property site offering services like buying, selling and renting property for both agents and customers. Updated with the list of builders, brokers, agents, buyers and latest property projects in India.

Requirement: To increase the targeted organic traffic through search engines like Google, Yahoo and MSN and achieve first page ranking with all property related keywords, the client had a newly developed portal with no PR, five back links from its partner sites, traffic from 132 to 145 per day and urls were not search engine friendly. This portal was good at functionalities but bad at SEO point of view.

ANM Solution: An experienced dedicated SEO team of two person, one SEO (Skill Set: Internet Research Specialist, Site Development and Optimization Expert) and one Campaign & Strategic Activities Specialist (Skills: Qualified engineer & analyst with experience as internet user and sound understanding on internet) including a dedicated SEO Manager with strong SEO background and Internet expertise was put in place at ANMsoft SEO centre Gurgaon for the assignment.

SEO team coordinated with development team to rewrite all SEO friendly urls and got a seo panel created from development team to put meta tags on all pages and created meta tags for the same.

Case Study – 1



Boost in Organic Traffic for India's largest Real Estate Portal

To ensure knowledge transfer and smooth requirement gathering, SEO manager from ANMsoft Online used to meet the client team once in a week.

All on page optimization and off page optimization work was done from ANM office located in Gurgaon and a detailed report of all activities was sent once in a 15 days.

Results: The results start showing in the first three months of the assignment. The website started getting qualified traffic from search engines, directories, articles etc. With the SEO package provided by ANMsoft client got search engine traffic from 132 to 11756, PR reached 5 from 0 and has top position in all search engines with around 700 property related keywords in one year.

Client has its 530 articles published in different websites and getting traffic around 890 to 1200 visits per day from these articles.

Client has 1672 inbound links from directories and getting good traffic from the same. In term of blogs, we created 4 blogs for client out of which 2 has four PR, one has 3 and fourth one has 2 PR and also getting good amount of traffic from these blogs per day.

A detailed snapshot of results is given below:

Case Study – 1



Boost in Organic Traffic for India's largest Real Estate Portal

Achievement:

	Before Starting	After One Year
Link Popularity:		
Google	12	409
AOL	3	512
MSN	10	1200
Alltheweb	4	19,000
Yahoo	16	35,000
Altavista	14	32,000
Hotbot/Inktomi	16	35,000
Indexed Pages:	134	2,30,000
Keywords:	Ranking	Ranking
Property	Not in top 200	1
Real Estate	Not in top 200	6
Real Estate Agents	Not in top 200	1
Properties in India	Not in top 200	4

Case Study – 2



Boost in Traffic for India's largest Home Shopping Portal

Client Overview: India's largest Home Shopping network, an ecommerce division of India's fastest growing media and entertainment Group, providing facilities to shop online, through TV and through call center for brands like Apple, Motorola, Philips, Kaya, Godrej and many more with multiple payments option.

Requirement: To increase the targeted organic traffic through search engines like Google, Yahoo and MSN and achieve first page ranking with all shopping related keywords, the client had a newly developed portal with 0 PR, 3 back links from its partner sites, search engine traffic from 211 to 230 per day and dynamic urls which were not search engine friendly.

ANM Solution: An experienced dedicated SEO team of two person, one SEO (Skill Set: Internet Research Specialist and Optimization Expert) and a dedicated SEO Manager with strong SEO background and Internet expertise was put in place at ANM SEO centre Gurgaon for the assignment.

SEO team coordinated with development team to rewrite all urls and got a SEO panel created from development team to put meta tags on all pages and created meta tags for the same with dynamic meta tags on all product pages.

Case Study – 2



Boost in Traffic for India's largest Home Shopping Portal

To ensure knowledge transfer and smooth requirement gathering, SEO manager from ANMsoft Online used to meet the client team once in fifteen days.

All on page optimization and off page optimization work was done from ANM office located in Gurgaon and a detailed report of all activities was sent once in a week.

Results: The results start showing in the first month of the assignment. The website started getting qualified traffic from search engines and directories. With the SEO package provided by ANMsoft client got search engine traffic from 230 to 4975, PR reached 5 from 0 and has top position in search engines with around 250 shopping related keywords and 300 products related keywords in six months.

Client has its 450 articles published in different websites and getting good amount of traffic from these articles.

Client has more than 2000 inbound links from directories and getting good traffic from the same. In term of blogs, we created 7 blogs for client and getting good amount of traffic from these blogs per day.

A detailed snapshot of achievements is given below:

Case Study – 2



Boost in Traffic for India's largest Home Shopping Portal

Achievements:

	Before Starting	After 6 Months
Link Popularity:		
Google	2	32
AOL	5	31
MSN	34	4986
Alltheweb	22	3680
Yahoo	16	955
Altavista	45	3730
Hotbot/Inktomi	16	955
Indexed Pages:	67	6090
Keywords:	Ranking	Ranking
Online shopping	Not in top 200	4
Laptops	Not in top 200	8
Mobile Phones	Not in top 200	8
Digital Cameras	Not in top 200	6

Case Study – 3



SEO Friendly Website with more than 300 Keywords in top 10 Ranking– www.naaptol.com

Client Overview: Naaptol.com is the first ever comparison based social shopping portal launched for the Indian market. Naaptol.com allows consumers to easily find the right product, compare, get expert opinion and buy online or offline - in less time and at the best available price.

Requirement: To increase the targeted organic traffic through search engines like Google, Yahoo and MSN and achieve first page ranking with all shopping related keywords, the client had a newly developed portal with 0 PR, 0 back links, search engine traffic from 112 to 124 per day and dynamic urls which were not search engine friendly.

ANM Solution: An experienced dedicated SEO team of four person, three SEOs (Skill Set: Internet Research Specialist and Optimization Expert) and a dedicated SEO Manager with strong SEO background and Internet expertise was put in place at ANM SEO centre Gurgaon for the assignment.

SEO team coordinated with development team to rewrite all urls and got a seo panel created from development team to put meta tags on all pages and created meta tags for the same with dynamic meta tags on all product pages.

Case Study – 3



SEO Friendly Website with more than 300 Keywords in top 10 Ranking– naaptol.com

To ensure knowledge transfer and smooth requirement gathering, SEO manager from ANMsoft Online used to meet the client team once in a week.

All on page optimization and off page optimization work was done from ANM office located in Gurgaon and a detailed report of all activities was sent once in a week.

Results: The results start showing in the first month of the assignment. The website started getting qualified traffic from search engines and directories. With the SEO package provided by ANMsoft client got search engine traffic from 124 to 8279, PR reached 4 from 0 and has top position in search engines with around 400 shopping related keywords and 300 products related keywords in six months.

Client has its 600 articles published in different websites and getting good amount of traffic from these articles.

Client has more than 2200 inbound links from directories and classifies sites and getting good traffic from the same. In term of blogs, we created 12 blogs for client out of which 2 has 3 PR and two has 2 PR and getting good amount of traffic from these blogs per day.

A detailed snapshot of achievements is given below:

Case Study – 3



SEO Friendly Website with more than 300 Keywords in top 10 Ranking– naaptol.com


Achievements:

	Before Starting	After 6 Months
Link Popularity:		
Google	4	158
AOL	3	157
MSN	11	5,060
Alltheweb	6	11,500
Yahoo	21	13,236
Altavista	14	11,600
Hotbot/Inktomi	21	13,236
Indexed Pages:	133	27,200
Keywords:	Ranking	Ranking
Online shopping	Not in top 200	1
Digital Camera	Not in top 200	4
Mobile Phones	Not in top 200	6
Printers	Not in top 200	5

Project Report



Sample Project Report:

Project Report							
URL:		http://www.yoursite.com					
Client:		Name					
Date:		10th February 2008					
Activity Report			Data Report				
S. No.	Activities	Details			Status	Highlights	Comments
1	On Page Optimization	Details			In progress		Click details to view
2	Blog Creation Updation	Details			In progress		Click details to view
3	Blog Submission	Details			In progress		Click details to view
4	Article PR Submission	Details			In progress		Click details to view
5	Search Engine Submission	Details			Done		No Details Available
6	Directory Submission	Details			In progress		Click details to view
7	RSS Creation	Details			Created		Click details to view
8	RSS Submission	Details			Pending		No Details Available
9	Discussion Groups Forums	Details			In progress		Click details to view
10	Social Bookmarking	Details			In progress		Click details to view
11	Robots.txt	Details			Updated		Click details to view
12	Sitemaps	Details			Created		Click details to view
13	Keywords Ranking	Details			Checked		Click details to view
14	Traffic Details	Details			Noted		Click details to view



THANK YOU !