

SEO Success

The leading resource for verification of accredited investor status as required by federal laws.



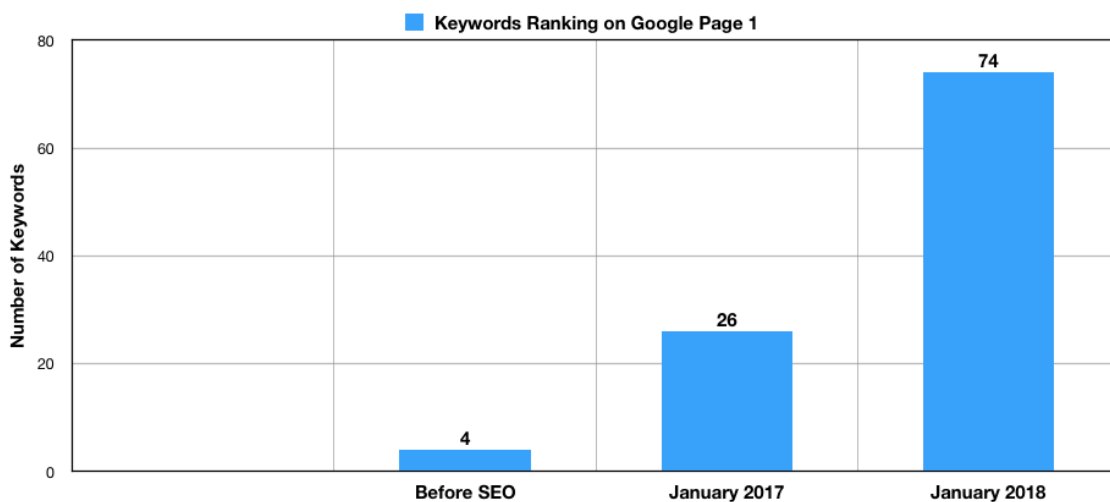
Prior to SEO

One of the client from **accredited investor industry** didn't had any SEO implemented on their website and wanted to explore their marketing budget into SEO. This is when they came to us. At the time when they signed up with us, 4 keywords were ranking on page 1 of Google.

Our Approach

- Being a niche industry, we identified the most relevant keywords with the help extensive **keywords research**.
- Since there was no SEO optimization done ever, we designed & implemented an SEO campaign which included the basic **on-page** and **off-page optimization** in the initial stage.
- We developed and distributed **SEO friendly content** on relevant websites.
- We **created** and **distributed videos** about the business and the services they offered.
- We moved towards a custom strategy of writing relevant **blog articles** which would talk more about their industry and new updates that were happening.
- To give a push to the visibility of the blog articles, we developed informative content and syndicated them to **build backlinks** for these blog articles.
- We also created **voice over videos** explaining their industry jargons and uploaded it on their YouTube channel. The primary goal was to get critical information in front of their users.
- We also developed **infographic designs** bringing the important information in digital format which is easier to understand. These were later shared across top industry sites with the help of the client.
- The custom approach of writing relevant blog articles, creating voice over videos, infographic designs and building backlinks overall helped to rank long tail keywords on **page#1**. This improved organic traffic consistently every month which wouldn't have been possible with basic **on-page** and **off-page** SEO strategy.

Keywords Ranking on First Page in Major Search Engines*



Last year, number of keywords ranking on First Page of Google were 26.

January 2017

In a year, the number of keywords ranking on First Page of Google went up to 74 - an increase of 184%.

January 2018

Google Analytics data

January 2017

The website received 947 Organic Traffic received last year in January 2017.

January 2018

In a year, the Organic Traffic improved by 285% to 3781 visits a month.

*Major Search Engines defined as Google and Bing