

AVESTA CS

SEO CASE STUDY

PROJECT BRIEF:

Client- Avesta

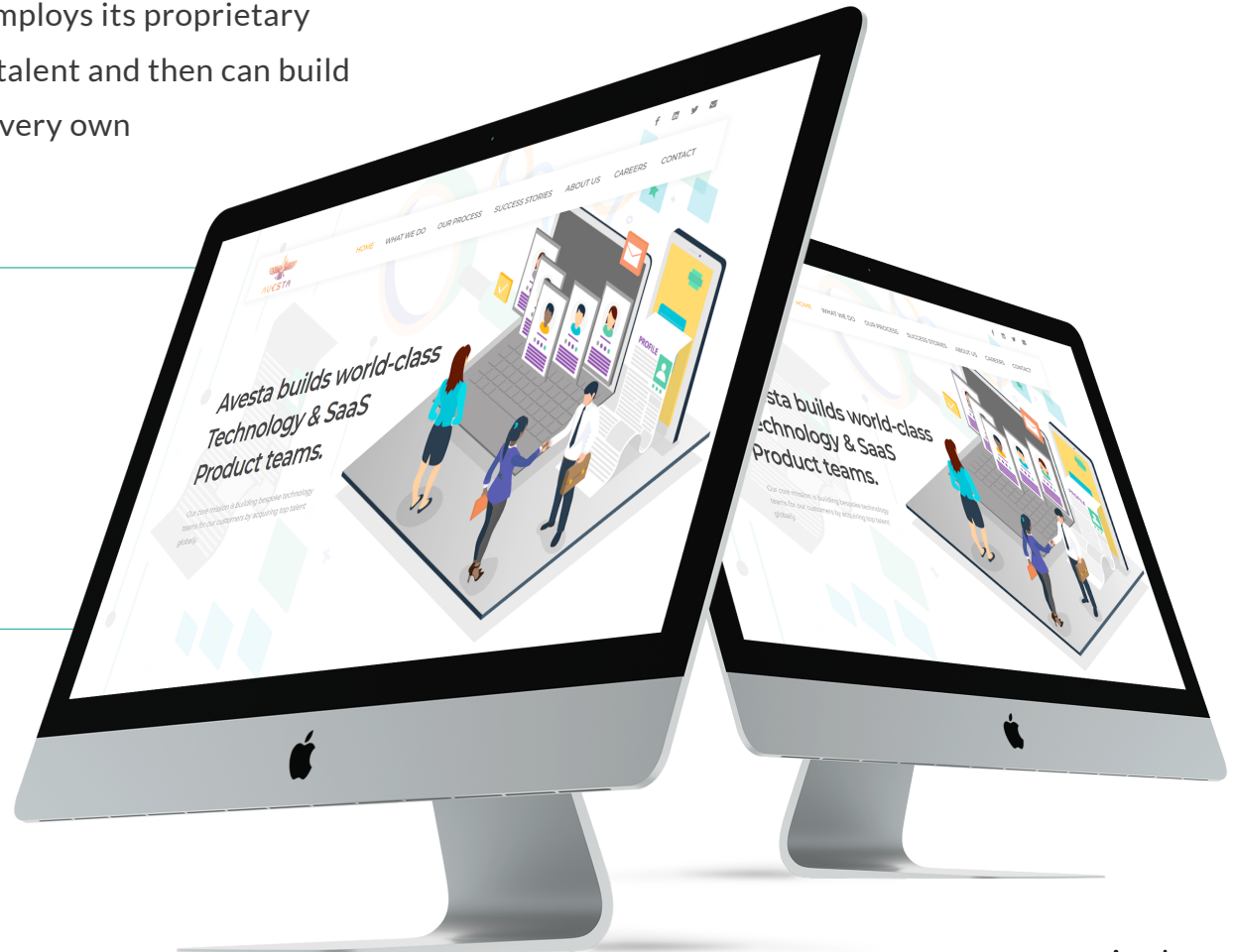
Avesta is a leading technology team building and SaaS development company. With more than 25 years of experience in the high tech industry, Avesta has a global network, and the right intuition to understand the varied needs of any technology company; may it be a small startup or a venture-funded Fortune 500 corporation. Avesta employs its proprietary best practices to zero in and acquire the necessary talent and then can build you a fully functional and bespoke team using their very own Build-Operate-Transfer model.

INDUSTRY HIGHLIGHTS:

Hiring Solutions, Talent Acquisition, Talent Management Services, BOT, Contract/Permanent Team & more.

LOCATIONS:

India & USA.



PROBLEM

There were multiple issues on the website.



The website wasn't secure and it contained a lot of technical errors. It was less responsive on mobile devices and had issues related to submissions on the search engines such as sitemap & robot.txt extensions.



There was a lack of On-page submissions requirements that were needed as per the search engine guidelines.



Poor keyword performance, low traffic, and a bad backlink score resulted in low results in SERPs. (Search Engine Ranking Page)

OUR SOLUTIONS



We conducted an intensive audit to understand the errors present on the website.



We started with the technical issues such as additions of an SSL certificate, XML sitemap & robots.txt, code errors, and resolved issues preventing it from being mobile-friendly.



A strategy was created after conducting an analysis of their competitors for On-page factors such as 400 code errors, broken links, URL structures, 301 Canonical issues, Meta tags, Image Alt tags, Anchor text linking, Keyword research, Tag installations & more.



The keywords were optimized according to their services, to enable better performance on Google.



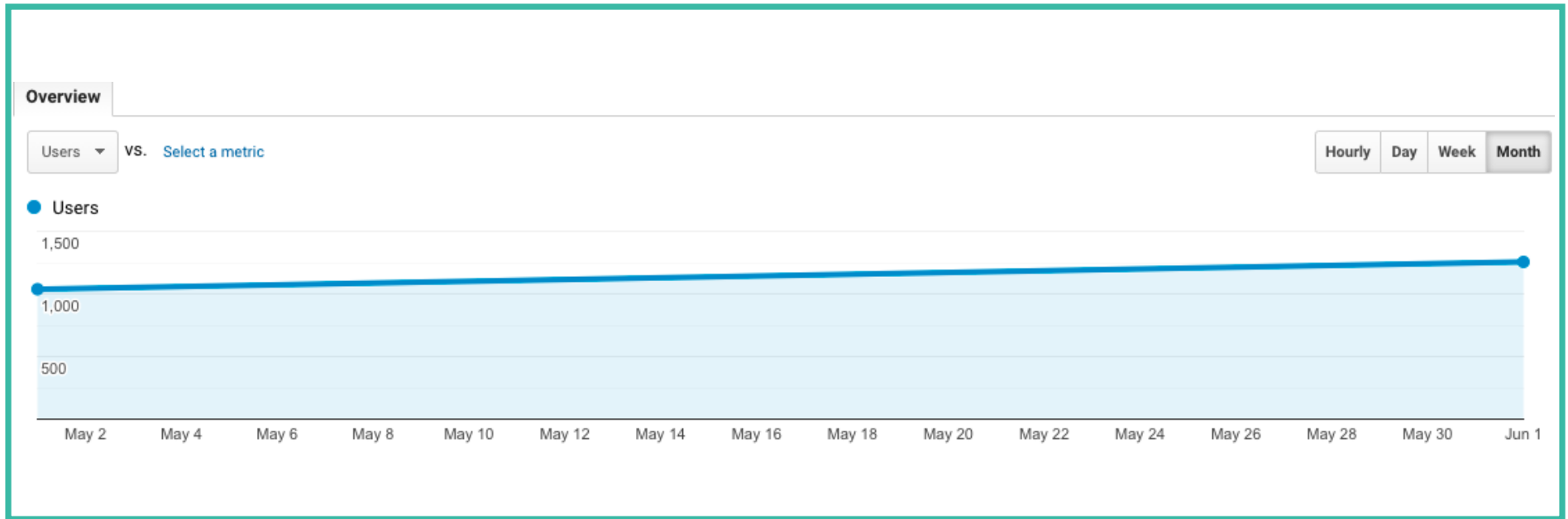
Their website was submitted to search engines such as Google, Bing, etc. to attract more visitors & spread awareness of the brand.



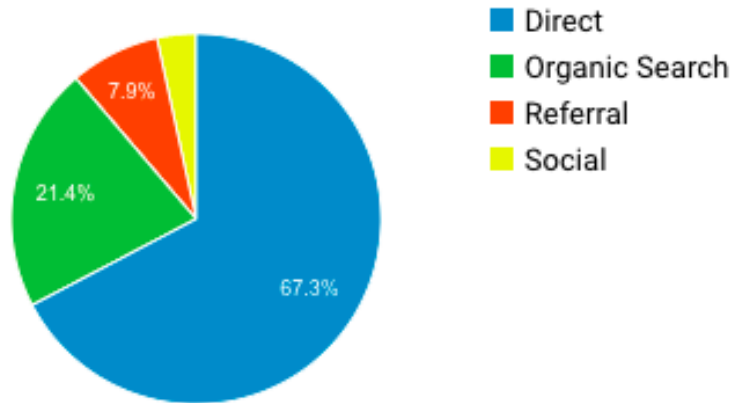
An Off-Page strategy was put in place to promote their web content & services through Business Citation listings, Web 2.0, Guest Posting, Social Bookmarking, PDF share & more to gain high organic traffic and quality backlinks.

RESULTS

With the help of the On-page factors & Off-Page activity, we increased their organic traffic and increased the quality of backlinks.

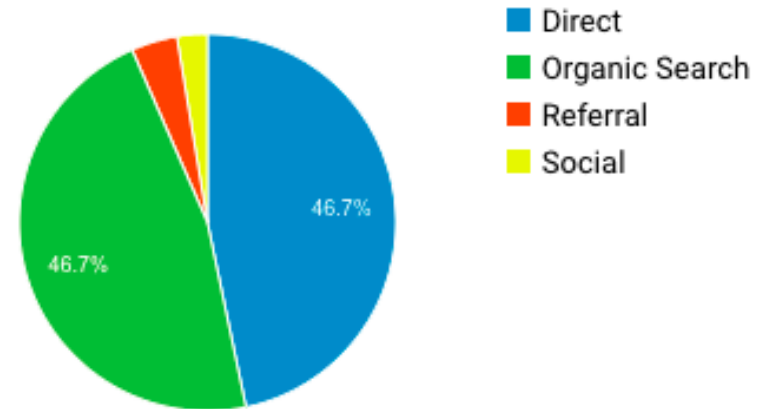


Top Channels



Before

Top Channels



Now

Additionally, the website's organic traffic improved from **21.4% to 46.7%** as compared to the last month.



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