

LOGICHRON

SEO CASE STUDY

PROJECT BRIEF:

Client- Logichron

Logichron is a leading B2B Marketing company specializing in services like Lead Generation, Digital Marketing, Account Based Marketing, Content Syndication, etc. With a presence spanning across 3 countries, Logichron is one of the fastest-growing companies. Applying highly optimized strategies with the latest automation and technology, they have successfully accelerated the growth of their clients. With a team of highly experienced professionals using holistic business approaches, sophisticated algorithms, and secure data management, Logichron is a widely recognized name in the B2B industry.

INDUSTRY HIGHLIGHTS:

Automation & Technology, Innovative Strategies, B2B Marketing, GDPR Compliant, Online Marketing.

LOCATIONS:

India, USA and Dubai.



PROBLEM

There were multiple issues on the website.



Logichron's major issues focussed around increasing website visibility, keyword ranking, and driving traffic.



Users did not spend much time on the website and a consistent content strategy was absent.



Logichron's website faced challenges like speed, poor performance, and certain technical On-page issues such as missing Meta tags and Alt tags that needed to be worked upon.



An absence of the website on search engines.



An absence of an Off-page strategy resulted in low levels of traffic, backlinks, and poor keyword performance which resulted in low results in SERPs. (Search Engine Ranking Page)



An absence of a cookie policy.



An absence of a chatbot to streamline interactions and enhance customer experience.

OUR SOLUTIONS

We conducted an intensive audit and came up with the following strategies:



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.



After this, we created a comprehensive website content strategy and updated the data on the website. We added sections like About Us, Services, Careers, Blogs, Testimonials, Case Studies. We added a Cookie policy and a Chatbot.



We implemented a carefully curated On-page strategy, for factors like Meta tags, Title and Description tags, Anchor Text linkings, broken links, and Og Tags. We also worked on an effective strategy for Image SEO and incorporated high search volume keywords with ALT tags.



We analyzed and researched keywords for all the services provided by Logichron. We worked on increasing their rank for SERP.



We increased their presence on Google by adding their business citation listing, creation of various profiles, etc., and submitted Logichron's website on platforms such as Google & Bing to attract more traffic.



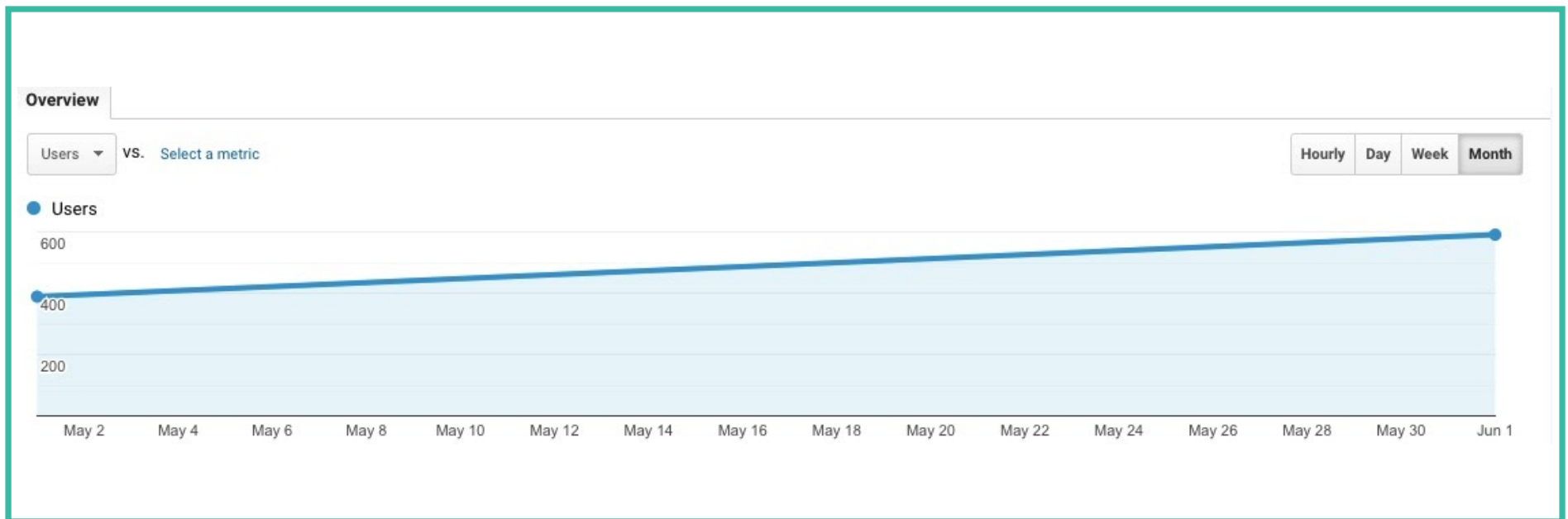
An Off-Page strategy was implemented to promote their web content & services on business profiling sites and other sources like Web 2.0, Guest Posting, Social Bookmarking, PDF sharing & more to gain high organic traffic and quality backlinks.



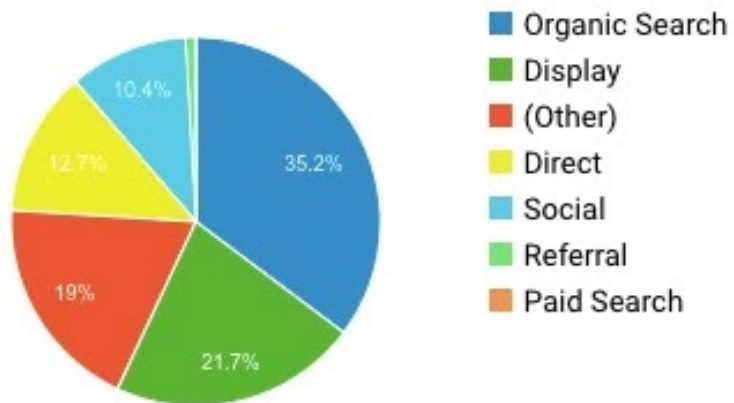
We continue to conduct monthly reports & review suggestions to improve results on the webpage. We resolve any technical issues, missing codes, etc. on the website and also research trending keywords and implement them on Meta tags, Alt tags, and Blogs.

RESULTS

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

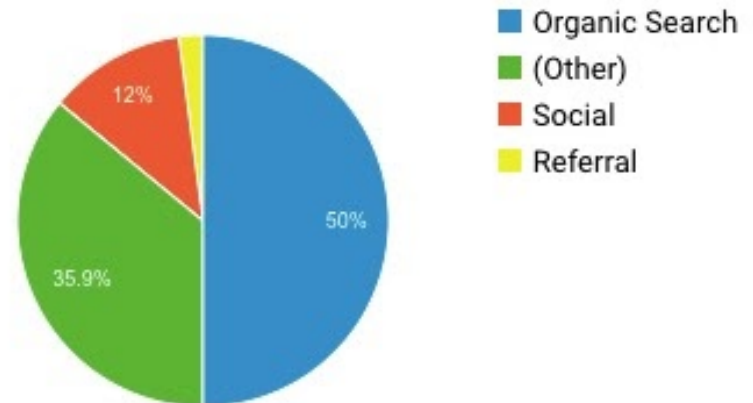


Top Channels



Before

Top Channels



Now

Additionally,

- The website score improved from **B** to **B+** as compared to the last month.
- Impressions increased by **5,785** as compared to the last month.



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