

SEO Case Study : Extentia



Problem Statements

1. Regular SEO activities were being conducted but not resulting in any traffic growth for their website
2. Multiple toxic back-links were linking back to the website
3. Website was not completely optimized from an SEO perspective

Solutions

- 1. Recommended and implemented technical SEO improvements
- 2. Analysed and submitted all potential toxic links for disavowing
- 3. Developed a detailed Content Plan including long form articles, guest posts, business listings, website blogs and other short form content to improve the website traffic
- 4. Optimized high performing content for consistent traffic growth



RESULTS

- 1. Increase of 14.01% in total users on the website
- 2. Increase of 23.30% in total number of sessions
- 3. Growth of 14.99% for search based traffic as compared to 0% growth for all other competitors in the same period