

SEO INVENTIV : CASE STUDY

**SUCCESS FOR A SAAS-BASED FOOD INDUSTRY SOLUTION & A
REVEALING SUCCESS ACHIEVED IN VARIOUS INDUSTRIES**





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 - OPTIMIZING EFFICIENCY IN JEWELLERY BUSINESSES: ERP SOFTWARE
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INTRODUCTION OF CLIENT

The company is an innovative online platform designed to simplify and streamline the process of ordering food and beverages from restaurants and cafes. It offers a convenient and user-friendly interface that connects customers with a wide range of local eateries, allowing them to browse menus, place orders, and enjoy the convenience of delivery or pickup services.

customers can access an extensive selection of dining options, ranging from popular chains to local gems, all in one centralized location. The platform provides detailed information about each restaurant, including their menu items, pricing, and customer reviews, empowering users to make informed decisions when selecting their meals.

The platform supports various payment options, making transactions seamless and secure. Customers can pay online using their preferred methods, such as credit cards, digital wallets, or other available payment gateways. By integrating secure payment processing, prioritizes the privacy and security of customers' financial information.





EXECUTION

We've focused on getting your website on search rankings. However, we should still put in some effort to rank your website for highly related, less competitive terms. To get website to rank, you'll have to take steps to optimize your site for SEO. There are many factors that Google considers when allocating a search ranking.

Here are some of the most important ones:

User Intent

Google tries to show the most relevant search results for a term. When choosing which terms to optimize your restaurant's website for, be sure the page you are trying to rank properly matches user intent. Therefore, you should target the first term rather than the second.

You can see the type of links Google thinks matches user intent for a keyword by searching for the term and clicking on the pages that rank highly.

Keywords

To let Google know your site is a good match for user intent, you should include the search keywords in the pages you want to rank.

Consider using them in the page title, headings, meta description, introduction, title tags and at least once within the text

Backlinks

In the realm of search engine optimization (SEO), backlinks play a pivotal role in determining the authority and usefulness of a website according to Google. In essence, websites that receive significant links from other sources are more likely to be deemed valuable on search engines.

Page Experience

The experience a user has on your page is becoming increasingly important to SEO. Things like slow load times or not being mobile-friendly will result in your website being penalized and banished further down the search results.

RESULTS



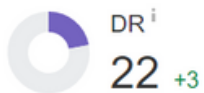
Organic search

Keywords ⁱ

22 +6

Top 3 0

Backlink profile



AR 8,758,778 ▲2,149,094



Backlinks ⁱ
1.6K +1.1K
All time 4.3K

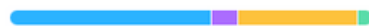
Ref. domains ⁱ
286 +172
All time 407

Authority Score
15

Semrush Domain Rank 3.8M ↑

Organic Search Traffic
68 +183%

Keywords 1.3K ↓



Backlinks ⁱ
23.4K

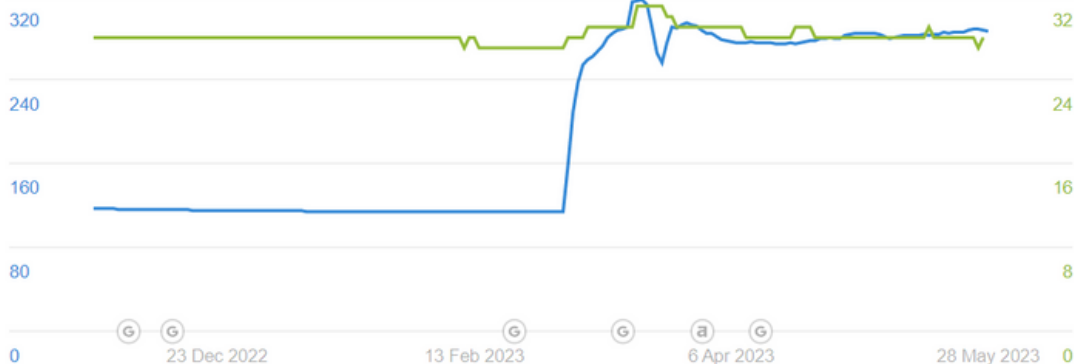
Referring Domains 856

Performance

- ☒ Referring domains ☒ URL Rating ☐ Organic traffic ☐ Organic traffic value ☐ Organic pages
☐ Paid traffic ☐ Paid traffic cost

Referring domains

URL Rating





Site overview

Past 28 days

Total views since May 2022

326K

Achievements >



Good job! Your site reached a new achievement

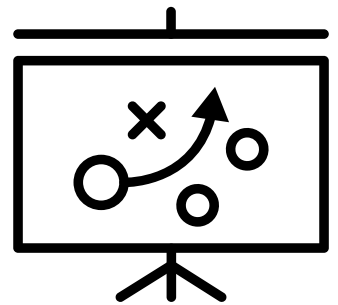
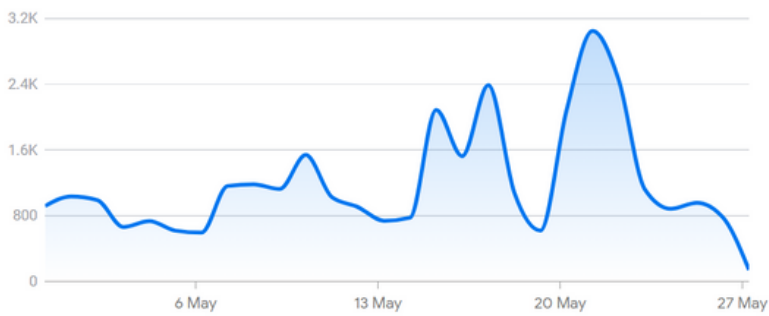
Views Avg. engagement time

33,184

59%

1m 35s

7%



Search type: Web

Date: Last 3 months

+ New

Last updated: 28 hours ago

☒ Total clicks

673

☒ Total impressions

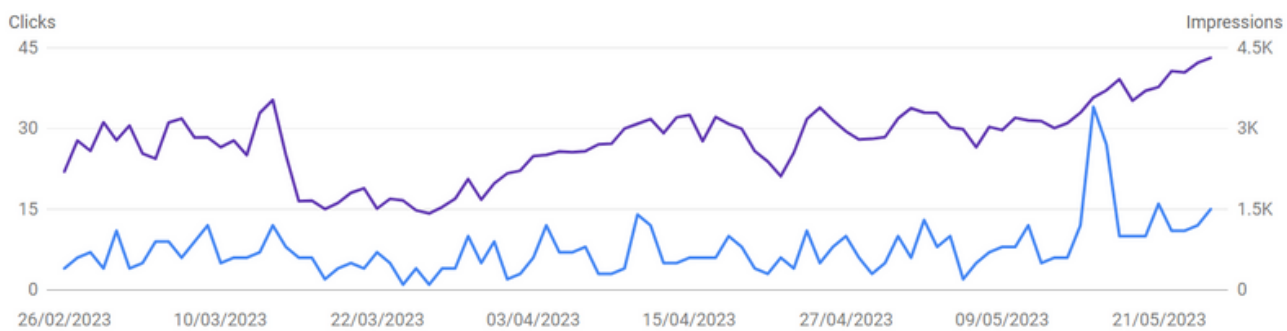
247K

☐ Average CTR

0.3%

☐ Average position

39





A REVEALING SUCCESS ACHIEVED IN REAL ESTATE



A reputable and dynamic real estate agency dedicated to providing exceptional services to clients in their property buying, selling, and renting journey. With a strong emphasis on professionalism, integrity, and personalized attention, has established itself as a trusted partner in the real estate industry.

As an innovative online platform, offers a user-friendly website that serves as a comprehensive resource for individuals seeking to explore properties in various locations. The website features an extensive database of listings, including residential properties, commercial spaces, land plots, and more. Whether you are a first-time homebuyer, an investor, or looking to lease a property.

What was cooking?

When assessing the client's situation, it became evident that the initial number of organic backlinks acquired from websites in their operational regions fell short of generating significant impact.

Our strategy encompassed not only the creation of engaging and linkable content but also focused on enhancing the visibility of crucial keywords for the client. Recognizing the interplay between quality content and keyword optimization, we aimed to optimize both aspects to drive better organic rankings and overall online visibility for the client.

We came, we saw, we linked:

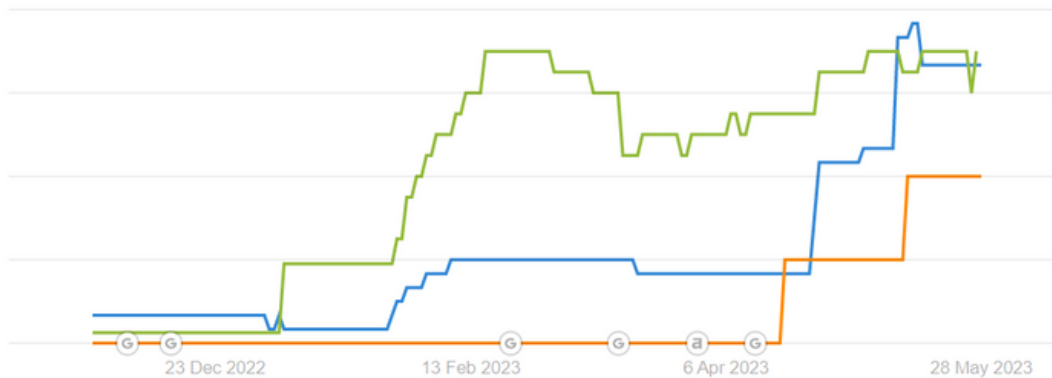
At the outset, we dived into our core strengths and embarked on a meticulous search for link-worthy content within the client's niche. Drawing upon our expertise, we identified valuable opportunities to create content that surpasses anything currently available on the web.

we set out to craft engaging and informative content that goes above and beyond industry standards. By focusing on delivering superior quality, we aimed to position the client as a leading authority in their field, offering valuable resources that attract attention and generate high-quality backlinks.

📅 Changes: Last 3 months ▾

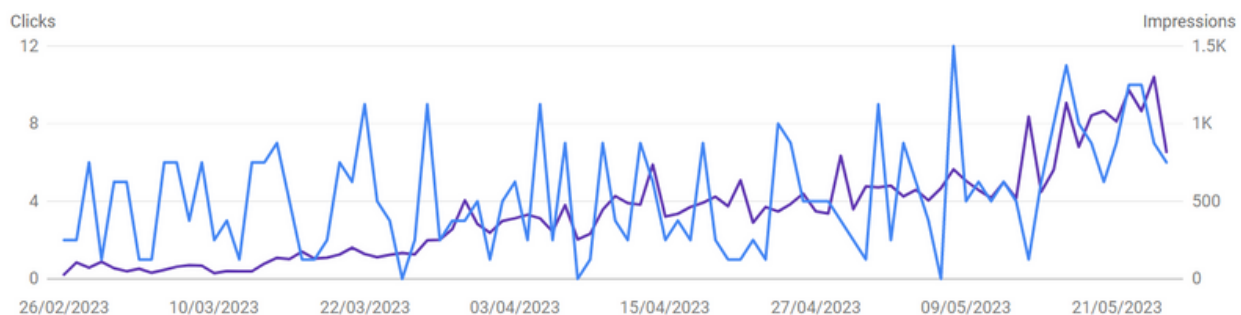
Ref. domains ¹⁰⁰
20 +14
 All time 26

Top 3 1 +1



Last updated: 29 hours ago

49.4





DRIVING GROWTH IN THE MARKETING INDUSTRY

In today's competitive landscape, organizations striving for success understand the importance of seamlessly integrating human resources and digital capabilities. However, it is unique blended approach that sets them apart. By viewing strategy as a series of actionable initiatives and combining management strategy, planning, and a well-defined roadmap to success, distinguishes itself as a leading organization.

But there was potential for so much more

The potential for achieving high rankings in almost any keyword within his niche was evident. However, there was a significant hurdle to overcome: the content was unoptimized and lacked the necessary influx of quality links.

Though the path to success was promising, it required strategic measures to address these challenges effectively. By optimizing the existing content and building a strong foundation of high-quality backlinks, the client had the opportunity to establish a dominant online presence and steadily climb the search engine rankings.

4 techniques

Implementing an in-depth content audit

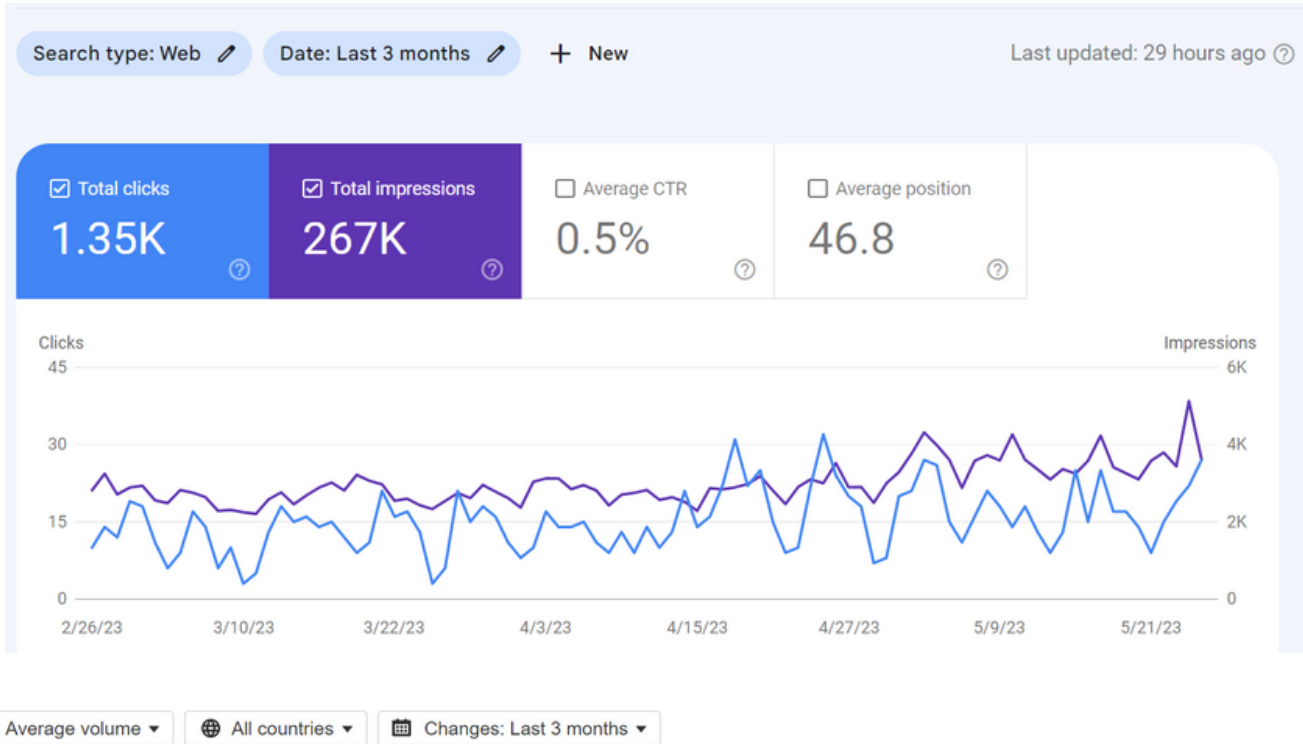
Ongoing link building

Creating new, SEO-driven content on a regular basis

Implementing an internal linking strategy



RESULTS



Backlink profile

DR ⁱ
18
AR 11,361,656 ▲39,185

UR ⁱ
17

Backlinks ⁱ
183 +15
All time 957

Ref. domains ⁱ
99 +12
All time 179

Page Authority Score
55

Backlinks
636

Semrush Domain Rank **5.4M** ↑

Referring Domains **74**



DRIVING ECOMMERCE EXCELLENCE

In the quest for wellness and natural supplementation, Client Company emerges as a game-changer, offering a straightforward and effective solution to harness the power of natural nutrients. This delves into the benefits and simplicity of CBD, exploring how it empowers individuals to incorporate powerful natural elements into their daily routine.

Problem Statement

Even with its esteemed reputation, our client faced a daunting challenge of preserving its once-powerful online presence while gradually losing market share to smaller, more agile brands. In an era defined by digitization and evolving consumer behavior, legacy brands find themselves compelled to transition from traditional to digital marketing strategies to maintain relevance and captivate new customers.

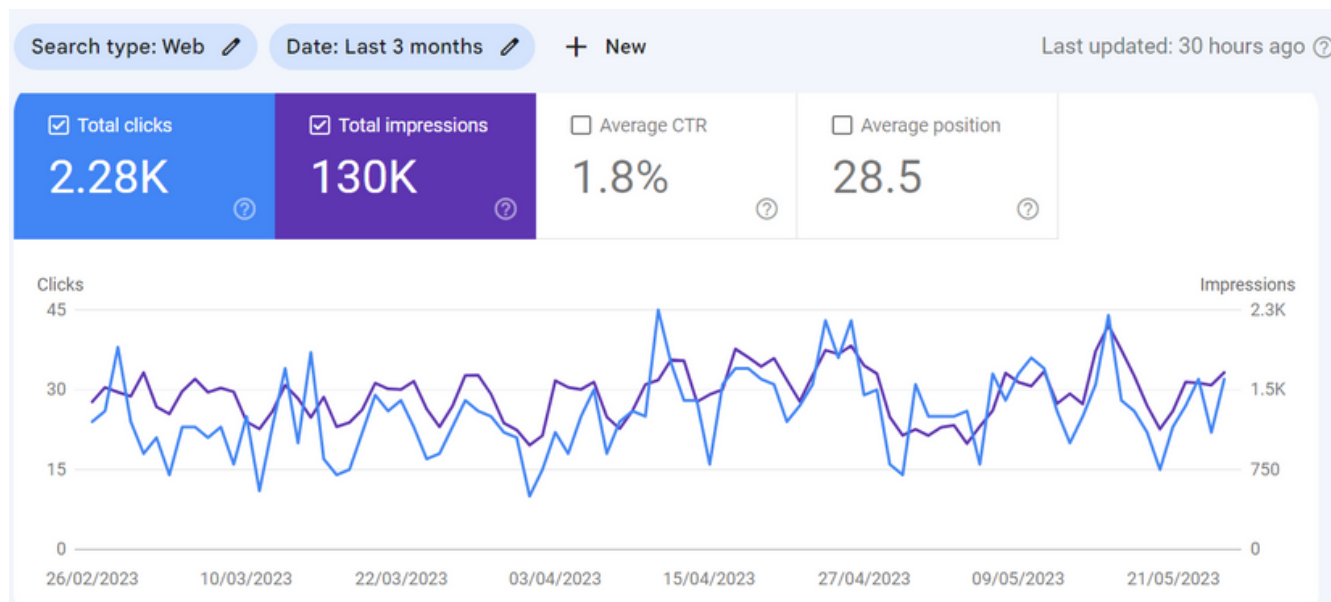
We really help. Not only do we ensure a smooth transition to digital marketing, but we also have the expertise and track record that guarantees your SEO will be a success.

Strategies:

- Improving UX and mobile usability
- Site speed optimization
- A keyword-specific on-site SEO campaign
- Attracting quality backlinks from trusted sources
- SEO content optimization and production



RESULTS



Backlinks ⁱ

430 +56

All time 916

Ref. domains ⁱ

38 +1

All time 115

Backlink profile



DR ⁱ

19 +3

AR 10,941,280 ▲ 1,644,96

Total views since May 2023

942



OPTIMIZING EFFICIENCY IN JEWELLERY BUSINESSES: ERP SOFTWARE

As the market leader in functionality, features, and service, the jewellery ERP solution stands out for its exceptional capabilities. Designed specifically for the jewellery industry, this software simplifies and streamlines every aspect of the business, benefiting manufacturers, retailers, and customers alike.

With our comprehensive jewellery ERP management system, simplicity and efficiency are at the forefront. The software is user-friendly and can be swiftly implemented, saving significant operational costs in the long run. By utilizing this system, every process - from purchasing and manufacturing to sales - is executed in a structured and error-free manner.

THE NEED

Our main focus when we started was to restructure their website. We added a well-structured blog and optimised the site to be SEO-friendly overall.

THE EXECUTION

- Search intent mapping – based on what people are looking for
- Technical SEO fixes and optimisation
- Improvements to NAP for citations
- A Google My Business listing for foot traffic



RESULTS

Average volume ▾ All countries ▾ Changes: Last 3 months ▾

Backlink profile

DR ⁱ
21
AR 9,483,054 ▼ 12,812

UR ⁱ
14 ⁺¹

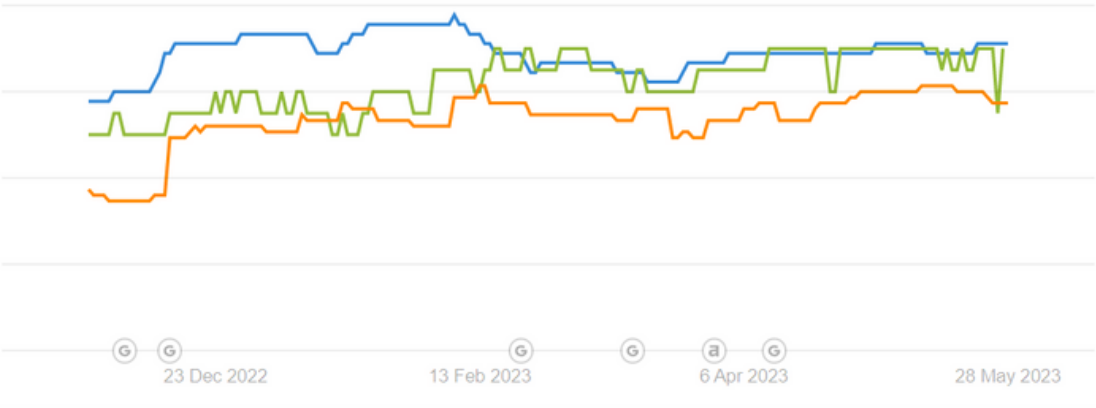
Backlinks ⁱ
153 ⁺⁸
All time 729

Ref. domains ⁱ
32 ⁺²
All time 123

Traffic ⁱ
43 ⁺²
Value \$16 ⁺⁴

Performance

- ☒ Referring domains ☒ URL Rating ☒ Organic traffic ☐ Organic traffic value ☐ Organic pages
- ☐ Paid traffic ☐ Paid traffic cost





SEOINVENTIV'S CASE STUDY

ON TRANSFORMING SAAS INDUSTRY ADVANCEMENTS





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- INTRODUCTION TO CLIENT PROFILE
- WHY ARE YOU MISSING OUT ON 90%
OF YOUR MARKET?
- CASE BREAKDOWN
- SITUATION BEFORE SEO
- SEO SOLUTION &
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STATS
- NOTE FROM TEAM
- CONCLUSION



INTRODUCTION

The Fastest Way to Get a Medical Certificate: Get Online Medical Certificate in 60 Minutes.

In today's fast-paced world, time is of the essence, and convenience is key. Whether you need a medical certificate for work, travel, or any other purpose, waiting for appointments and visiting a doctor's office can be time-consuming and inconvenient. However, obtaining a medical certificate has never been easier. In just 60 minutes*, you can have a signed medical certificate by a registered doctor, without the need for an appointment or travel time. This innovative service not only saves you valuable time but also ensures compliance with the National Medical Commission Act 2019, making it a trusted and reliable solution for your medical certification needs.

- *Seamless Online Process*
- *Qualified Registered Doctors*
- *Compliance with National Medical Commission Act 2019*
- *Recognized by Startup India*





WHY ARE THEY MISSING OUT ON 90% OF THEIR MARKET?

An inadequate online presence can contribute to missing out on 90% of their market:

Outdated Website: If website is outdated in terms of design, functionality, or content, it can give the impression that the company is not keeping up with the times or lacks attention to detail. Visitors may quickly lose interest or trust in the company, leading them to explore other options.

Poor Search Engine Optimization (SEO): SEO is the practice of optimizing a website to rank higher in search engine results. If a website doesn't rank well for relevant keywords or lacks proper optimization techniques, it will be difficult for potential customers to find them when searching online. This can significantly limit their visibility and reduce the chances of attracting new customers.

CASE BREAKDOWN



ANALYSIS

Analyzed the major areas of potential growth then applied metrics to desired search engines such as Google, Mobile, Maps, Yahoo, and Bing.



STRATEGY & REVIEW

Created a strategy to increase client engagement by asking for online reviews. This builds trustworthiness and review ratings. Reviewed client's website to ensure titles, headings, content, and keywords were properly optimized.



RESEARCH

Conducted strategic keyword research. We implemented findings to increase rankings. The end result was to grow business visibility online.

CLIENT INDUSTRY: HEALTHCARE



SITUATION BEFORE SEO

The client had a low website domain authority with minimal content. The site was missing many important keywords that drive leads and was not ranking high for competitive keyword terms for their services

SEO SOLUTION

We always start our optimization process with an SEO audit of the existing site and in this case, it was also the most important thing to look at.

Keyword Cannibalization Issues

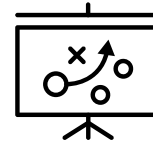
Despite having valuable content, they made the mistake of targeting the same keyword across multiple pages. As a result, their pages were competing with each other, leading to keyword cannibalization and a negative impact on the rankings of each individual page.

To enhance user value, we decided to extract relevant content from the "best" page and incorporate it into the "reviews" page. Subsequently, we implemented a 301 redirect from the "best" page to the "reviews" page, ensuring a seamless transition for users while consolidating valuable information in one location.

Results:

The new page jumped up in traffic and today ranks

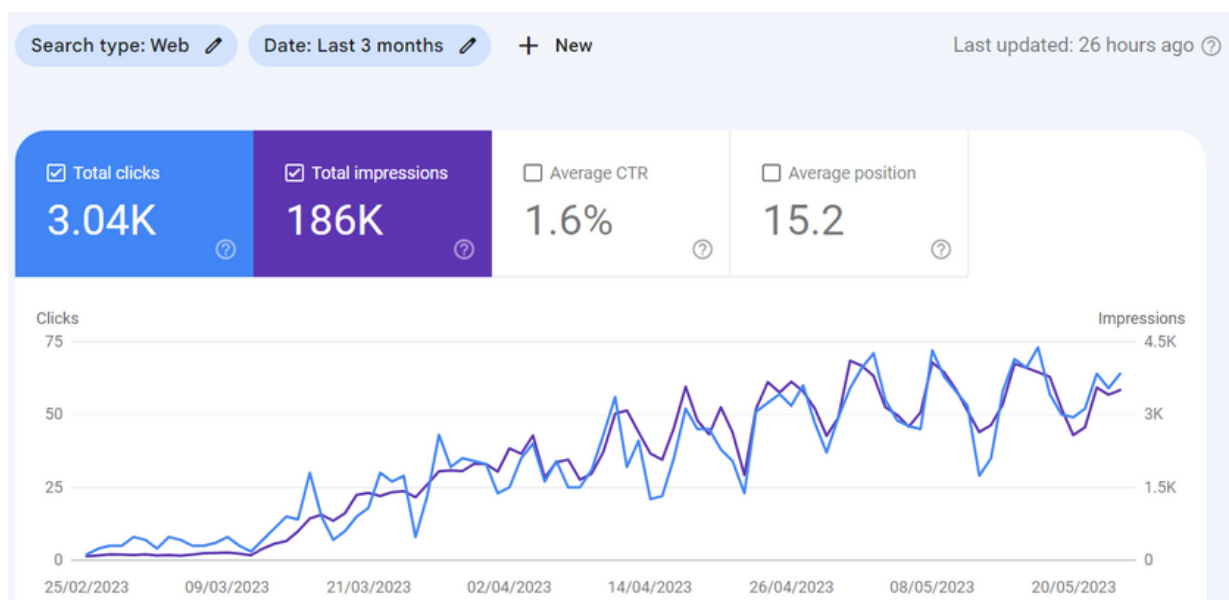
GROWTH TRAJECTORY AND KEY STATS



Keyword Research: We enhanced the relevance of Google's search results by incorporating supplementary keywords into the body content and strategically placing them in crucial sections of each web page. Our on-site optimization efforts involved updating vital title tags and meta descriptions, aiming to boost click-through rates (CTR). Furthermore, we incorporated and optimized images across the website, specifically catering to image search for our client's Services.

Blogging: To enhance brand awareness, generate natural backlinks, and offer valuable information to prospects in the early stages of the buying process, we introduced a dedicated blog section on the website. This initiative also provided a rich source of content for social media platforms like Facebook, Twitter, and Instagram. Our strategy involved creating new content that focused on "How to" and "Why use" articles, addressing common search queries and attracting long-tail keyword traffic over time.

Furthermore, we implemented crosslinking between important blog pages and other relevant pages to increase the time visitors spend on the site and promote related services. This approach improved user engagement and facilitated easier navigation throughout the website.





RESULTS

QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES

Top queries

↓ Clicks

Impressions

medical certificate

209

46,688

medical certificate for sick leave

129

6,287

medoc

115

919

medical certificate online

107

4,281

online medical certificate

90

3,811

Your site received 1,499 clicks
from Google Search
(+38%)

Most searched queries ▼

1 medoc

Avg. position: 16.9

100 clicks

2 medical certificate for sick leave

Avg. position: 6.2

80 clicks

3 medical certificate

Avg. position: 8.6

74 clicks

4 medoc life

Avg. position: 1.6  Top-five results

46 clicks

5 online medical certificate

Avg. position: 17.4

44 clicks

SEO AND ORGANIC TRAFFIC RESULTS



Organic search

Keywords ⁱ

468 +415

Top 3 12 +12

Traffic ⁱ

1.4K +1.4K

Value \$216 +215

Backlinks ⁱ

175 +174

All time 359

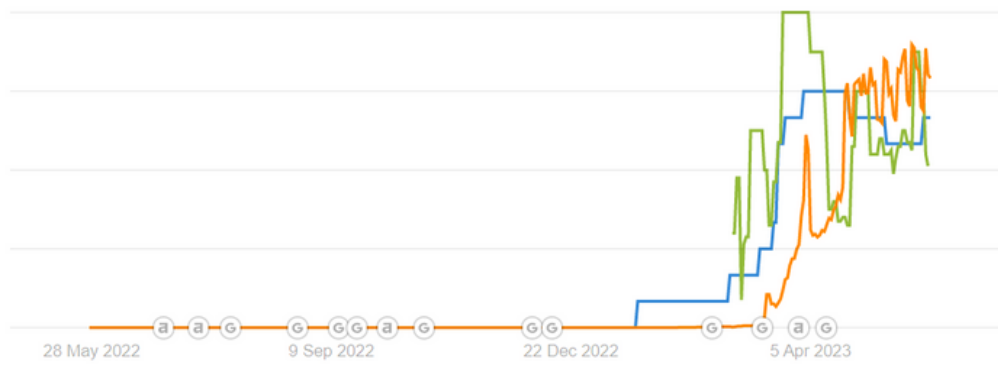
Ref. domains ⁱ

8 +7

All time 10

Performance

☒ Referring domains ☒ URL Rating ☒ Organic traffic ☐ Organic traffic value ☐ Organic pages
☐ Paid traffic ☐ Paid traffic cost

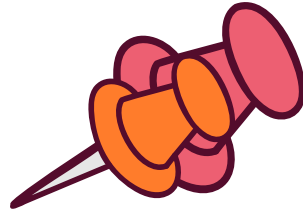


The project yielded the following results in just three months since its acceptance three iterations ago. This has led to increased brand awareness and overall business growth. Building their momentum online and we expect many more successes!





NOTE FROM TEAM



At the beginning of this project, Their rankings was low, and the competition was quite significant. However, we were fortunate to have an exceptional client, who provided us with the freedom and support necessary to optimize their online presence. This collaboration ultimately led to outstanding results!



UNEARTHING THE SECRETS OF SUCCESS

SEOINVENTIV'S CASE STUDY ON THE EDUCATION INDUSTRY

Hello From

SEOInventiv



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- **About The Client**
- **Opportunities and Challenges**
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- **Results**
- **Final Thoughts By Team**
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About The Client



Our primary goal is to deliver superior resources to your Registered Training Organization (RTO) at highly competitive market rates. We are dedicated to ensuring that each resource we provide undergoes meticulous validation to ensure unparalleled quality. Our team of exceptional Subject Matter Experts and compliance experts work diligently to ensure that every resource meets the highest standards.

We take pride in our talented members who are committed to developing top-quality, RTO Training Resources, and other RTO materials suitable for a wide range of Australian qualifications. From Certificate In all the way up to the Graduate Diploma level, our materials are tailored to meet the specific needs of learners in the Australian context.

OPPORTUNITIES & CHALLENGES

- **Given our involvement in diverse verticals, our team had the opportunity to explore numerous avenues while generating content ideas.**
- **The client benefited from having a well-equipped content team, which facilitated seamless execution of content initiatives and allowed us to allocate additional time towards acquiring valuable links.**
- **Operating within niches that demanded extensive expertise in intricate technical subjects, we had to master the art of execution and beyond.**
- **This entailed maintaining constant communication with the client and fostering a culture of continuous learning within our team.**
- **Additionally, we seamlessly integrated ourselves into the workflows and teams of a large-scale organization, ensuring harmonious collaboration without encroaching on the responsibilities of multiple departments.**

EXECUTION

- **Content Creation**

At the onset of the project, we initiated by crafting 5 comprehensive content briefs per month, which served as the foundation for our content creation efforts. As the project progressed, we further amplified our productivity and output, scaling up to 10 content briefs per month.

In parallel, we diligently developed a linkable resource guide that played a crucial role in driving our link acquisition endeavors throughout the duration of the project. These guides were thoughtfully designed to provide valuable and engaging content, attracting organic links from relevant sources and bolstering our overall link-building strategy.

- **Content Link Building**

Throughout the campaign, we successfully secured a significant number of content links. These links were strategically built to the exceptional linkable resource guide created in collaboration. This collaboration resulted in a strong network of authoritative and relevant links, further enhancing the impact and visibility of the resource guide within the online ecosystem.

- **Resource Link Building**

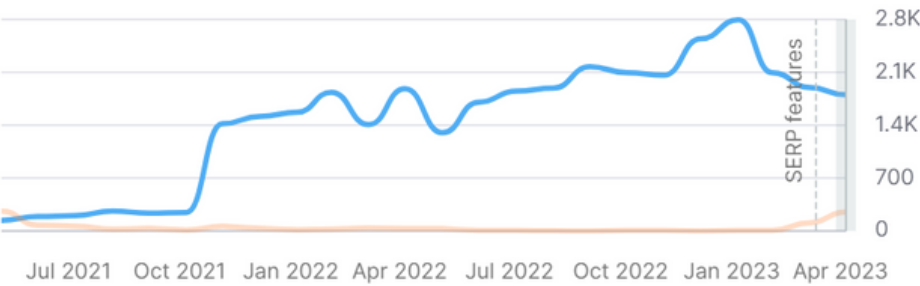
We are proud to report that our efforts resulted in the successful acquisition of genuine resource links. Through our dedicated work, we earned a substantial number of links from reputable sources, validating the value and credibility of the resources we provided. These earned links further solidify the recognition and authority of the resources within the online landscape.



RESULT

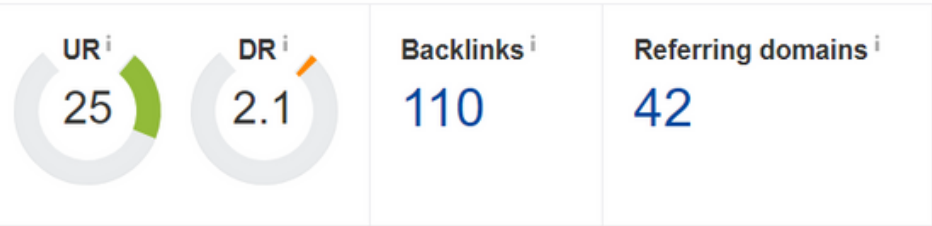
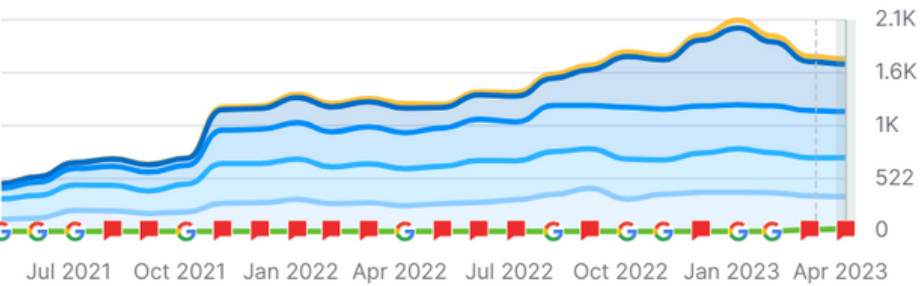
Organic Traffic 1,801/month

☒ Organic Traffic ☒ Paid Traffic | ☐ Notes ☐



Organic Keywords 1,702

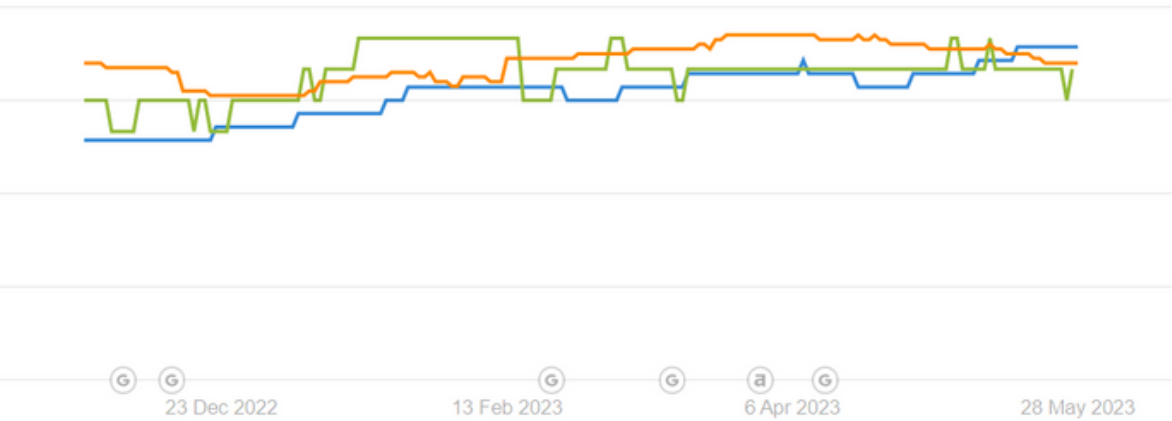
☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ SERP features



Trafficⁱ
38 +38
Cost \$43

Performance

☒ Referring domains ☒ URL Rating ☒ Organic traffic ☐ Organic traffic value ☐ Organic pages
☐ Paid traffic ☐ Paid traffic cost



RESULT

With a strong focus on organic traffic growth, this partner has set ambitious goals and is making significant strides towards achieving them by consistently investing in SEO. The collaborative efforts in content creation and link building have played a crucial role in steadily increasing their monthly organic traffic. This dedicated approach demonstrates the importance of a long-term vision in SEO, emphasizing the need for sustained effort and investment to attain substantial growth.

In addition, this page successfully achieved its main objective of acquiring backlinks by attracting links from various referring domains. These pages serve as effective means for acquiring links, and when they also generate organic traffic, it's akin to enjoying the best of both worlds.

Final Thoughts By Team

The remarkable success of this project can be attributed largely to the client's commitment to establishing a genuine partnership when it comes to content creation. The collaboration between the in-house team and the valuable assets they bring has greatly fueled the acquisition process.



About The Client



A platform dedicated to providing world-class education from the best institutions across the globe. They believe that access to quality education should not be limited by geographical boundaries or financial constraints. Mission is to connect learners with renowned institutions, empowering them to unlock their full potential and pursue their educational goals.

Through our platform, students gain the opportunity to access a diverse range of courses, programs, and degrees offered by top-tier educational institutions. We partner with leading universities, colleges, and learning centers known for their excellence in academia and research. These institutions are carefully selected based on their reputation, faculty expertise, and commitment to delivering an exceptional educational experience.

CHALLENGE

Provide top rankings to give the edge over rival institutions in a highly competitive market. In today's academic landscape, universities face intense competition for students, faculty, and research funding. It has become imperative to stand out and differentiate ourselves in order to attract the best talent, secure prestigious partnerships, and maintain a strong reputation among peers and stakeholders.

SOLUTION

We used detailed keyword research to find out how prospective students are searching for the degrees they're interested in, grouping and categorising searches to align with intent across the funnel. We used a strategic selection of phrases and synonyms as the backbone of the campaign.

A complete review of the site's metadata and content allowed us to optimise for these targeted key phrases giving them the best opportunity to rank well. Changes to the site's content coupled with detailed and regular checks of the site's health and compliance, and proactively managing the strong link profile has yielded very impressive results.



Results



Average volume ▾

🌐 All countries ▾

📅 Changes: Last 3 months ▾

Backlink profile



Backlinks ⁱ

897 ⁺²¹¹

All time 6.3K

Ref. domains ⁱ

334 ⁺¹⁶²

All time 554

Organic search

Keywords ⁱ

78 ⁺¹⁵

Top 3 6 ⁺³

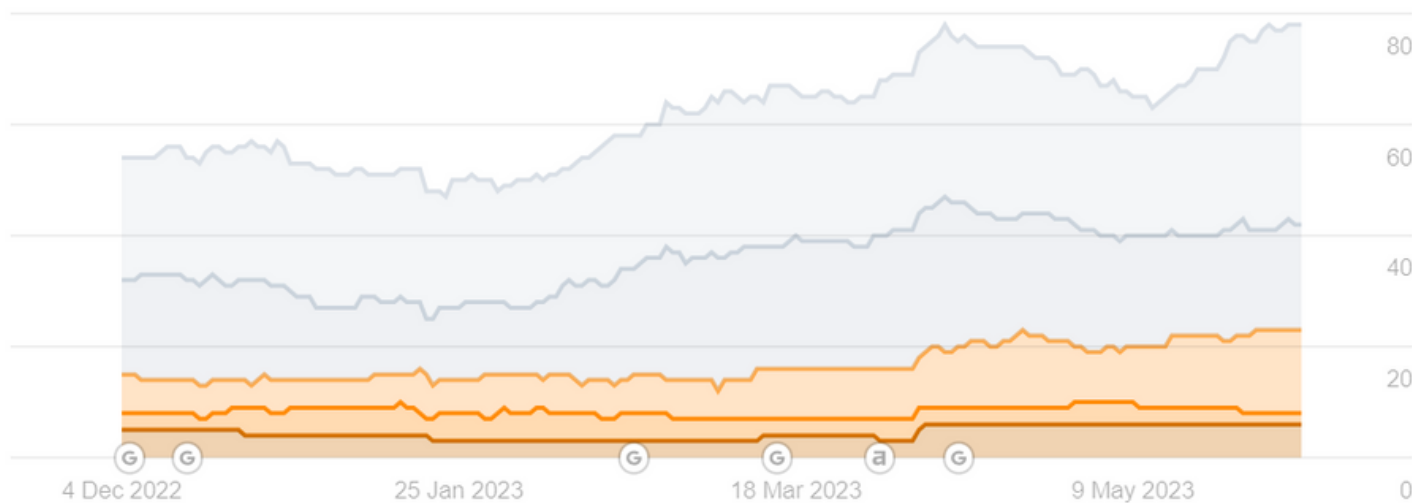
Traffic ⁱ

798 ⁺⁵⁴

Value \$0

Organic keywords

☒ 1-3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51+



Results



Contact us For Investing Inquiries



CONTACT
US

+91 8368447355

sales@seoinventiv.com

<https://seoinventiv.com/>

"Bhoost up your online business today"