

SEO Case Study



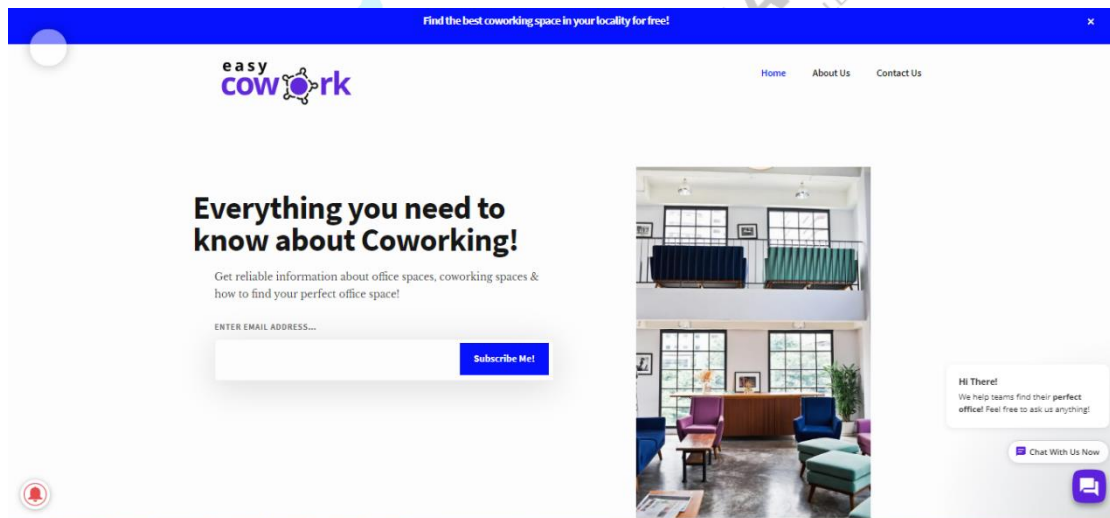
Project Name: SEO Campaign

Company Name: Easy Cowork

Target Location: Worldwide

Client Profile:

EasyCowork is a digital platform with interesting facts, information for coworkers, coworking spaces and others who want to experience this wonderful concept. As a digital magazine on coworking, we offer everything from general informational articles to coworking news, updated & events and from coworking spaces around the globe to futuristic trends.



Objectives:

Easy Cowork's objectives were to get the traffic on blogs. Since it's a coworking blogging website, there were already ample pieces of content posted on the website, but the traffic was too low. Clients needed organic traffic from the blogs and high search keywords to be ranked on Google's 1st page.

Challenges:

Industry: Coworking

- Increase indexation
- Improve traffic and ranking
- Strategy
- Comprehensive technical SEO audit
- Change on-page SEO elements

Solutions:

On the basis of SEO analysis & SEO Audit we performed following activities:

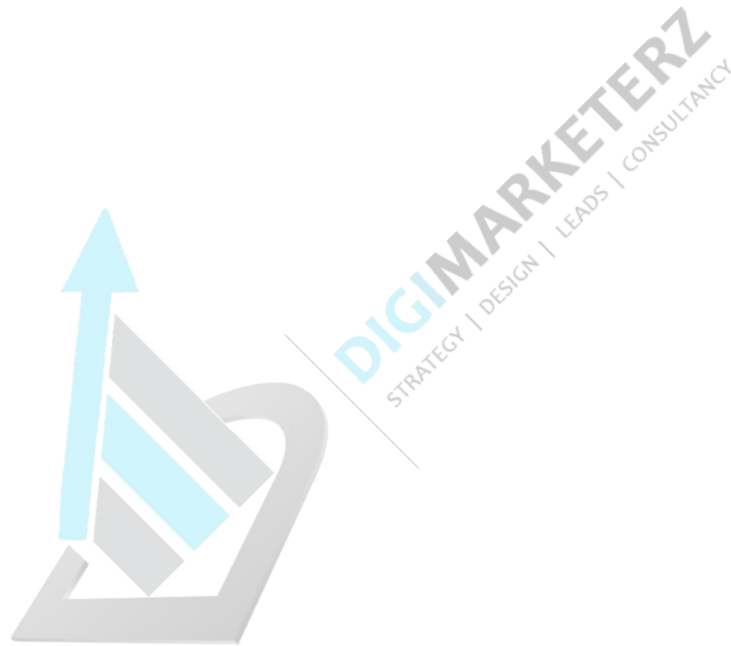
- We did analysis and found many Onpage SEO improvement areas.
- We did Keyword research and gathered high searches keywords.
- We revised Title, Meta Description & H1 tags using keywords.
- We revised URL, since they were too long.
- We put missing Image ALT Tags according to the guidelines.
- We did internal linkings to the blogs.
- We have incorporated the keywords according to the keyword density guidelines.
- We followed Yoast for SEO Improvement.
- We made important letter in bold.

Then we did the backlink analysis and planned to acquiring backlinks from relevant and high Domain Authority websites. We did blogger outreach and contacted many bloggers for a backlinks. We promoted content on Social Media, Quora, Forums & Video sites.

Results:

- ◆ Organic Traffic - 164.09% increase.
- ◆ Click-Through Rate - 138.9% increase.
- ◆ #1 ranking for high volume, high converting keywords in 60 days.
- ◆ After 2 months 75% of the target keywords were on the first search result, and 25% appeared on the 2nd page of the search result.

Analytics Result:



Primary Dimension: Keyword Source Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

Keyword ?	Acquisition	
	Users ?	
		164.09% ▲ 3,420 vs 1,295
1. (not provided)		
Feb 1, 2020 - May 15, 2020		3,361 (98.10%)
Oct 19, 2019 - Jan 31, 2020		1,275 (98.38%)
% Change		163.61%

SERP Results:

Website URL	Keywords	Page
www.easycowork.com/blog	co working space Miami	1
	coworking space in Dubai	
	coworking space in Houston	
	coworking space in Delhi	
	co working space Vancouver	
	coworking space in Bangalore	