

SEO CASE STUDY



Project Name: SEO Campaign
Company Name: Terry Exports
Target Location: Worldwide

Client Profile:

Terry Exports LLP (TEL) is an Indian based premium moringa leaves, powder, seeds & oil exports-oriented firm, which promotes, market and distributes moringa oleifera products of the highest quality to pharmaceutical/nutraceuticals, cosmetic, personal care, wellness, food, beverage and spa industries in the USA, Australia and getting bulk trade inquiries from Brazil, the UK, Netherlands, Germany, Cuba, South Korea, UAE, Qatar & around the globe.



Objectives:

The main objective was to target Moringa importers from USA. To get leads & enquiry from USA and other regions from Europe, Australia, Russia and many more.

Solutions:

- The challenging part of the project was to target the different country to be precise USA, where already competition were too high and competitors are positioning on 1st page for ages.
- We ran SEO audit and keyword research on moringa powder exporters, accordingly we strategize and planned SEO.
- The content on the site was talking less about USA. So to make users and Google's life easy, we specially designed content based on GIO.
- After the Onpage SEO is thoroughly setup, we did the backlink analysis and competitors backlinks. We started acquiring backlinks from High Authority DA & PA sites.

Results:

- In 90 days 15 Keywords were ranked on Google's 1st Page
- Traffic & Enquiry from USA and European countries started to generate
- Traffic Increased to 58%
- New Users Increased to 56%
- Enquiry Increased to 300%

Website URL	Keywords	Page
www.terryexports.com	Moringa Exporters	1
	Moringa Exporters India	
	Moringa Powder Exporters	
	Moringa oil exporters in India	
	Moringa leaf powder exporters	
	Moringa Powder Suppliers	



“Zareen, Salman and team is great to work with as your extended digital marketing team. Very committed and professional team. Always go beyond to do the job to bring you on number one page in your market and geography. In my case, market is international and Salman and team has been just so great to bring you not just visibility but bring you on number one page which is so great. Keep up the good work team. Delight to be with you.”

Dipankar Verma – Managing Partner – Terry Exports LLP



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