

# SEO Case Study

**Client:** Apphelp

**Website:** <http://www.apphelp.co.in>

**Search Engine:** Google.co.in

**Goal:** Increase the Search Engine Ranking of the business oriented keywords of Apphelp which helps in leads generations through search engine(Google, Yahoo and Bing)

## Challenges:

The biggest challenge I faced in this project was that the previous SEO work done by other company in **Apphelp** created so many unnatural and low quality links that the website was facing penalty by Google. Apart from that the Onpage SEO part on website was negligible.



# Errors

## On Page Error

- The Page speed was very low.
- The GZIP Compression was not Enabled.
- Lots of broken Links and crawler errors.
- SiteMap was not available.
- Too many internal and outbound links on page reducing the credibility of page.
- All the website pages contain brand only name in Page Title so we needed to do the proper keywords analysis according to pages.
- The website did not have proper content heading tag structure.



# Strategy

**Every project has different requirement. In this project, we had to first remove the bad links of website so we have to follow these steps:**

- 1- Extract all bad links and disvow them in Google webmaster
- 2 - Proper Keywords analysis which was relevant to website
- 3 - Set up the Page Meta title according to page's relevancy.
- 4 - Increased the page speed score by enabling Gzip compression and adding Leverage browsing code in .htaccess file.
- 5- After that we had to complete the basic ON Page changes like Sitemap, heading tags, Alt tag and broken links removal work
- 6 - As we completed the all Onpage SEO work, we started the link building work. Basically, my company is focusing on creating links through content marketing by content marketing we are creating authority links from website which have high domain value and authority in Google which will helps us in gaining search engine ranking.



# Result

As we make the commitment to our clients before starting the project, we try to deliver the result in given time frame. This is what we achieved in this project also making the client satisfied who extended our contract.

## Search Engine Ranking

	Initial Ranking	Current Ranking	Initial Ranking	Current Ranking
ISB ESSAY TIPS	31	4	58	3
ISB YLP Interview	Not In 100	5	65	4
ISB ESSAY QUESTIONS	23	4	78	4
NUS essays	59	3	54	4
ISB SAMPLE ESSAYS	27	3	31	1
ISB ESSAYS	39	5	24	1



**Thank You !**

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