

SEO & PPC for IT Services Company

PROJECT DETAILS

 SEO & PPC

 Jul. 2020 - Ongoing

 Less than \$10,000

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"We haven't found SEO Yodha's quality of SEO and engagement anywhere else."

PROJECT SUMMARY

SEO Yodha provides on- and off-page SEO services. They consult on keywords to target and content enhancements, as well as handle link building. Monthly communication allows them to aid in goal-setting.

PROJECT FEEDBACK

The client praises the 25% increase they've seen in organic traffic, citing that they're ranking on the first page for more than the expected number of keywords. SEO Yodha provides regular, in-depth reporting. Internal stakeholders at multiple levels are pleased with their results and commitment.



The Client


Introduce your business and what you do there.

I'm a systems administrator for IT by Design, an IT services company.


The Challenge

What challenge were you trying to address with SEO Yodha?

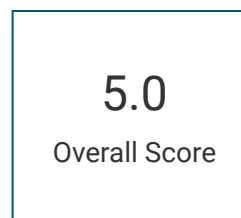
We were looking for a good SEO agency to increase organic traffic on our website.

 **Shubhankar Kundu**
Systems Administrator, IT by Design

 IT Services

 India

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

Initially, we had a discussion over Skype and chose 35 keywords for our website. SEO Yodha told us what needed to be changed on the website and what content we should update. This all happened in the first month. After the on-page and off-page optimization was done, SEO Yodha started doing link building.

From time to time, we update them with our goals and what we need to have for a certain month, and they provide us with a blueprint to accomplish those things.

What is the team composition?

I'm in contact with a project manager and one of their SEO experts.

How did you come to work with SEO Yodha?

We shortlisted different companies. SEO Yodha was the choice because they had a good reputation in the market.

How much have you invested with them?

We've spent less than \$10,000 so far.

What is the status of this engagement?

We've been working together since July 2020.



The Outcome

What evidence can you share that demonstrates the impact of the engagement?

SEO Yodha told us that 50% of our keywords would start ranking on the first page of Google after three months. Since we began, we've begun ranking on the first page for nearly 75% of our keywords. Traffic to the website has jumped 25% as well. This is a major turnaround. SEO Yodha has met my expectations.

How did SEO Yodha perform from a project management standpoint?

They work professionally. Every Monday, they send us the weekly report of what they did the previous week. SEO Yodha never misses reporting. We communicate in groups on Skype and WhatsApp.

What did you find most impressive about them?

We haven't found SEO Yodha's quality of SEO and engagement anywhere else. Within three months, we were ranking for most of my keywords. I can't ask for anything more than that. Our management is happy with their performance as well.

Are there any areas they could improve?

I wouldn't have them improve anything.

Do you have any advice for potential customers?

Trust SEO Yodha and be patient. They are trustworthy and will deliver 100% of the results.

