

SEO Case Study



THE SEO STORY

Nails On Board is the first of its kind in Mumbai especially launched for nail care. We are doing home to home service where we attend to your nail art and nail extension needs.

YESWEUS started managing Nails on Board SEO campaign in June 2017, in order to help meet their business objectives. Their main goal was to appear on the first page of Google for their main keywords which they felt would result in business growth. They were not implementing a keyword focused strategy meaning they were not capitalising on their results.

The objectives



Increase organic traffic flow



Strengthen
the website's link profile



Gain 1st page positioning for all variations of the keyword 'flow meter'



Increase enquiries

The strategy

Working closely with Nails on Board, YESWEUS got to work with implementing a fully integrated SEO strategy. As mentioned, Nails on Board wanted to push their 'Nail extension Services' keywords. The goal was to increase SEO performance for these keywords, and ultimately revenue for such services through appearing on the first page of Google. Over the first three months, YESWEUS worked closely with Nails on Board to ensure these objectives were met and targeted keywords for optimization. This was alongside a quality back linking strategy to ensure domain authority was increased through gaining more trust from Google.

Results

Below are some of the key highlights:

20

keywords ranking
number 1 on Google

20

out of 23
chosen targeted keywords

0 2 4 6 8 10 12 14 16 18 20



105%
increase
in site traffic



62%
increase
in page views



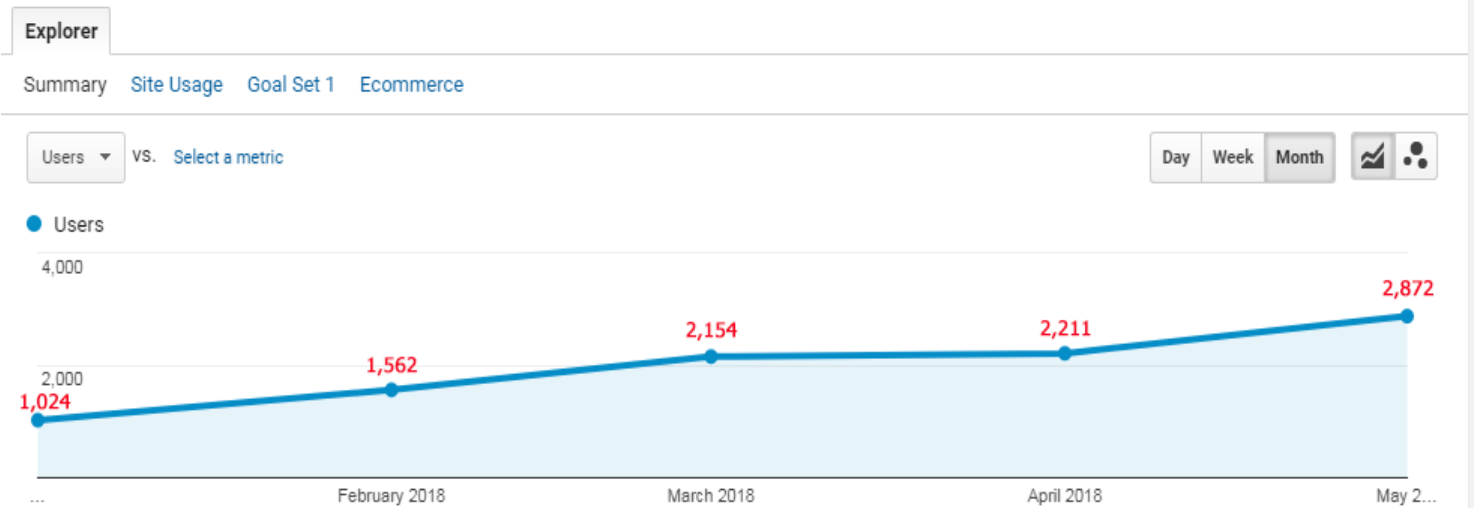
24%
decrease
in bounce rate



increase
in enquiries

BELOW ARE THE ORGANIC SEARCH REPORT OF

Nails on Board FROM GOOGLE ANALYTICS



TO CONNECT WITH YESWEUS

Kindly Drop Email us at inquiry@yesweus.com

OR

Call Us - +91 – 9594608689

OR

Visit our Website @ www.yesweus.in