



SEO CASE STUDY

Client Name: VisasRus

www.visasrus.co.uk

June 2017 to present

Project Type:

Website Development and Digital Marketing

CLIENT PROFILE:

VISAS R US is an agency with a difference in order to cater to all travel related services. VISAS R US is one of the most successful visa consultant who have fulfilled every individuals dream come true. VISAS R US have the reputation of being one of the most reliable and leading visa agency company in UK. Over few years we have created high quality and cost effective travel experiences in co-operation with our customers. Our office is a one-stop-shop for visas.



Travel Visa Requirements

For Citizens Of

AFGHANISTAN

Travelling to

AUSTRIA

Go



Get A Call Back!

Welcome to VISAS R US

We are pleased to introduce our self as VISAS R US an agency with a difference in order to cater to all travel related services. Visas r us is one of the most successful visa consultant who has fulfilled every individuals dream come true. We have the reputation of being one of the most reliable and leading visa agency company in UK. Over few years we have created high quality and cost effective travel experiences in co-operation with our customers. Our office is a one-stop-shop for visas. We take pride in maintaining close working relationships with our customers and our experienced staff will endeavour to bring you positive results throughout the year. In order to guarantee satisfaction with our products we also provide a range of additional services, including 24/7 customer service. At VISAS R US we understand that each client has different needs and we go the extra mile to fulfil them. [Read More](#)



Lastest News

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- May 19, 2018 0
Get cost effective services from Visas R us and get instant visa to Spain!!!
- May 18, 2018 0
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Get India visa from UK from popular visa providing companies!!!

Disclaimer

Please note that Visas R Us is not affiliated with any official government service, embassy or government department. If you wish to apply directly to the relevant embassy, please refer to the respective embassy's official website which you find on the relevant country's page and our fees will not be incurred, you will also be able to view our price chart here. The advantage of using our service is that it is a hassle free option of getting your visa



What Our Clients Say

You've been a great help. Your service is fantastic. Never expected to get my French visas in 3 days wow. I'm so glad I picked your company for the visa service.

HICHAM ALI, Happy Client



The Challenge:

YESWEUS was associated with specific Services of visasrus.co.uk & that is Visa Services, which is a very competitive service. visasrus.co.uk had several goals in their mind:

- Develop a people-centric for Visa Services
- Increase their online presence, website traffic.
- visasrus.co.uk, was struggling to gain website traffic. This was a direct result of not ranking well on the major search engines (Google, Yahoo, and Bing). For example, **German Visa London** was not ranked in the Top 10 Pages in Google search indicates that the website isn't showing at all or is listed more than 100 places deep.

YESWEUS SOLUTION:

Previous to working with our team, visasrus.co.uk had made a crucial but common SEO mistake – they lacked content throughout their website. Content is essential, not only for keywords and page rankings, but also to keep the consumer interested in what you have to offer. Most of visasrus.co.uk's tags read: “Visas R Us – Visa Services” and their descriptions lacked essential keywords. Therefore, we began to edit visasrus.co.uk's tags in the backend of their website to optimize for Organic traffic. We wrote strategic, PEOPLE FRIENDLY Meta content for each service and inputted them into the website.

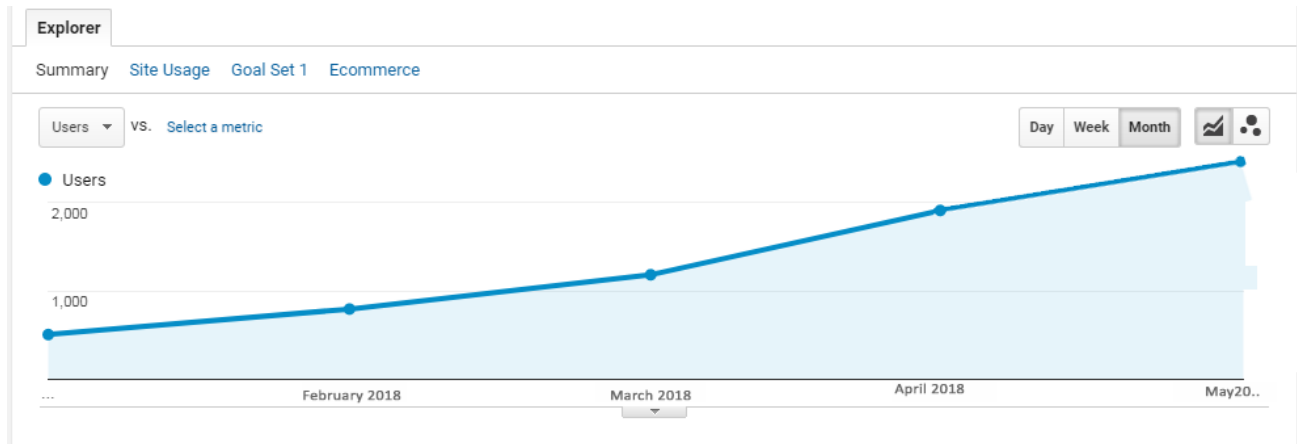
- We formatted & mapped each Meta title & description per the specifications of Google.
- We broadened their content to accurately describe each product and to include potential search queries.
- We added service descriptors & ensured strategic placement within each title & description for service pages & landing pages.
- Using strong industry- relevant service descriptors, we optimized every service page for possible user search queries.
- Keyword research and analysis to identify the top 20 keywords in relation to industry and geographic region
- Manual submission to top engines, Top ranked inbound links, Local business submission to Google Maps / Yahoo / Bing
- Sitemap creation and submission etc.



The Result:

We started Google AdSense service to get instant leads for Visasrus.co.uk (Visasrus.co.uk started to get the Calls from very first day and day by day it increased.) And soon within 2 weeks, the fruits of our labour began to show. Not only did Google Organic traffic, orders, revenue & ecommerce conversion rate begin to increase, but direct traffic was also generating impressive results. Due to the fun & user friendly content we wrote, visasrus.co.uk website thrived on multiple fronts. All our keywords started to rank in search engines and within 2 months YESWEUS got success to rank more than 70% keywords on first page.

Below is the Analytics report of Visasrus.co.uk (January 2018 to March 2018)



Contact us for more information
about our online marketing services

+91-9594608689

inquiry@yesweus.com

www.yesweus.in / www.yesweus.com