

A Study of How iDZ Improved Organic Rankings From Sub 30 to Top 10

Introduction

When search results are returned by a search engine, it can mainly be categorized into two types- **organic and paid**. The **organic search results** are based primarily on the users search query and relevance to the words typed in. These searches are also called 'natural search' and it is in this space the importance of SEO steps in to make website rank higher and gain more traffic.

In a world where 90% are Google searchers, the importance of website ranking cannot be ignored. Google represents two equally important traffic sources to inbound marketers- organic and paid search as mentioned above. What plays a major role in determining website traffic and therefore the ROI is the ranking in this organic search.

Why is it important to rank a website?

Now-a-days every business has their online version of trade, that is their website and all are thoroughly or vaguely aware of the SEO tricks to lead them through the rankings. Increasing the organic traffic does not happen overnight. It takes time and patience but it is worth all the efforts. Take a look into these facts for consideration:

- Only considering US, there are 10.3 billion Google searches every week.
- 78% of the users search for products and services online.
- Major search trust lies with the organic results.
- The close rate of organic search is 14.6%, as compared to the 1.7% for outbound marketing leads.

Google is customized and engineered not only in buying patterns but also customer behavior. The visibility of a website in the organic search is directly proportional to the profits made. Hence, the importance of organic traffic and along with that the need for SEO is here to stay.

Who we are

iDZ is an example of how a group of passion driven talents can co-join and build a company that was destined to gathered recognition and acclaim within a very short period of time. Today we can proudly assert ourselves as one of the most reputed and referred to IT and Branding Company in Bangalore.

Yet this picture of our story was slightly different even a year ago. We had all the correct talents but business took a back-seat due to a lack of recognition in the web-space. We took up the challenge and marched forward with an idea that changed the sketch of success for us.

An analysis of our line of action

To re-design the website from the scratch and rank it on the first page of Google organic search for all major cities and locations. The website ranking was nowhere on Google top 20 pages when we started off. We had carefully targeted the most crucial locations and the aim was to rank the website for at least 60% of the locations.

The major hurdles

- The website was not user friendly
- The design of the website was poor
- There was no proper navigation between the options

The greatest challenge was not only to fix the above issues with the website but also ranking it for the locations for its target keywords.

Charting the blue print of the solution

We started off by focusing on the keywords list as it is one of most crucial factors of SEO. We came up with an extensive keyword list in real as well as private data. Coupled with this was a continuous monitoring on where our competitors stand in the search result.

We then proceeded to connect our internal links to individual subpages. This in turn makes it easy for the visitors to explore more about our website and services. We also included the keywords in the URL so that the relevance factor is maintained to the search engine query. We also added keywords in the title tags.

Then came the focus on the content. We understood the need and importance of optimized content that is user friendly, relevant and contains strategic keywords that is infused seamlessly in it. Thus, the existing content was optimized.

Once the page indexing was over with, we went on to create several blog, info graphic, newsletter, white paper and promotional postings, created original videos from the scratch and published them across various social media channels that automatically reached several audiences. Our website and individual subpages saw a remarkable improvement in organic search rankings. We jumped from the 30-something page to the second page within a period of just six months.

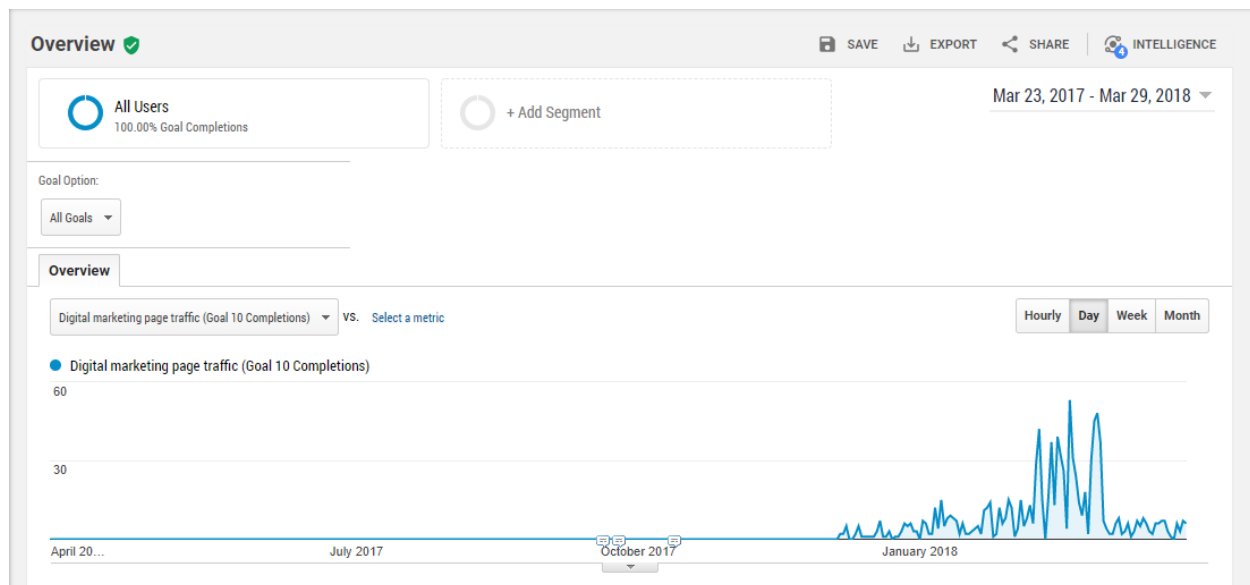
Here goes a list of our top targeted keywords

- ✓ Best digital marketing agency
- ✓ Best digital marketing agency in Bangalore
- ✓ Digital marketing company in Bangalore
- ✓ Web development company in Bangalore

- ✓ Mobile app developers in Bangalore
- ✓ Organic SEO services
- ✓ Online marketing services

Results

- **For our digital marketing page itself we saw an increase in visitors from 0 in April 2107 to 1005 in March 2018.**



- **Our traffic increased by 4.3K from January 2017 to December 2017. This year we witnessed an increase of 3.8k from January 2018-March 2018.**
- **Our conversion rates increased from 11.59% in January 2017 to 63.24% in January 2018.**
- **Our overall bounce rate saw a decrease of 15.63%.**
- **Our main page ranks 5th on the 1st page in the keyword search for Video Agency in Bangalore.**

Thus, with persistent efforts combined with expert skills we jumped from being a sub-30 to the top 10. Yet we always knew that getting to the top page is just half the battle, retaining the top position is equally hard and important. But with our prolific SEO strategies we have managed to maintain our top score consistently.

Conclusion

Organic search is very cost effective in the long run success of a business. Implement the above mentioned methods and improve website rankings within a short period of time. Take a look at the goals and go ahead with the little tweakings that can give a global exposure to your business.

iDZ as the best solution provider

Improving the organic search ranking for a website is not just based on SEO optimization to fix the problems. It takes dedicated analysis to identify the core issues and based on the research devising a customized solution for each problem.

Our **end to end** services are devised in such a way that a website achieves its target rankings within the shortest period possible. From conducting the research for the best definite keyword list and building the perfect optimized content for it, to leveraging all the social signals for improving visibility, we do all that is needed to make your website rank very high in the organic search results.