CASE STUDY REPORT

Top SEO Company in India | IndeedSEO

Company Overview

IndeedSEO, a digital marketing agency founded in 2013, Initially, the organization had a team of only 50 persons, but it has now expanded to encompass more than 250 skilled professionals. As with any startup, its journey was fraught with challenges, from establishing a client base to navigating industry competition. This case study examines the challenges faced by IndeedSEO from its inception to the present day and the strategies employed to overcome them.
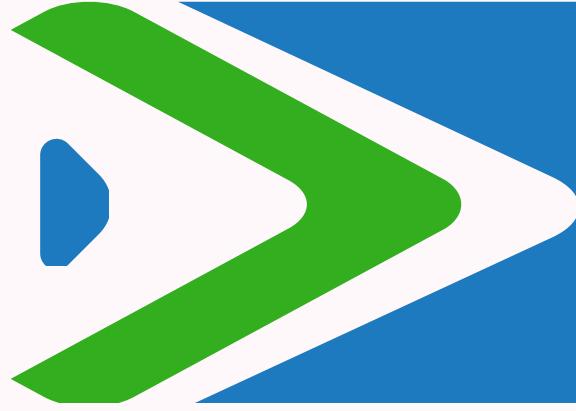
WE'LL BE THE LAST DIGITAL MARKETING AGENCY YOU EVER WORK WITH

RANJITPAL SINGH

Founder & CEO, IndeedSEO

For over 10 years we have been helping businesses succeed online with proven online marketing strategies and measurable results.

Redefining Success Through Professional Expertise and Technical Finesse

RanjitPal Singh

Founder & CEO, IndeedSEO

For over 10 years, IndeedSEO has driven lasting partnerships and remarkable milestones. Our SEO business in India has been committed to exceeding client expectations and delivering outstanding results with proven marketing strategies.

Read Our Story

CHALLENGES THAT WE FACED

When we started working on the Webpage and analyzed it, we encountered the following issues.

1. CONTENT OPTIMIZATION

When we started analyzing the webpage from the technical aspect, we reviewed that the content was not aligned according to the new Google Algorithm that was rolled out in 2024 and identified and addressed the issues that were impeding the organic exposure of the webpage's content.

2. MISSING CTA'S

When we analyzed the webpage, we found that the CTA button was missing. We promptly fixed it. CTA buttons are essential for web pages because they serve as prompts for visitors to take specific actions, such as signing up for a newsletter or contacting the company..

3. POOR NAVIGATION

We fixed Poor navigation because visitors may become frustrated and confused if they cannot easily find the information they are seeking.

4. TECHNICAL ISSUES

We fixed the technical issues on a webpage such as mobile responsiveness, page speed optimization, Broken links, Server issues, and resolving 404 page errors. The technical issues can result in lower search engine rankings, reduced organic traffic, and fewer page views, ultimately affecting user engagement metrics.

5. LACK OF RESOURCES

When we started working then we had limited SEO tools like a-href, Semrush, and didn't have any other resources.

6. OVER STUFF KEYWORD

When we checked the webpage, we noticed that the keywords were not naturally included in the content then we fixed it. It's a time taking process to choose the right keyword because choosing the right keywords for webpage content is crucial for attracting the right audience, improving visibility, and increasing chances of online success.

7. NON OPTIMISED TITLE TAG AND META DESCRIPTION

The title tag and meta description were not properly implemented on the webpage, then we created a new meta title and meta description to fix it.

8. NON OPTIMISED H1, H2 HEADING TAGS

When we checked the webpage, the heading tags were not properly added in the content and the content was not relevant according to the keywords.

9. NON OPTIMIZED ALT TEXT

When we started work on image optimization, we analyzed the alt text and found that it was not properly defining what the image was about. Additionally, some alt text was missing on certain images. After analyzing them, we fixed the issues.

IndeedSEO
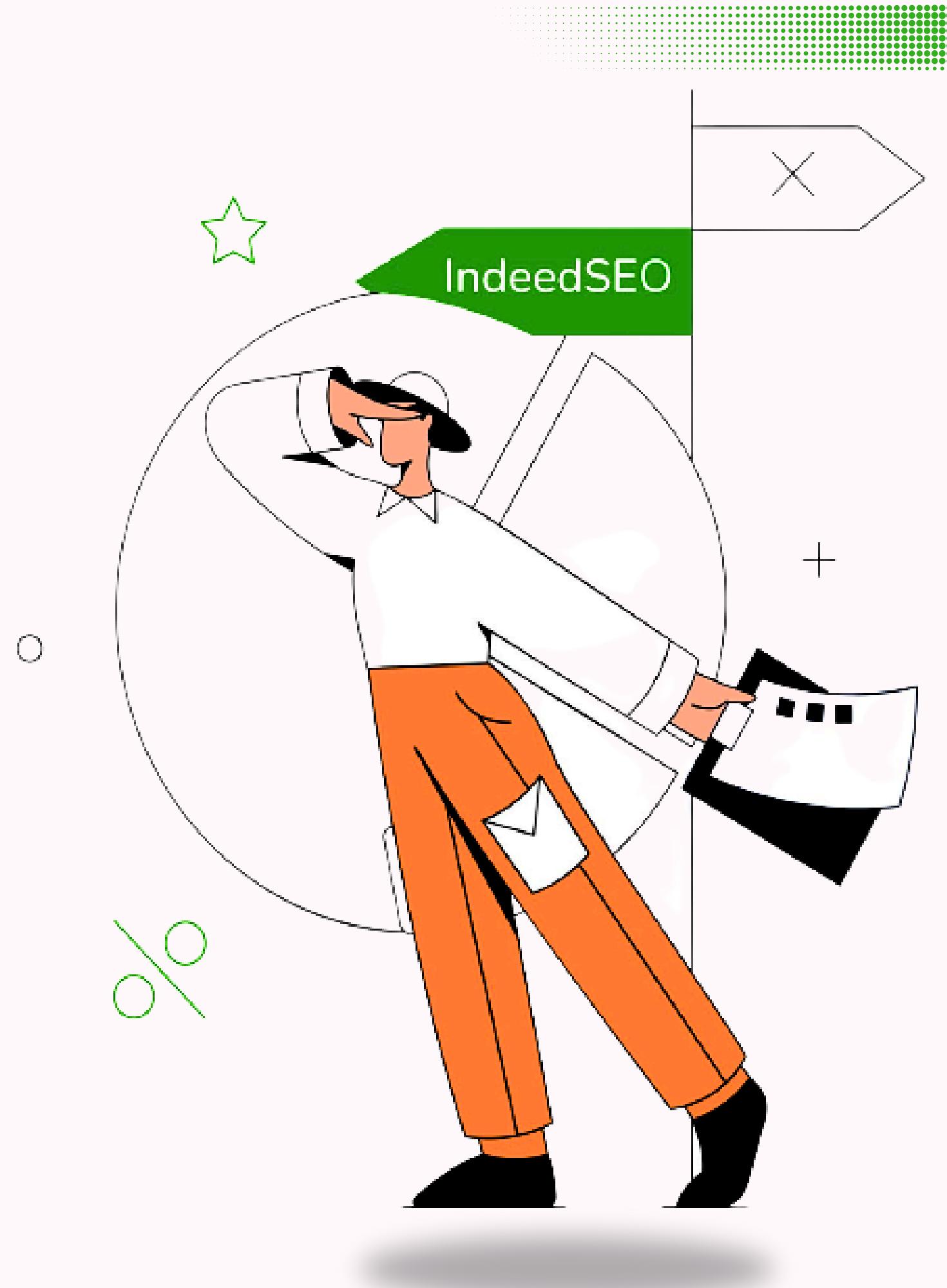
10. NON OPTIMIZED SCHEMA MARKUP
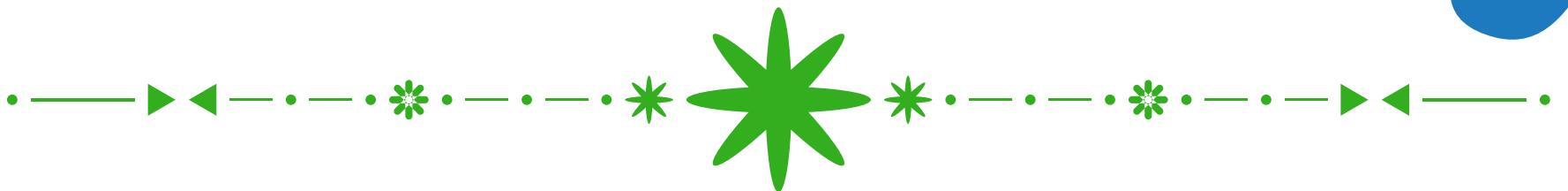
when we checked the webpage schema was not properly optimized. Because properly Optimized schema enhances search visibility, enriches results, improves user experience, targets the audience better, and offers a competitive edge.

11. COMPETITION ANALYSIS

When we were Analyzing competitors' on-page SEO strategies and identifying areas for improvement it was challenging for us, especially in highly competitive industries. **Like SEO strategies, keywords, backlink profiles, content quality, Social Media and presence.**

13. LOCAL SEARCHES

When we started, our webpage had no local searches.

14. GMB

When we started work on the webpage, GMB was not implemented.

15. BLOG SECTION

We had to change our strategies according to the Google algorithms and updates.

STRATEGY AND IMPLEMENTATION

AUDIT AND RESEARCH

KEYWORD RESEARCH:

We identified target keywords relevant to according niche and audience using tools like Google Keyword Planner, SEMrush, or Ahrefs.

COMPETITOR ANALYSIS:

Analyse competitor websites to understand their on-page optimization strategies and identify areas where we can improve. For e.g Roadmap, stats, and portfolio.

ON-PAGE OPTIMIZATION

- **TITLE TAGS:** We Created new Title tags according to content.

- **META DESCRIPTIONS:** We Created compelling meta descriptions that accurately summarize the content of each page

- **H1, H2 HEADING TAGS OPTIMIZED:**

  We fixed them according to the content and Implemented the H1 tag in the HTML code using the proper syntax (<h1>...</h1>). Choose the right primary keyword for the content.

- **CONTENT OPTIMIZATION:**

  We Created and updated existing content to include target keywords naturally and provide readers with valuable information.

- ## ALT TEXT OPTIMIZATION:

  We Optimized image alt tags with descriptive keywords to improve accessibility and search engine visibility.

- ## INTERNAL LINKING:

  We optimized the internal linking structure to improve navigation and distribute link equity throughout the site.

- ## CANONICAL TAG:

  We optimized the Canonical tags on the webpage. It helps search engines understand which URL should be considered the authoritative source for indexing and ranking purposes, particularly useful for dealing with duplicate content issues.

- ## LANG TAG:- We updated the lang tag on our webpage of the country we targeted.

  It helps search engines and browsers understand the language of the text, which is crucial for internationalization and accessibility purposes.

- ## ADD VALUE AND SECTIONS:

  We added value sections, a table of contents, a Web Story section, a News Section, a Video section, and PR, and added more informational Blogs to gain organic traffic & better user experience.

TECHNICAL SEO

When we checked the webpage, we noticed some technical issues such as cache updates, adding snippets, including sections with animation, addressing webpage crawling and indexing issues, and converting all images to WebP format. You can find more errors we fixed below.

SITE SPEED OPTIMIZATION:

We Improved site loading speed by optimizing images, minifying CSS and JavaScript, and leveraging browser caching.

RECREATE XML SITEMAP:

We regenerated and submitted an XML sitemap to search engines to ensure all pages are indexed properly.

- **REDIRECTION:** We had fixed the redirection issues that we found on the page.

- **PAGINATION:** We had fixed the issues that were found on the page's pagination.

- **SIDEBAR:** We have optimized the sidebar on the page.

- **RELATED POST:** We added a related blog post that we provide the services.

- **POPUP FOR LEAD GENERATION:** Implemented a Popup for Lead Generation on the page.

MONITORING AND REFINEMENT

- ## GOOGLE SEARCH CONSOLE:

We Monitored performance metrics, such as impressions, clicks, and click-through rates, in Google Search Console. With the help of this tool, we resolved crawl errors, indexing issues, mobile usability problems, structured data errors, slow page speeds, backlink concerns, and content optimization. It ensured better site visibility, user experience, and performance in search results by addressing these issues effectively.

Keyword Research
Onsite SEO
Offsite SEO
Google

- ## USER EXPERIENCE (UX) AUDIT:

  We had to Conduct a UX audit to ensure the webpage provides a seamless and intuitive browsing experience for visitors. heatmaps journey user and according to strategy blog-gain traffic.

- ## RESOLVED TECHNICAL ERRORS:

  Technical errors such as broken links and duplicate content were successfully identified and resolved, leading to a healthier webpage and improved search engine performance. With the help of Google Search Console, and Semrush Audit we resolved technical errors from our webpage.

BY FOLLOWING THIS ON-PAGE SEO STRATEGY, WE IMPROVED OUR WEB PAGE VISIBILITY, ATTRACTED MORE ORGANIC TRAFFIC, AND ULTIMATELY, DROVE CONVERSIONS AND ACHIEVED BUSINESS GOALS.
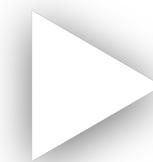
BACKLINK AUDIT AND RESEARCH

- ## BACKLINK AUDIT:

We created high-quality and quantity backlinks according to niche 134K backlinks for the web page. With the help of an SEO tool, we fixed spammy links.

LINK BUILDING

- ## COMPETITOR BACKLINK ANALYSIS:

Analyzed competitors' backlink profiles to identify potential link-building opportunities and strategies. Keyword monitoring to check fluctuation, back audit

OUTREACH AND RELATIONSHIP BUILDING

- **GUEST POSTING:** We approached paid and free with high DA and traffic webpages for guest posts according to our niche(digital marketing, SEO). With the help of guest post, we created high-quality backlinks and build strong relationships with other professionals, and drive targeted traffic to our webpage.

- **PRESS RELEASE:**

When we started working on the webpage, the traffic was very low. With the help of the Press Release process on the high news traffic websites we gain more organic traffic on our webpage. For e.g we had completed 300+ PR submitted different sites.
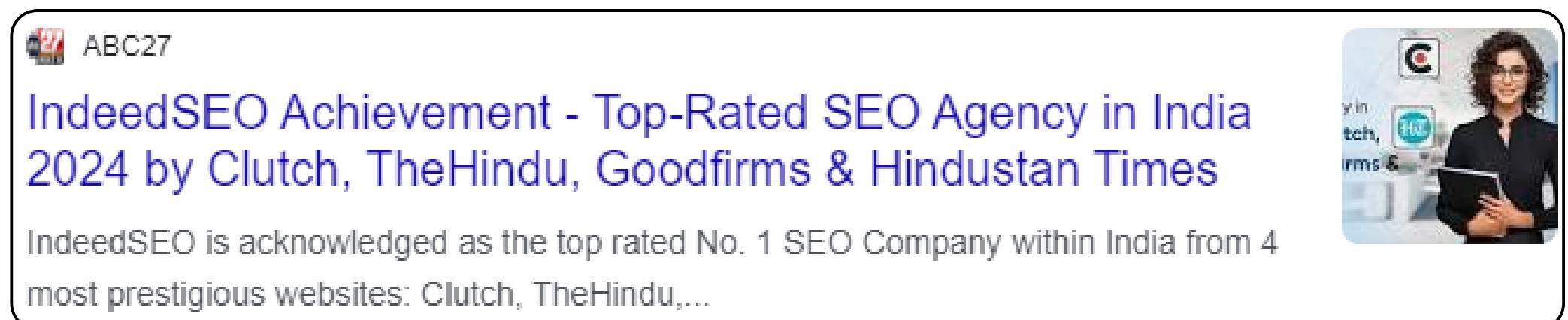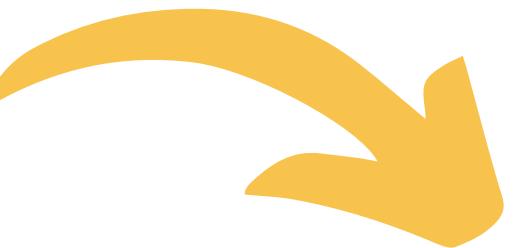
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IndeedSEO Achievement - Top-Rated SEO Agency in India 2024 by Clutch, TheHindu, Goodfirms & Hindustan Times

IndeedSEO is acknowledged as the top rated No. 1 SEO Company within India from 4 most prestigious websites: Clutch, TheHindu,...

▶ SOCIAL MEDIA AND INFLUENCER ENGAGEMENT

- ## SOCIAL MEDIA SHARING:

  Shared our content across social media channels to increase visibility and encourage engagement. Utilized relevant hashtags and engaged with our audience.

- ## INFLUENCER OUTREACH:

  Identified influencers in our industry and built relationships with them. Collaborate on content, ask for mentions or backlinks, or offer to contribute guest posts to their platforms.

STATS BEFORE AND AFTER

When we began working on **Top SEO Company in India** webpage, we had the following Statistics:

- ## KEYWORDS RANKING

2022- 23		2023- 24	
Initial Ranking		**Current Ranking**	
Keywords	**Ranking**	**Keywords**	**Ranking**
Best Seo Company In India	136	Best Seo Company In India	11
Top Seo Company In India	54	Top Seo Company In India	8
Digital Marketing Services In India	59	Digital Marketing Services In India	15
Best Digital Marketing Company In India	98	Best Digital Marketing Company In India	11
Best Seo Expert In India	110	Best Seo Expert In India	10
Seo Agency In India	76	Seo Agency In India	11
Best Local Seo Company In India	66	Best Local Seo Company In India	12
Seo Experts Company India	133	Seo Experts Company India	11
Top SEO Companies in India	98	Top SEO Companies in India	12
Top SEO Company India	56	Top SEO Company India	8
SEO Services in India	55	SEO Services in India	9

BACKLINKS COUNT IN 2023 WHEN WE BEGAN WORKING ON INDEEDSEO

- **DOMAIN RATING:- 36**
- **BACKLINKS:- 122**
- **LINKING WEBSITE:- 45**

Backlink profile for https://indeedseo.com/top-seo-com... ✕

Only specified URL. One link per domain

Domain Rating [i]

25

Backlinks [i]

122

54% dofollow

Linking websites [i]

45

60% dofollow

BACKLINKS COUNT IN 2023-24 WHEN WE BEGAN WORKING ON INDEEDSEO

- **DOMAIN RATING:- 37**
- **BACKLINKS:- 134K**
- **LINKING WEBSITE:- 1.0K**

Backlink profile for https://indeedseo.com/top-seo-com...

Domain including subdomains. One link per domain

Domain Rating [i]	Backlinks [i]	Linking websites [i]
37	134K	1.0K
	92% dofollow	55% dofollow

WEBPAGE PERFORMANCE IN 2022-23

WEBPAGE PERFORMANCE IN 2023-24

Performance

☑ Referring domains ☐ Domain Rating ☑ URL Rating ☑ Organic traffic ☑ Organic traffic value
☑ Organic pages ☐ Paid traffic ☑ Paid traffic cost ☐ Crawled pages

2 Nov 2023   24 Dec 2023   14 Feb 2024   6 Apr 2024
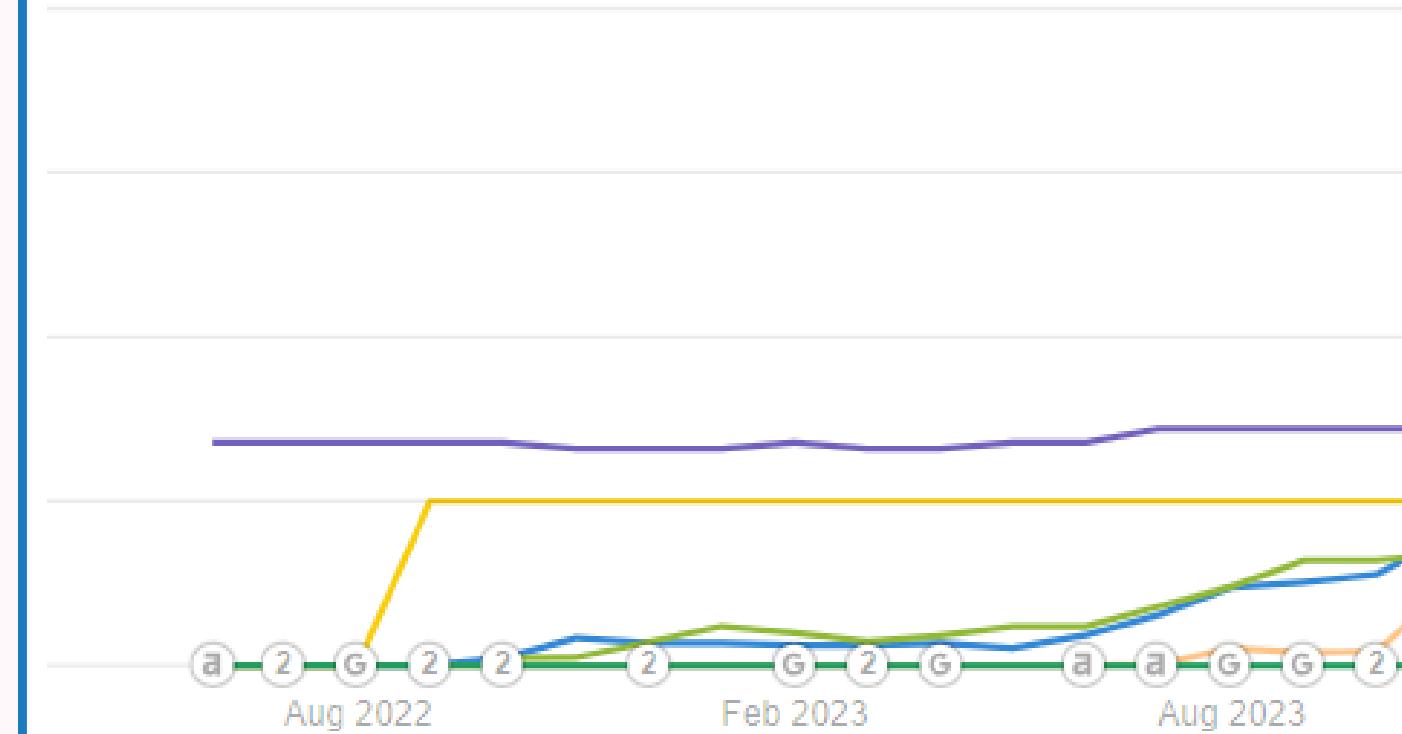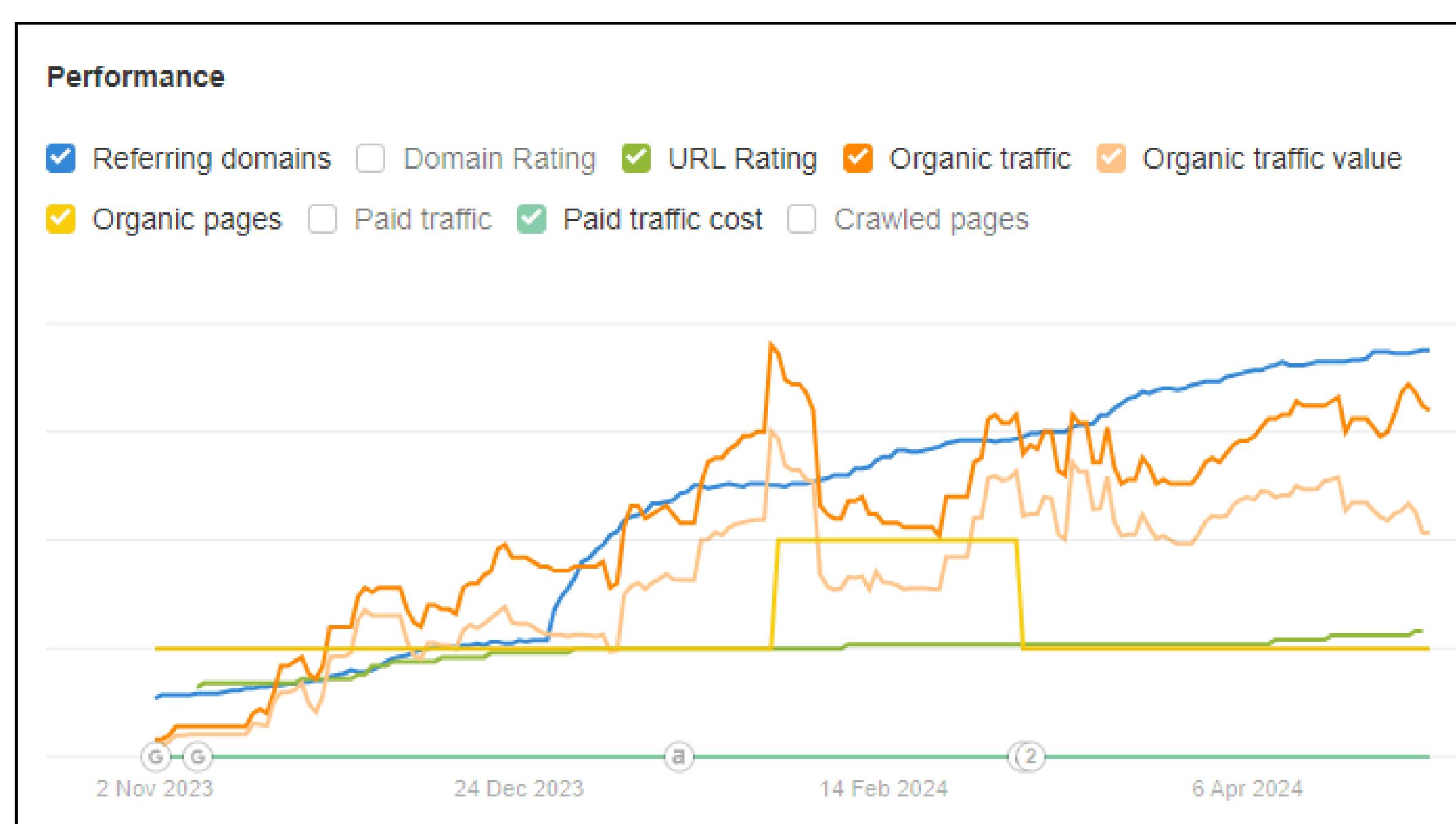
ORGANIC KEYWORDS COUNT IN 2022-23

Organic keywords

☑ 1–3 ☑ 4–10 ☑ 11–20 ☐ 21–50 ☑ 51+

4 May 2023   16 Aug 2023   28 Nov 2023
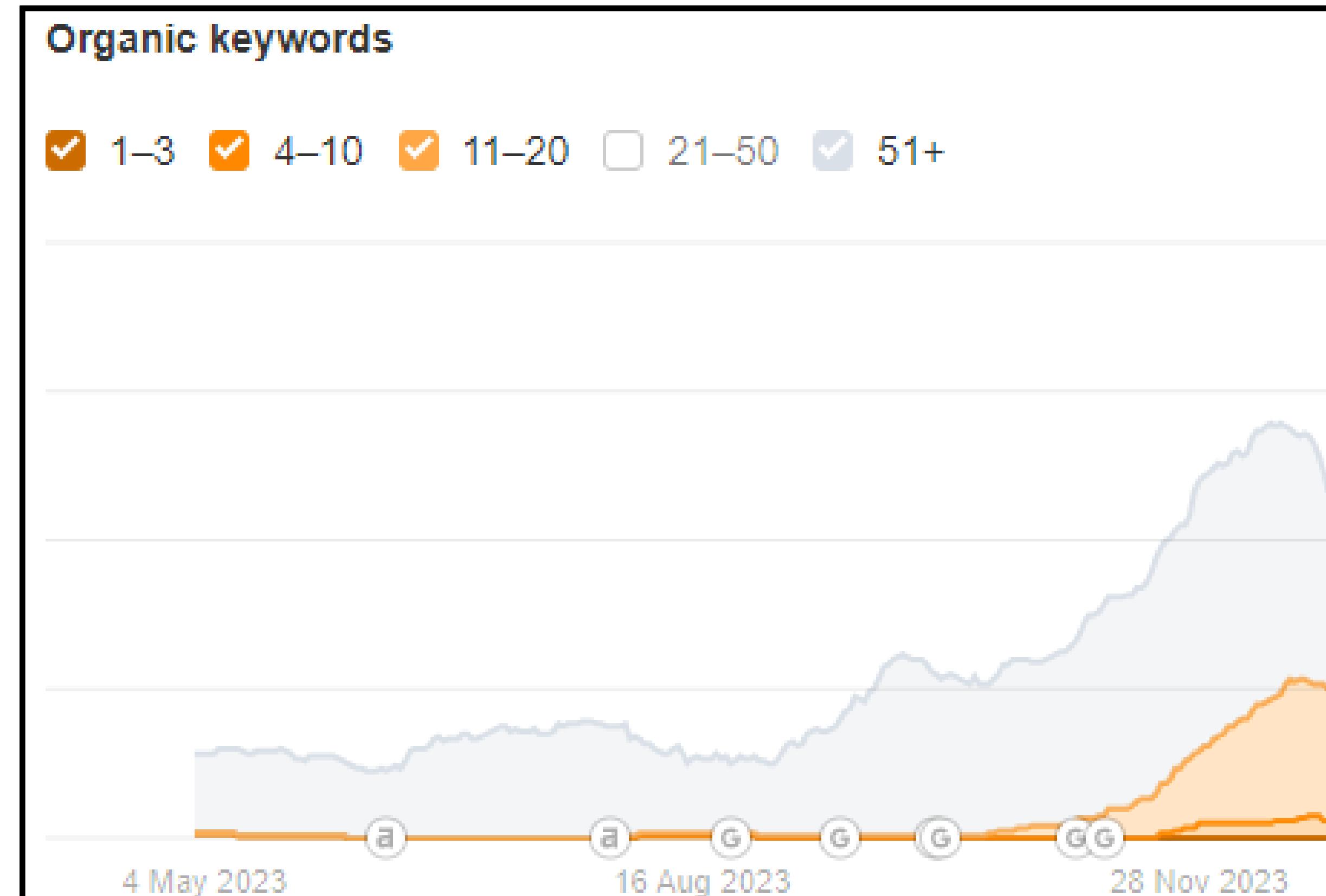
ORGANIC KEYWORDS COUNT AFTER WORKING FROM (NOV 2023 TO APRIL 2024)

Organic keywords

☑ 1–3 ☑ 4–10 ☑ 11–20 ☐ 21–50 ☐ 51+

2 Nov 2023   24 Dec 2023   14 Feb 2024   6 Apr 2024

REFERRING DOMAINS IN 2022- 23 (WHEN WE BEGAN WORKING ON INDEEDSEO)

Referring domains

5 May 2022   29 Nov 2022   25 Jun 2023
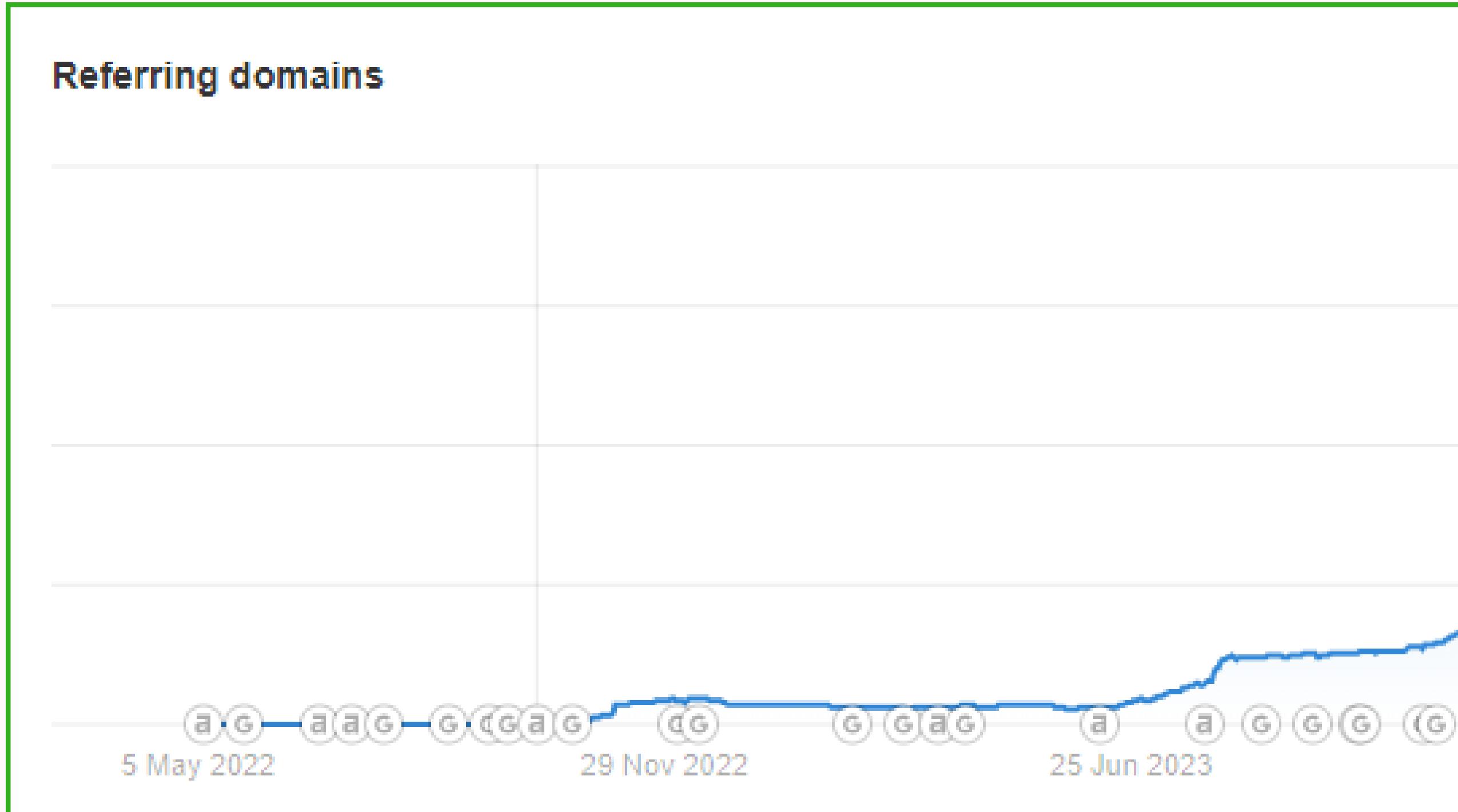
REFERRING DOMAIN AFTER WORKING FROM (NOV 2023 TO APRIL 2024)

Referring domains

2 Nov 2023   24 Dec 2023   14 Feb 2024   6 Apr 2024

I OVERVIEW GOOGLE SEARCH CONSOLE

Google Search Console provides vital insights into a website's presence in Google search results. It offers data on search performance, indexing status, and mobile usability. Through tools like URL inspection and sitemap submission, it helps optimize site visibility and troubleshoot indexing issues.

# LAST 6 MONTHS PERFORMANCE: WHEN WE BEGAN WORKING ON INDEEDSEO

☑ Total clicks
737

☑ Total impressions
464K

☑ Average CTR
0.2%

☑ Average position
38.4

ⓘ Chart totals and table results might be partial when filters are applied. Learn more

CURRENT PERFORMANCE: (NOV 2023 TO APRIL 2024)

Total clicks	Total impressions	Average CTR	Average position
1.29K	871K	0.1%	44.3

(i) Chart totals and table results might be partial when filters are applied. Learn more
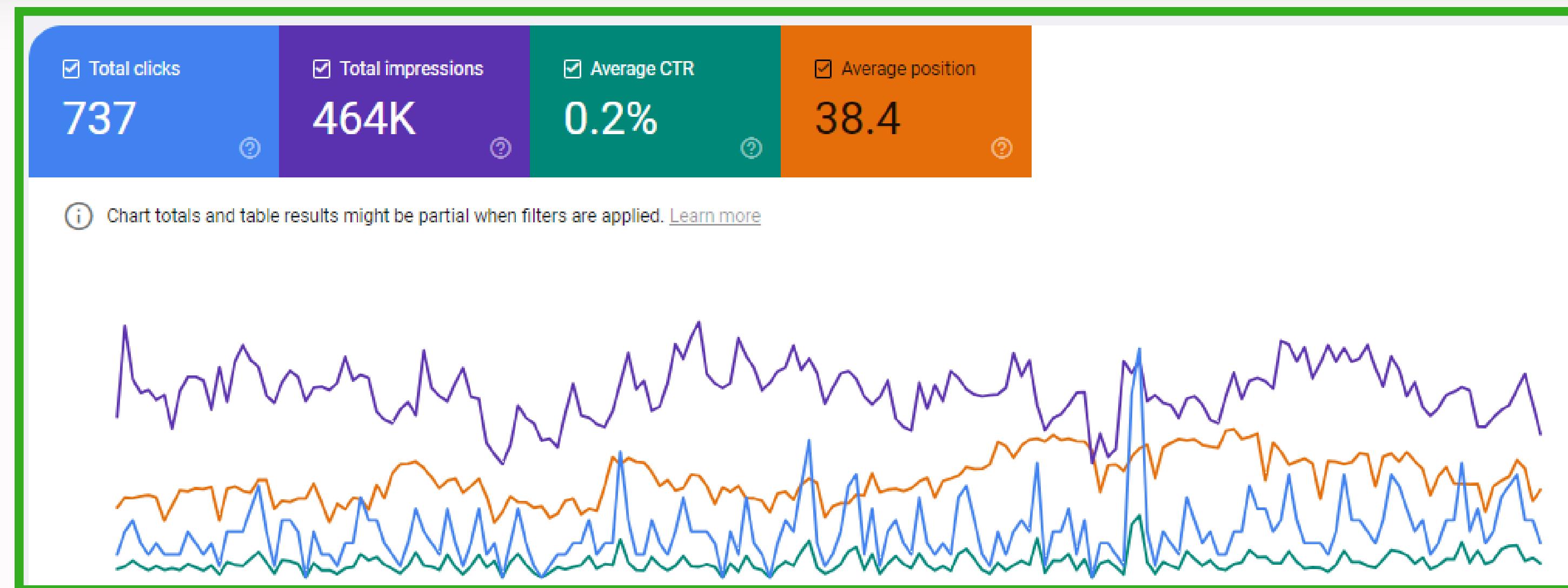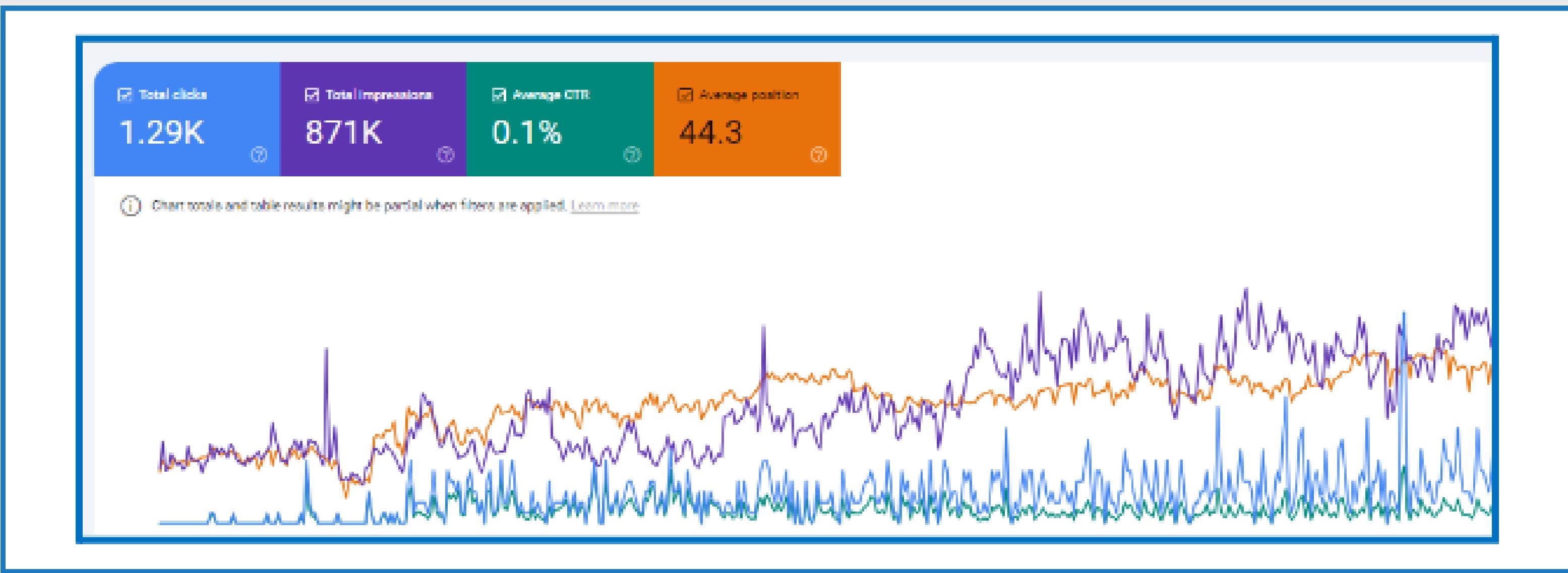
I OVERVIEW GOOGLE ANALYTICS

Google Analytics offers comprehensive insights into website performance. It tracks visitor behavior, measures marketing effectiveness, and provides data on user interactions. With features like real-time reporting and customizable dashboards, it empowers businesses to make data-driven decisions and optimize their online presence.

LAST 6 MONTHS PERFORMANCE: WHEN WE BEGAN WORKING ON INDEEDSEO

Users   New users   Average engagement time

1.2K
1K
800
600
400
200
0

— All Users   — Landing page + query string contains top-seo-company-india

24K   1.2K

All User: 24K

⊠ CURRENT PERFORMANCE: (NOV 2023 TO APRIL 2024)

Users ⑦   New users ⑦   Average engagement time ⑦

— All Users   — Landing page + query string contains top-seo-company-india

32K   1.7K

All User: 32K
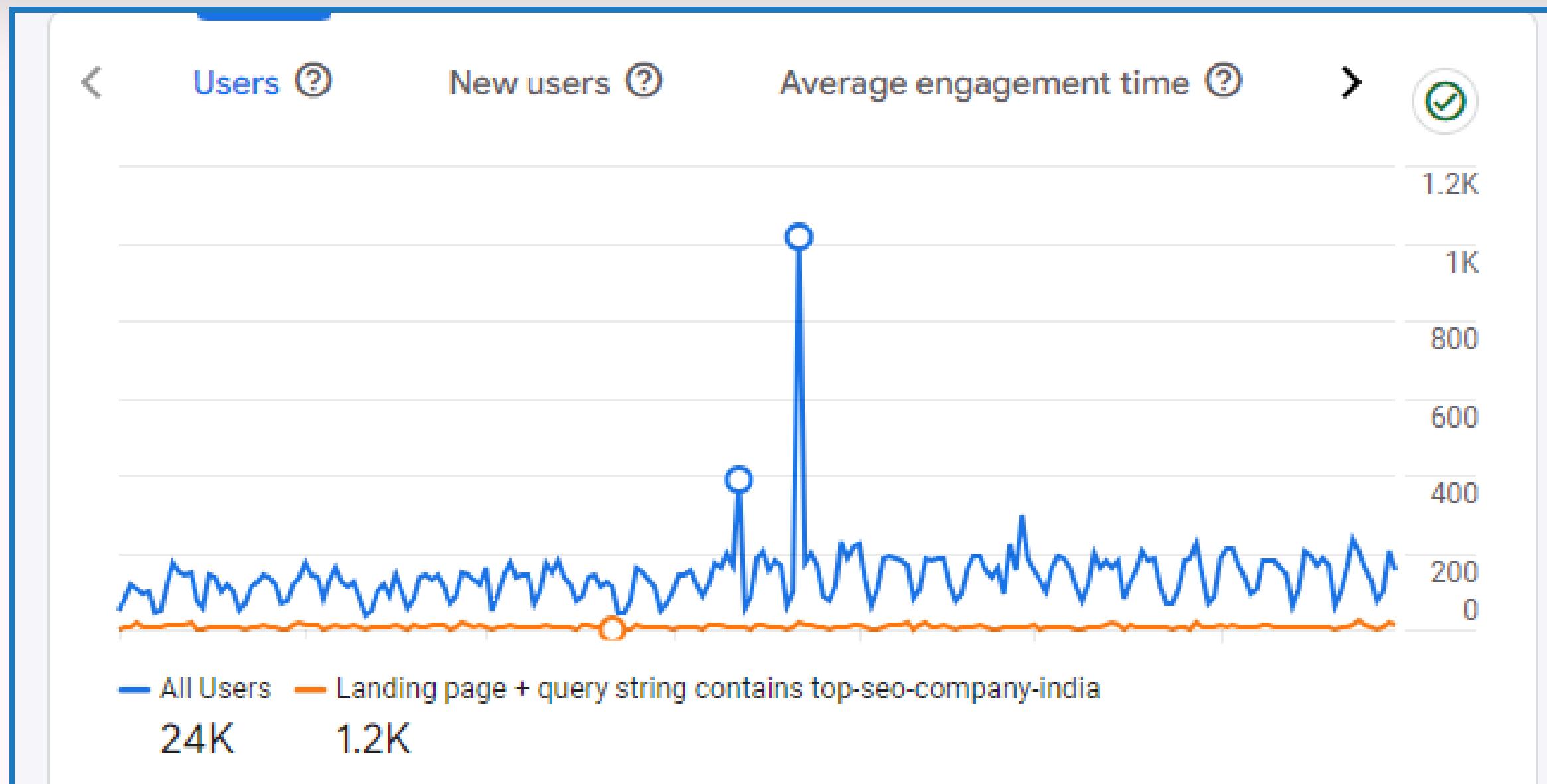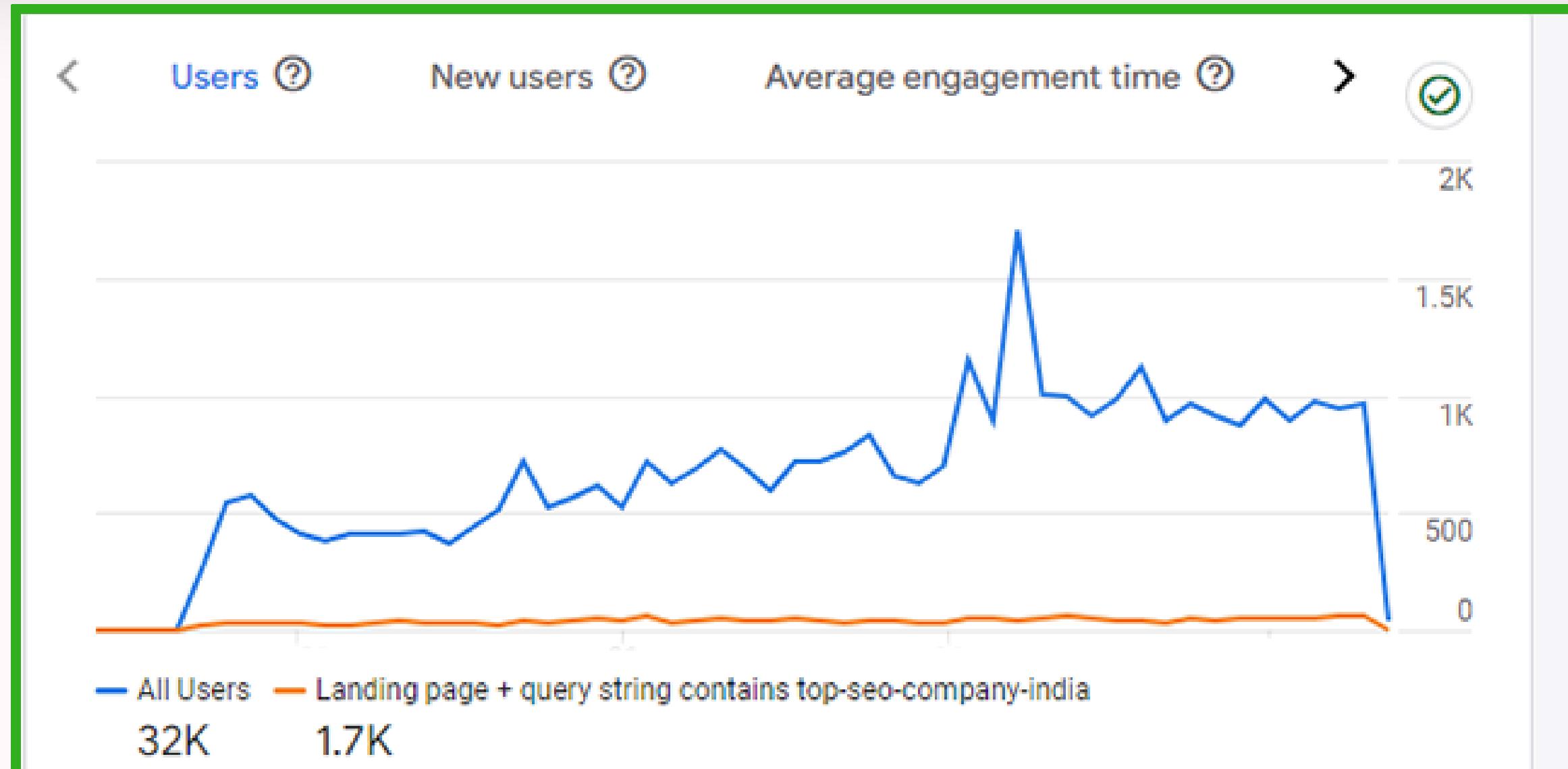
CONCLUSION

Overall, without any doubt, being a reputable and dedicated marketing agency IndeedSEO has secured its position as the **Top SEO company in India**, earning accolades from respected platforms like Clutch, TheHindu, GoodFirms, and Hindustan Times. To us, being recognized as the best SEO company is more than just a badge of honor; it's evidence of our commitment, knowledge, and capacity to propel large-scale economic expansion for our partners. This is a very honorable accomplishment that establishes us as a reliable partner for businesses hoping to succeed online and rule the digital space.

THANK YOU

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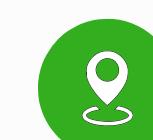
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