



Industries / Retail

This leading client of retail industry offers exclusive bridal gowns and wedding dresses from various renowned brands. Client is based in Hungary and offers an extensive collection of bridal and wedding outfits to choose from.

OUR CORE VALUES: PASTA - P = Passion, A = Appreciation, S = Simplicity, T = Trust, A = Accountability

Problem Statement

Client had a non-search engine friendly website, making it difficult to attain significant rankings on search engines. The main challenge was to focus on improving search engine rankings for top converting brands, and increase overall traffic as part of an aggressive customer acquisition campaign using industry specific key-phrases.



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CIS Solution

Client turned to CIS for our Search Engine Optimization services to overcome their obstacles. Our approach for the client is illustrated in the following points:

- Make the website Multilingual & Multi-regional for better reach.
- Keyword research and analysis to identify the top keywords in relation to industry and geographic region.
- Manual submission to top engines.
- Keyword ranking reports each week to assess progress (Google, Yahoo and Bing).
- High rank incoming links.
- Local business submission to Google Maps / Yahoo / Bing.
- Sitemap creation and submission.
- Robots.txt file creation and submission.

Our optimizing campaign centered around high performing themes in client's niche. The SEO campaign was seamlessly integrated with a well converting website for the perfect combination of design and search marketing. In addition, off-site articles, directory listings, press releases and links drove the website to the top of Google's rankings.

We monitored the performance of website by making adjustments as required and providing analytics as well as search engine ranking reports on a weekly basis.

Services

- SEO
- Product Page Optimization
- Website Speed Optimization(Mobile and Desktop)
- Conversion Rate Optimization
- Multilingual and Multiregional SEO

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Tools and Technology



Positive Outcome

The website soon witnessed incredible improvement; keywords started getting ranking, traffic increased by miles, and the website's business increased significantly. Specific results include:-

- Site traffic increased by more than 1000%
- 99% of keywords return the website on the 1st page of Google Search Results.
- Number of keywords in top 10 of all search engines increased dramatically.
- Website moved up in Hungary for all primary keywords.
- The company's sales have increased dramatically and our SEO campaign has lead to a consistent, steady flow of leads and sales.

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S.No	Keywords	(Proxy Server) Ranking
1	megfizethető árú esküvői szalon	1
2	márka esküvői üzlet	3
3	legnagyobb esküvői üzlet Budapesten	1
4	designer esküvői szalon	2
5	Pronovias menyasszonyi ruhák Budapest	1
6	Pronovias ruhák kölcsönzése	2
7	különleges esküvői ruhák	2
8	pronovias hungary	4
9	pronovias	2
10	Pronovias Budapest	1
11	rosa clara	3
12	pronovias ruhák budapest	1
13	Rosa Clara Magyarország	1
14	Rosa Clara szalon Budapest	1
15	Rosa Clara ruhák	2
16	pronovias koktélsruhák	1
17	pronovias fiesta ruhák	2
18	pronovias alkalmi ruhák	7
19	különleges koktélsruhák	4
20	menyasszonyi ruha budapest	9
21	menyasszonyi ruha kölcsönző budapest	10
22	advance kollekció	9
23	2015 pronovias advance kollekció	5
24	pronovias 2015	4
25	2015-ös menyasszonyi ruha	5

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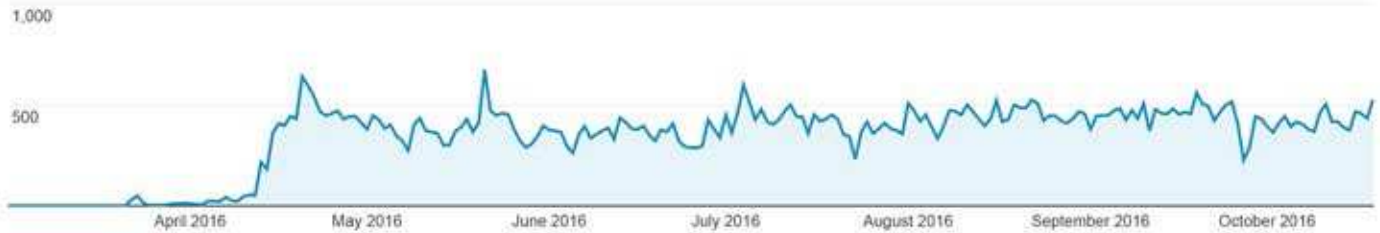


All Users
100.00% Sessions

Mar 1, 2016 - Oct 19, 2016

Overview

Sessions



Sessions

79,055



Users

56,087



Pageviews

328,913



Pages / Session

4.16



Avg. Session Duration

00:03:03



Bounce Rate

54.46%

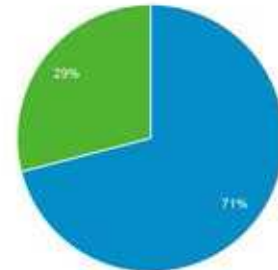


% New Sessions

70.94%



New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-gb	51,009	64.52%
2. en-us	22,674	28.68%
3. fr	495	0.63%
4. ru	457	0.58%
5. ru-ru	345	0.44%
6. de	305	0.39%
7. fr-fr	261	0.33%
8. (not set)	244	0.31%
9. de-de	217	0.27%
10. en	201	0.25%

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Our Achievements



14+
YEARS
IN BUSINESS



05
WORLDWIDE
OFFICES



1000+
EXPERT
TEAMS



12+
WEB
EXPERIENCE



7+
MOBILE
EXPERIENCE



7+
MARKETING
EXPERIENCE



100+
WORLDWIDE
CLIENTS

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Gain useful insights into your business with our Business Intelligence & Analytics solutions that have a strong backing of our wide-ranging domain expertise and technology skills.

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