

The Client



SUNFAITH

Sunfaith Limited (Website: www.sunfaith.com), a China based business consultant offering market research, corporate investigation and intellectual property protection services.

The Challenge

- To develop new content that is optimized to for major search engines.
- To ensure top positions for the keywords at the search engines including Google.com, Yahoo.com and MSN.com.

Client Order

SEO campaign for 30 targeted keywords.

SEOguru Solutions

- Extensive research was done on the Chinese industry and business scenario.
- Detailed study was done on the business consultancy services in China.
- Special emphasis was given to the services of the client while studying the Chinese business scenario.
- After gathering extensive domain knowledge, content was developed.
- The content was created to be search engine friendly while being interesting and informative that highlighted the services and achievements of the client.

SEOguru Campaign Results

Some of the most important and most relevant keywords for the client's business got top rankings at the major search engines. For example,

- **Market Entry Assistance China** - This keyword featured at the no.1 positions at Google.com and MSN.com, and at no. 2 position at Yahoo.com.
- **Anti-Counterfeiting China** - This keyword featured within top 10 positions at Google.com, Yahoo.com.
- **Industry Study China** - This keyword featured within top 5 positions at Google.com, Yahoo.com, and MSN.com.
- **Starting a Business in China** - This keyword featured within top 10 positions at Google.com, Yahoo.com, and MSN.com.
- **Pharmaceutical Regulatory Service** - This keyword featured within top 10 positions at Google.com and MSN.com.
- **Market Research China** - This keyword featured within top 10 positions at Google.com, Yahoo.com and MSN.com.
- **Consumer Analysis China** - This keyword featured within top 10 positions at Google.com, Yahoo.com

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