

The Client



Kypoocha.com - an online forum for helping aspiring Indian IT professionals with 'question and answers' on different subjects along with valuable interview tips and HR solutions.

The Challenge

- To increase the traffic of the client site.
- To get top ranking at Google.com, Yahoo.com and MSN.com that eventually will increase the traffic to the site.

Client Order

SEO package for 5 keywords.

SEOGuru Solutions

- Keyword Analysis
- Search engine friendly content development for the optimized pages based on the selected keywords
- Meta tag development for the optimized pages
- Link popularity campaign

SEOGuru Campaign Results

The objective of the campaign was achieved as visits to the client's site increased significantly along with a substantial increase in the number of visitors from Google.com. The following table projects the result of the campaign that we started on 1 Dec 2006.

Time Period	Visits	PageViews	Total Organic Visits	Organic Visits from Google.com	Google's Percentage Towards Total Visits
11/01/06 - 11/30/06*	43560	492964	1286	1100	2.53%
12/01/06 - 12/31/06	45831	504956	1992	1787	3.9%
12/01/06 - 01/31/07	86943	964114	4911	4443	5.11%
02/01/07 - 03/31/07	124928	1260506	23219	22510	18.02%
04/01/07 - 05/21/07	98695	993769	29791	28988	29.37%

* This data shows the result of site visits before we started the SEO campaign.

For details, email us at info@searchengine-optimization-guru.com