

ELYSIUMPRO – SEO CASE STUDY

“88% Increase In Organic Search Traffic Achieved For ElysiumPro”

About the Client

Since 1999, ElysiumPro is the project development and research centre for students. They specialized in providing all types of IEEE final year projects in Madurai, India. Their search visibility was not satisfactory and that resulted in less number of leads. This team wanted to improve the communication strategy to deliver projects on advanced domains for final year students. That’s why, they turned SEOBusiness Company to work on their website and also improve search visibility and conversions.



The Challenge

When we first started working together, our client’s website was not mobile-friendly, and was not optimized for search engines. Also, their website did not have many links. As a result, the website was not showing up for many relevant terms.





Our Strategy

- 🔗 Our strategies such as on-page optimization and off-page optimization tactics that helped to improve the website visibility. Specifically, we analyze the competitor analysis and their strategies.
- 🔗 At the same time, we do keyword research to determine the search terms. To improve their website ranking, we do some on-page techniques such as keyword-specific title, Meta description, image tag, H1 tag, and alt tag etc.
- 🔗 Especially, we set up the tools like Webmaster and Google analytics tool to monitor the website process.
- 🔗 Furthermore, we increase their local rankings with local business listing via the Google business page creation.

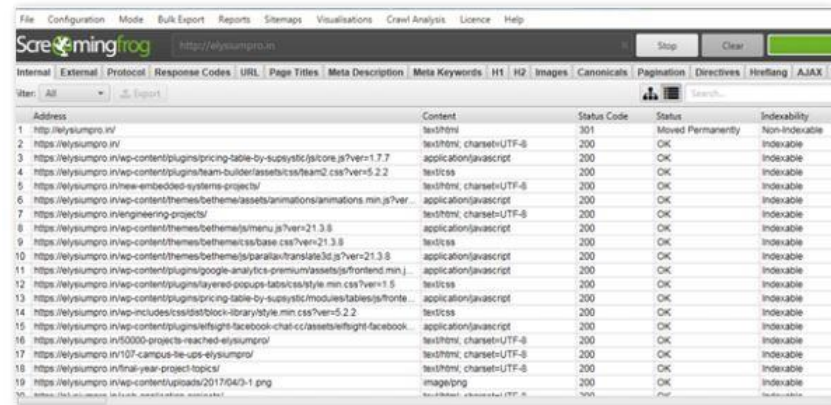


Solution

Website Audit

It was important to verify all the technical issues to see if there were any critical things to be fixed. Using Screaming Frog Tool, it was showed that

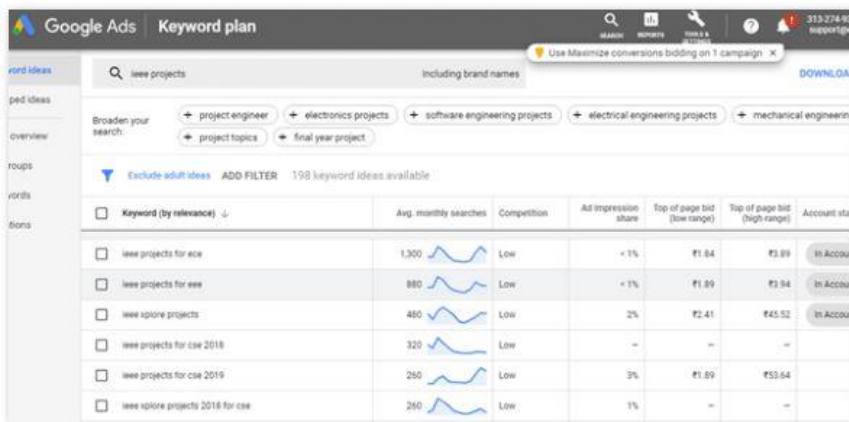
- ✔ Many pages were missing titles and descriptions
- ✔ Not optimized for keywords
- ✔ There were redirect chains
- ✔ Few important pages were not indexed
- ✔ Sitemap and robots.txt were set up incorrectly



Address	Content	Status Code	Status	Indexability
1 http://elysiumpro.in/	text/html	301	Moved Permanently	Non-indexable
2 https://elysiumpro.in/	text/html, charset=UTF-8	200	OK	Indexable
3 https://elysiumpro.in/wp-content/plugins/pricing-table-by-supeystic/sitecore.js?ver=1.7.7	application/javascript	200	OK	Indexable
4 https://elysiumpro.in/wp-content/plugins/team-builder/assets/css/team2.css?ver=5.2.2	text/css	200	OK	Indexable
5 https://elysiumpro.in/wp-content/themes/betheme/assets/animations/animations.min.js?ver=...	application/javascript	200	OK	Indexable
6 https://elysiumpro.in/wp-content/themes/betheme/assets/animations/animations.min.js?ver=...	application/javascript	200	OK	Indexable
7 https://elysiumpro.in/wp-content/themes/betheme/assets/animations/animations.min.js?ver=...	application/javascript	200	OK	Indexable
8 https://elysiumpro.in/wp-content/themes/betheme/assets/animations/animations.min.js?ver=...	application/javascript	200	OK	Indexable
9 https://elysiumpro.in/wp-content/themes/betheme/assets/animations/animations.min.js?ver=...	application/javascript	200	OK	Indexable
10 https://elysiumpro.in/wp-content/themes/betheme/assets/animations/animations.min.js?ver=...	application/javascript	200	OK	Indexable
11 https://elysiumpro.in/wp-content/themes/betheme/assets/animations/animations.min.js?ver=...	application/javascript	200	OK	Indexable
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20 https://elysiumpro.in/wp-content/themes/betheme/assets/animations/animations.min.js?ver=...	application/javascript	200	OK	Indexable

Keyword Research

Afterwards, we analyzed the competitor's research and also analyzed the keywords to determine the particular terms using keyword planner tool that the potential customer would use to identify their products when searching in Google.

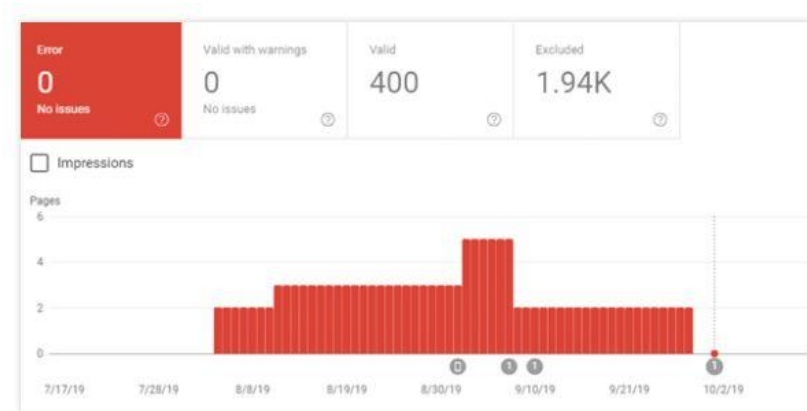
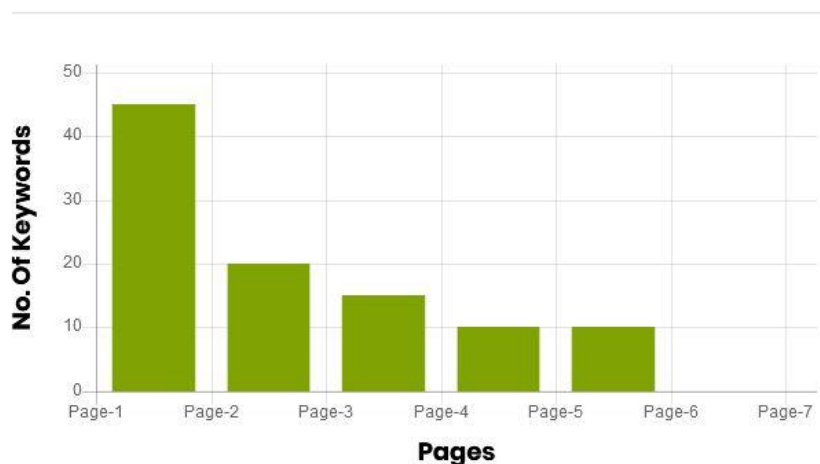


Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account stat.
lee projects for ace	1,300	Low	< 1%	₹1.84	₹3.89	In Account
lee projects for ee	880	Low	< 1%	₹1.89	₹3.94	In Account
lee explore projects	480	Low	2%	₹2.41	₹45.52	In Account
lee projects for cse 2018	320	Low	-	-	-	-
lee projects for cse 2019	260	Low	3%	₹1.89	₹53.64	-
lee explore projects 2018 for cse	260	Low	1%	-	-	-

On-Page Optimization

We determined particular edits we could make to the website to help several page rank higher in Google. In that case, we

- ✔ Optimize page title, H1 tags and descriptions
- ✔ Optimize image alt tags to get higher visibility in image search
- ✔ Fix duplicate content and add canonical tags where necessary
- ✔ Optimize internal links



Link Building

Links are a major factor in search engine rankings, we dedicated a more resources to building new links to the websites. At the same time, we submitted their website to relevant directories and also conducted the outreach to request links from the relevant websites. This means it helped to improve their keyword ranking.

Result

After implementing these above strategy, we have seen a positive trend in terms of their organic traffic, website visibility, and top-priority keywords ranking in Google's first page, as you can see the figure below.

Keywords Ranking In Google's First Page

Keyword Ranking

Keywords	Before SEO	After SEO
Project centre	#38	#1
Web application projects	#45	#1
Big data analytics projects	#56	#1
IEEE projects	#48	#2
Final year projects	#52	#2
Cloud computing projects	#66	#4
Image processing projects	#39	#4
Latest IoT projects	No	#5
Embedded systems projects	#34	#5

ElysiumPro

Increased Organic Traffic



Takeaway

To conclude, we showed our powerful tactics and upgraded the website position. Specifically, we focused on what users wanted and provided them with the valuable content. We will continue to work the same.

After the successful execution of our powerful tactics, there was an increase in the number of visitors per day, increased brand awareness and upgraded their website position. Specifically, we focused on what users wanted and provided them with valuable content. Clearly, this case study shows several significant improvements in the various sectors in the business market.