

# PHDIZONE – SEO CASE STUDY

**“PhDiZone Sees Increase In Organic Traffic”**

## About the Client



PhDiZone is the research guidance centre in Madurai, India. They are known for providing thesis writing, dissertation writing, journal writing, essay writing, proofreading services and so on. Being one of the leading research guidance centre, PhDiZone aims to promote their website across all over the world.

## The Challenge

PhDiZone’s main goal was to dominate its local and also international target market. And they were not appearing as a top result in search engines. The reductions in the pages indexed on the search engine, less organic traffic and also keyword presence has affected their website rankings. The client was approached SEOBusiness Company around a year ago for help to increase their sales and acquire the best SEO results.



25%

ORGANIC TRAFFIC

10%

BACKLINKS COUNT

5%

DOMAIN STRENGTH

10%

CONVERSION/LEADS

## Our Strategy

- 📌 We follow the both local SEO and organic SEO. Specifically, we followed the best SEO strategies to gain the expected results.
- 📌 Further, we use an only white hat technique that protects their client website safe from Google's several algorithm updates.
- 📌 We used a combination organic as well as social media in order to provide traffic and convert them into customers.
- 📌 Thankfully, Link Assistant, Webmaster, SEMrush, Google Analytics, Website Auditor, Keyword Planner, Screaming Frog helped me to save time on the more time-consuming SEO tasks.

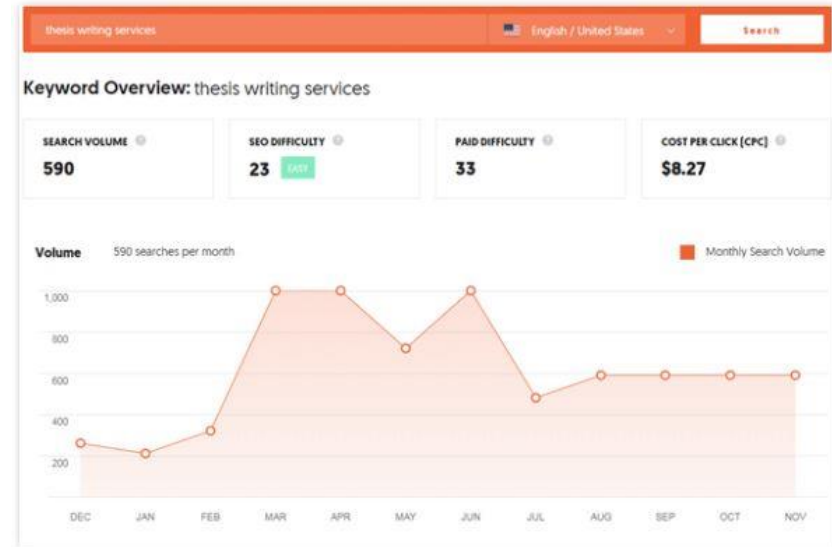


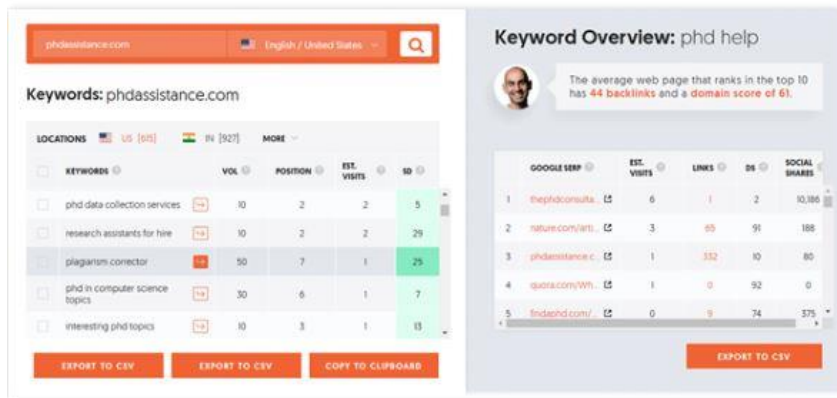
## Solution

### Keyword Research

First, we analyzed the keyword research for PhDiZone's website. Because targeting keywords can lead to long term and short term organic traffic. With the help of keyword research process, we framed new set of related keywords for their website using Ubersuggest tool and keyword research planner.

- ✔ **Step 1:** We determine keyword ideas based on key terms, related search, long tail keywords and LSI etc
- ✔ **Step 2:** We verified the keyword difficulty and search volume
- ✔ **Step 3:** In final, we identified user intent



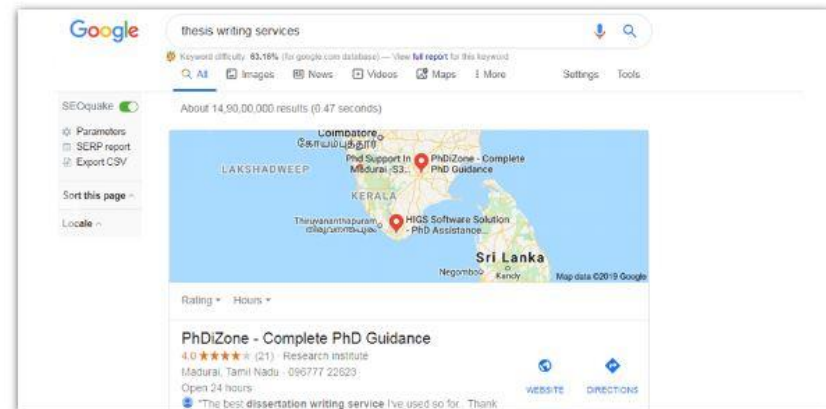


## Competitor Analysis

In this case, we analyzed their competitors. To find competitor keyword strategies, we performed a keyword search on competitors. We determined their industry-related competitors of PhDiZone to framed effective SEO strategies. Ubersuggest analysis function which does exactly.

## Local SEO

In this case, we optimized their Google My Business listings with Geo terms like Name, address, and phone number. At the same time, we have been submit business listings on major websites such as YELP, Justdial, Sulekha, Yet5, BingPlaces that helps to improve the PhDiZone's local search results. SEObusiness Company's Local SEO audit revealed. Top local directories were chosen and PhDiZone's business detail was submitted. Though, expanding their local directory listing, PhDiZone reached the new target audiences that they had not reached before.



## Increase in Keyword Ranking

We have achieved top priority keywords on the Google top page within the suggested timeframe!

Keywords	Before SEO	After SEO
Grammar checking services	#23	#1
Phd research methodology	#44	#1
Research paper writing services	#32	#1
synopsis writing services	#37	#1
Anna university annexure	#28	#2
Literature review service	#55	#3
Plagiarism checking service	#35	#3
journal writing services	#48	#5

PhDiZone

## Result

Afterwards, we are implementing these above mentioned powerful strategy, we have seen a positive impact in terms of metrics such as website visibility, organic traffic and keywords ranking in Google's first page.



## Takeaway

Finally, SEO experts showed our effective strategy and enhanced their website position in local SEO and Organic SEO. At the same time, we increased their targeted keywords ranking.

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.