

Demarco - Perpich

Demarco-Perpich

Duration: 90-100 hours/4-6 weeks

URL: www.demarco-perpich.com



Short Description

For decades, Demarco-Perpich has been at the vanguard of floral design, creating distinctive, elegant, and evocative arrangements for every occasion. The client wanted “A straightforward approach to SEO at a reasonable price” and we exceeded his expectations by achieving quick, high quality results. Seeing positive results, this client also asked us to optimize another website- www.sharelawyers.com.

Need

Demarco-Perpich is well known in the field of floral design, creating beautifully put together floral arrangements. They have been offering stylish alternatives to the commonplace floral arrangements found elsewhere. Their trademark is the imaginative use of seasonal flowers. Their need was to optimize the website for top search engines for all significant keywords in order to improve the traffic inflow and customers. The client wanted higher visibility on the search engines which would lead to higher traffic and grow his business.

Challenge

Demarco-Perpich.com had negligible traffic and the website required in-depth analysis of the content and market in order to figure the potential customers. The major task was to do a market research, and list down the important keywords. All possible ways to get traffic were determined and put into practice. The objective was to produce 100% satisfactory results. There is an element of challenge in each project such as devising ways of improving traffic and search engine rankings that could vary on several aspects of the website.

Solution

The SEO team at Netsmartz produced remarkable results and the traffic at Demarco-Perpich.com increased greatly. The website achieved impressive ranking on important search engines. We are glad to say that we also optimized another website for this client- www.sharelawyers.com. Also, the client has asked us to do SEO Reinforcement so that the website rankings are maintained.

We helped our client to achieve better rankings by:

- Identifying the site's search-engine related problems and weak aspects.
- Doing a thorough competition analysis.
- Creating a list of best keywords and key phrases by thoroughly understanding the audience and the content of the website.
- Creating keyword phrase positioning (page-one listings on major engines).
- Implementing strategies to make the website search engine friendly.

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- Promotion of complete website by in-depth analysis of all key aspects.
- Paid & manual submissions to major search engines and directories.
- Regularly reporting significant changes in the listing positions.
- Maintenance of search engine ranking.

Skills / Expertise Used

- Advanced knowledge of search engine optimization techniques.
- Expertise in Keyword Density, Keyword Prominence, Link Popularity, Internal Linking Structure, Robots, Page Rank Analysis, Traffic Analysis etc.
- Understanding of search engine algorithms.
- Using structured and streamlined processes to reduce the Project Life Cycle.

Benefits

- The website was optimized for all important

keywords for different search engines.

- Significant increase in traffic.
- Top rankings on major search engines such as Google, Yahoo, and MSN.
- Manual submission to 300+ search engines.
- Optimized for all significant keywords ranging from 50-300 keywords.
- Helped client to generate more business opportunities and thus profits.
- Greatly increased web presence.
- The results were visible on Search Engines within 4-8 weeks of submissions.

Client Testimonial

This company (Netsmartz) was a pleasure to work with! They are honest, dedicated to quality work and professional customer service. They did what they said they were going to do and we are already seeing decent results in a short time. I used them for two projects and will use them again. Use this provider if you want professional work and results.