

Lumapix



Duration: 1-2 months
URL: www.lumapix.com



Project Description and Need

The client was looking for a team that could deliver front-page rankings at Google and elsewhere for a minimum of 30 keywords. The results were required to be sustained for a minimum of 4 months. To attain this, we required to optimize the website for top search engines for all significant keywords in order to improve the traffic inflow. To pull in more customers, we needed to implement the various SEO strategies and practices in an organized manner. The client also wanted us to organize a Discussion Forum and Link Building campaign.

Challenge

The team at Netsmartz is well versed with the tasks and strategies that are required to achieve top ranking results. They are capable of meeting even the toughest challenge posed to them. Lumapix.com had unsatisfactory traffic and the website required in-depth analysis of the software and its market in order to figure the potential customers. The major task was to do a market research

study, and list down the important keywords. All possible ways to get traffic were determined and put into action. The objective was to produce outstanding results on search engines to meet client specifications.

Solution

We gave Lumapix a comprehensive solution that included complete a Search Engine Optimization solution, Online Marketing through Discussion Forums, and also a successful Link Building campaign. Apart from this, we also gave them complimentary 3 month SEO maintenance services.

After complete research and study of the product, the market trends and demands, it was clear that the potential users of this project were photographers or anybody who would shoot for weddings or family events as a hobby. Also females who like to arrange pictures and stickers and produce 'layouts' that they would share with their family.

We identified with the help of the client the main functionality of the product and how it would interest the user. This research enabled us to devise ways and produce incredible results through Discussion Forum campaigning. The strategies that were implemented were totally focused. Some were conventional while others were our innovation after continuous assessment of the client's need. The outcome of this uphill task undertaken by Netsmartz's qualified SEO team produced amazing results and the traffic at Lumapix.com increased greatly. The website achieved impressive ranking on important search engines.

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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 to list the to dos.
- 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 your website search engine friendly.
- Promotion of the 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.
- Focused and result oriented Discussion Forum Campaigning.
- Successful Link Building Campaign and obtaining reciprocal links.

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 Project Life Cycle.
- 100% ethical practices.

Benefits

- The website was optimized for all important keywords
- Significant increase in traffic.
- Top rankings on major search engines such as Google, Yahoo, and MSN.
- Manual submission to 300+ search engines.
- Discussion forum campaigning was a credible, effective way to spread the word about Lumapix software.
- 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.