



CASE STUDY:
BEST IMPRESSIONS
Increasing Traffic by
115.97% in 7 Months

The Problem

When Best Impressions first came, they had two problems:

- Their website was not ranking in the first page for any of the keywords that represented their products and service
- Traffic to the website was extremely less and they were not getting quality leads

Best Impressions is one of the best identity card printing services in Kochi and they offer employee ID cards, student ID cards, RFID cards, badges, lanyards, badge reels, business booster cards, privilege cards, and PVC cards for businesses and organizations across Kerala.

ID card printing is always in demand and organizations were constantly in need of them. However, since the website was not ranking for any of the major keywords that represent their service, they were not getting enough traffic and quality leads.

The owner of the company had personally done some SEO works for the website. But he was not satisfied with the work as he was not getting the desired result.

The Strategy

Our first step was finding the appropriate keywords for Best Impressions. I categorized their main products and service types and did extensive keyword research to uncover every related keyword that prospective customers would look for.

Main categories were:

- Employee ID cards
- Student ID cards
- Customized ID cards
- Badges
- Lanyards,
- Business booster cards
- PVC cards
- Plastic cards
- Smart cards

I unearthed primary keywords, secondary keywords, and tertiary keywords (long tail keywords) for these categories. I examined search behaviour behind these keywords and created content for the landing pages based on the search behaviour. The content had the targeted keywords added in them so that it answers search query of the customers.

Three months later, I began a campaign to build backlinks to the website content as well. The focus was mainly on creating quality backlinks from local websites as we knew that location-based keywords like “employee ID card printing in Kochi” were mainly driving traffic from quality leads.

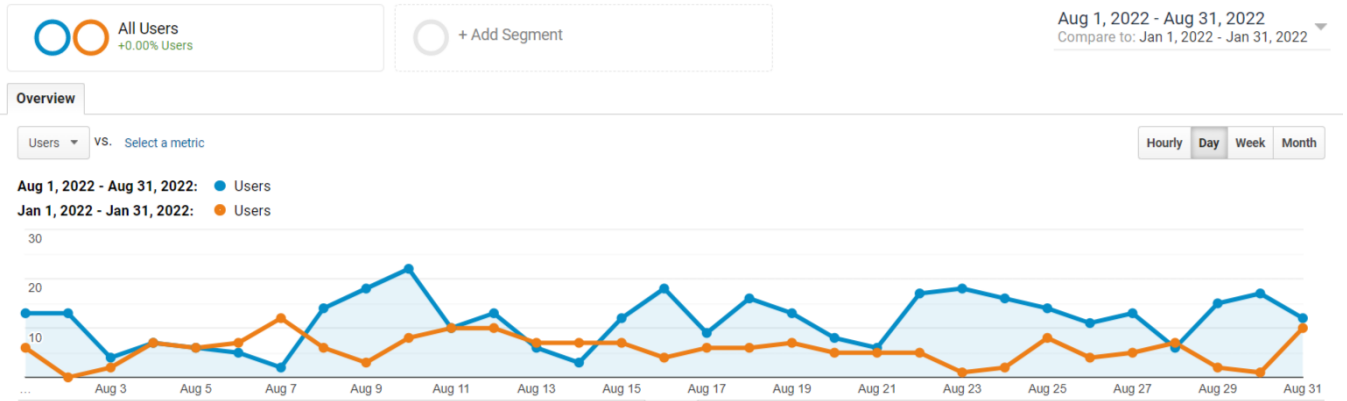
Focus on Google Business Profile

As the targeted audience of Best Impressions was localised in nature, I made sure that the Google Business Profile of the business is optimized and active. I added all accurate information in the info section of the profile and actively added images in it.

Optimization of the Google Business Profile made sure that Best Impressions appeared prominently in the local pack of Google search results.

The Results

The comparison – January 2022 to August 2022.



Users

115.97%

311 vs 144



New Users

122.06%

302 vs 136



Sessions

95.61%

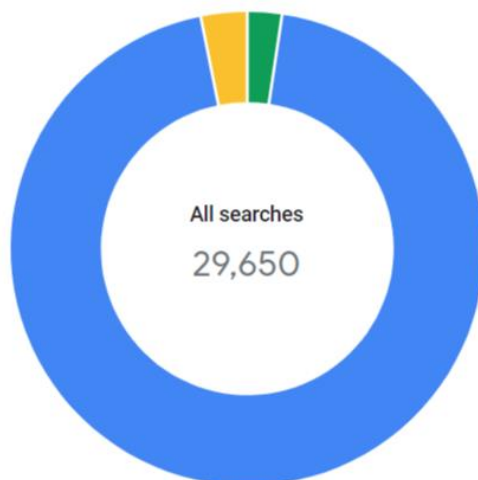
401 vs 205



How customers search for your business



1 quarter



Direct

People who find your Business Profile searching for your business name or address



Discovery

People who find your Business Profile searching for a category, product, or service



Branded

Customers who find your listing searching for a brand related to your business

What this means for your business

There is an SEO strategy for every business, including yours. Only challenge is to find the right one based on your business and your target audience.

I make sure that my clients get the best results by using my SEO service. I always start with understanding the business and its audience. The aim is to find the search intent of your target audience and discover the keywords that satisfy the intent.

I create content that answers the queries of the target audience, which is critical for search engines to rank a piece of content in their result pages. Based on the needs of the business, I build local backlinks from quality directories and websites.

Google Business Profile or Google My Business (GMB) is significant for local businesses and brick-and-mortar businesses. I optimize GMB profiles of businesses to make sure that it appears on local pack in search engine results pages.

Reach out to me today at **+91-9995252612** and see how you can make use of SEO to improve your business.