



Industries / Ecommerce

This UK based client is a renowned retailer of quality bicycles such as mountain bikes, road bikes and hybrid bikes. Client has independent bicycle stores across UK, providing bike enthusiasts with a wide range of bicycle options from various reputed brands.

OUR CORE VALUES: PASTA - P = Passion, A = Appreciation, S = Simplicity, T = Trust, A = Accountability

Problem Statement

There was a need for a strong SEO strategy to achieve significant rankings for client's website. It was important to improve search engine rankings and bring in traffic for top converting bicycle brands.

CIS Solution

We implemented a highly optimized SEO campaign which is summarized in the below points:

- ◆ Keyword research and analysis to identify the top keywords in relation to industry and geographic region.
- ◆ Manual submission to top search engines.
- ◆ Weekly Keyword ranking reports for Google, Yahoo and Bing to assess progress.
- ◆ High rank incoming links.
- ◆ Local business submission to Google Maps / Yahoo / Bing.
- ◆ Sitemap creation and submission.

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Services

- ◆ Store Optimization
- ◆ Ecommerce SEO
- ◆ Product Page Optimization
- ◆ Website Speed Optimization(Desktop and Mobile)
- ◆ Conversion Rate Optimization

Tools and Technology



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Positive Outcome

Earlier, the client's website did not rank well for certain keywords. But after the implementation of CISSEO campaign, there were various significant improvements such as:

- ◆ Site traffic increased by more than 1000%.
- ◆ 80% of keywords return website on the 1st page of Google Search Results.
- ◆ Number of keywords in top 10 of all search engines increased dramatically.
- ◆ Website moved up in UK for all primary keywords.
- ◆ The company's sales have increased dramatically and the effects of our work have lead to a consistent, steady flow of leads and sales.

S.No	Keywords	(Proxy Server) Ranking
1	cheap pashley bikes	1
2	marin hybrid bike	3
3	marin bikes uk	3
4	marin mountain bikes uk	4
5	moda bikes for sale	4
6	land rover hybrid bike	5
7	marin bikes uk 2015	5
8	marin bikes	5
9	marin mountain bikes	5
10	specialised hybrid bike	6
11	0% finannce on cube bikes	6
12	gt bike uk	6
13	williers mountain bikes	7
14	giant xtc mountain bike	8
15	lapierre bikes for sale	8

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Audience Overview

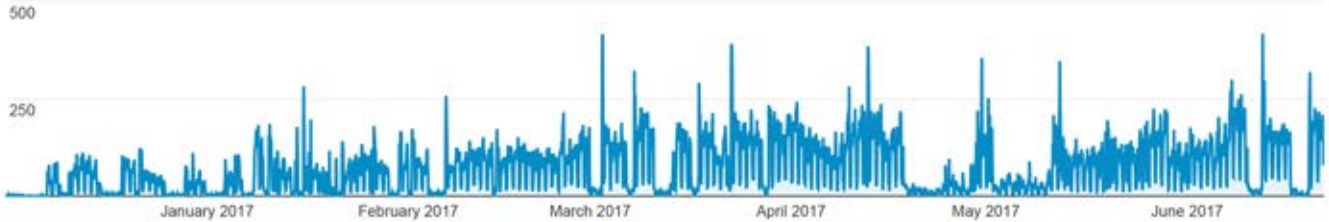
Dec 1, 2016 - Jun 21, 2017



All Users
100.00% Sessions

Overview

Sessions



Sessions

334,098



Users

195,718



Pageviews

1,194,069



Pages / Session

3.57



Avg. Session Duration

00:02:46



Bounce Rate

54.17%

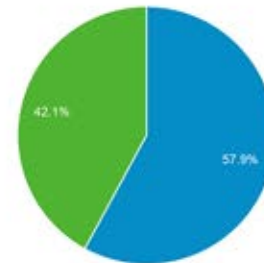


% New Sessions

57.94%



New Visitor Returning Visitor



Language

Sessions % Sessions

Language	Sessions	% Sessions
1. en-us	231,197	69.20%
2. en-gb	84,954	25.43%
3. en	13,331	3.99%
4. en-ng	1,336	0.40%
5. en-ca	716	0.21%
6. en-za	407	0.12%
7. en-au	329	0.10%
8. en-ie	176	0.05%
9. fr-fr	158	0.05%
10. (not set)	126	0.04%

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Our Achievements



12+

YEARS
IN BUSINESS



05

WORLDWIDE
OFFICES



600+

EXPERT
TEAMS



10+

WEB
EXPERIENCE



5+

MOBILE
EXPERIENCE



5+

MARKETING
EXPERIENCE



2100+

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Gain useful insights into your business with our Business Intelligence & Analytics solutions that have a strong backing of our wide-ranging domain expertise and technology skills.

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