

Customer Case Study

Situation:

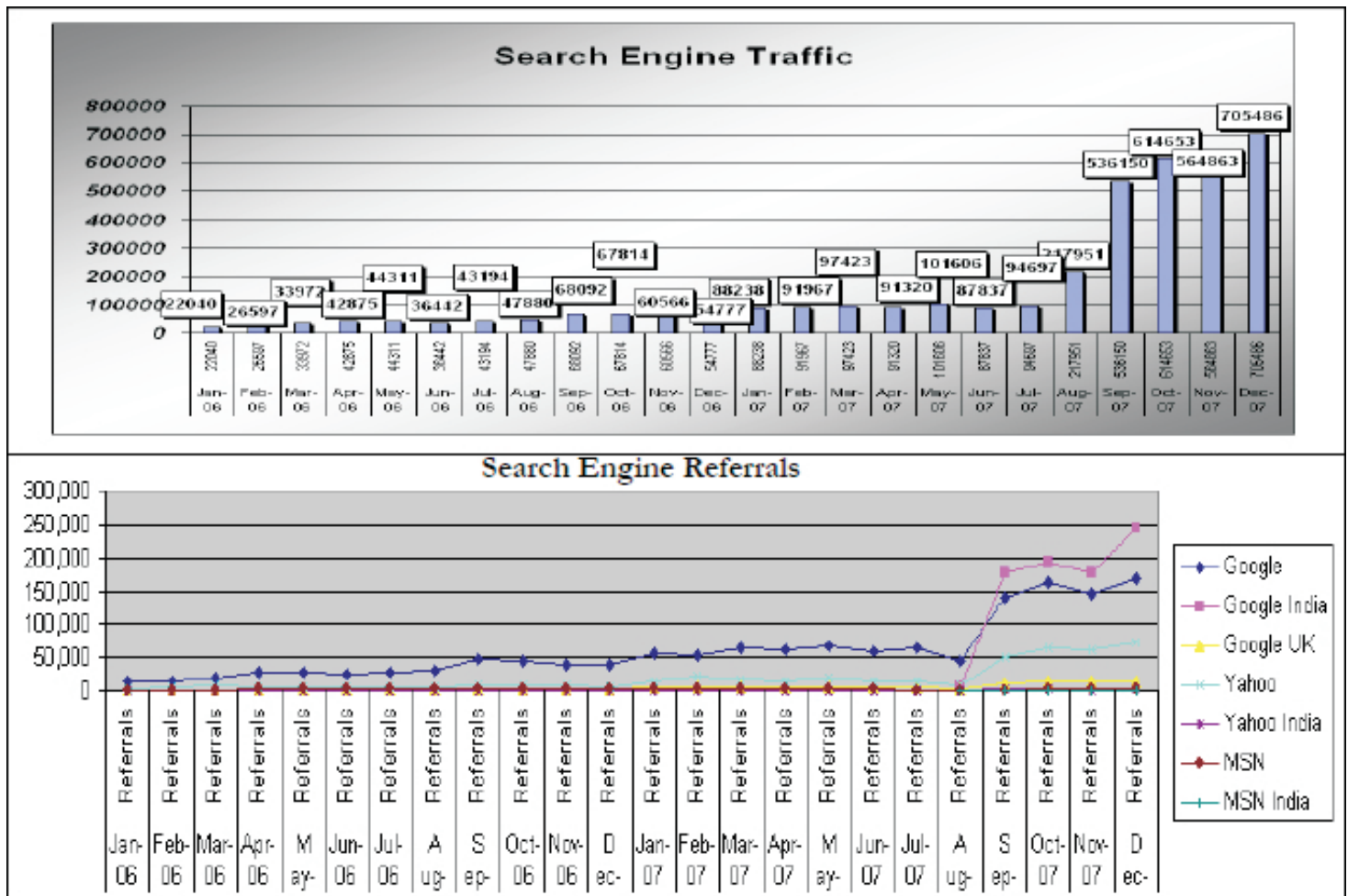
A leading global bank wanted to improve its search engine rankings for its India specific website. The website uses frames due to security reasons and hence was virtually banned from search engines. They were relying heavily on paid search and other online/offline advertising media to generate website traffic.

Solution:

Decatrend evaluated the problem and provided various recommendations using best practices, these were turned down by the bank due to security reasons. Decatrend later proposed a workaround and launched a SEO effort to get site search engine optimized.

Result:

A complete turn around in search engine traffic through organic listings in 12 months. Search engine traffic rose from virtually nothing to over 700,000 unique visitors per month. The business generated through SEO has also risen to a substantial level as reported by the bank (number not disclosed)



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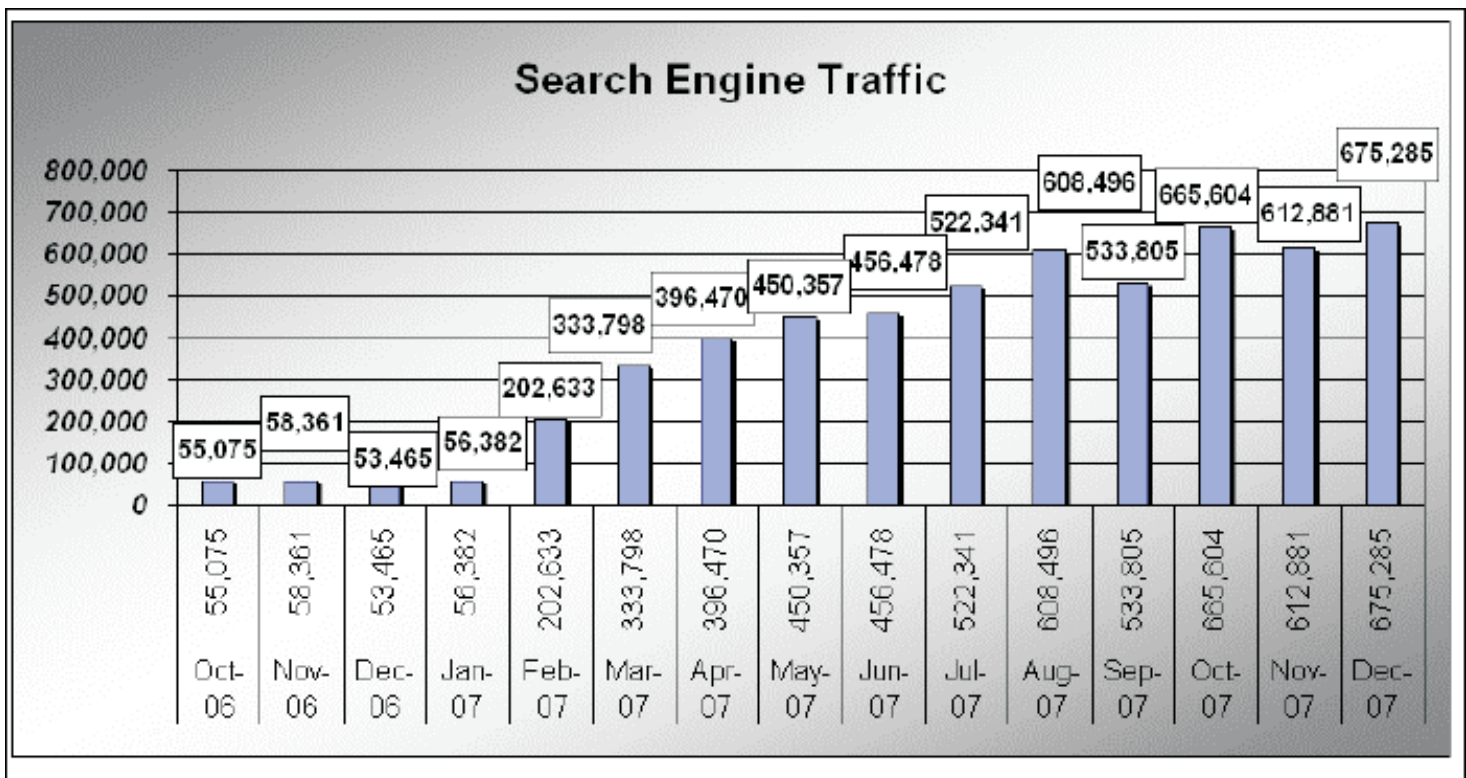
A leading International Airline based in India, wanted to carry out search engine optimization for their website and were about to redesign and re-launch the entire website. The new website would have regional micro websites targeted at countries they operated to.

Solution:

Decatrend evaluated the website and worked with their development team to make sure they followed best practices during the re-design phase. Decatrend also proposed a comprehensive re-launch strategy to make sure old pages were not abandoned and page ranks were transferred to the new website.

Result:

A complete turn around in search engine traffic through organic listings in 12 months. Search engine traffic rose from less than 50,000 per month to over 675,000 per month in 12 months.



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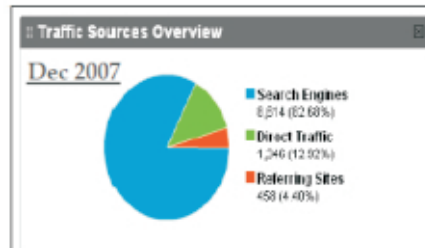
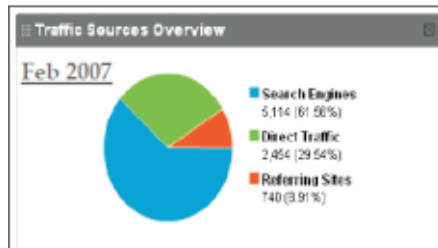
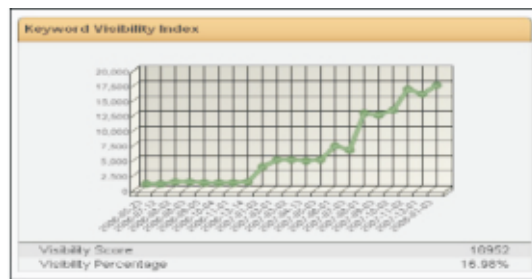
A furniture wholesaler based in the US wanted to optimize their website to improve organic traffic around keywords that they were purchasing on paid search.

Solution:

Decatrend recommended and implemented changes to the website. Recommendations covered copy, link strategy, internal navigation and other best practices.

Result:

Improved keyword visibility on search engines and also increase search engine traffic through organic listings by over 60%



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