

Case Study: Search Engine Optimization

www.syntegralconsulting.com is the premier online Real-Estate management tool and catalogue of premium properties worldwide with a special focus on Trinidad and Tobago. Syntegral web portal provides users the freedom and power to buy, purchase and lease a property in any part of the world.



SCENARIO

Syntegral was in an extremely competitive market. They were not able to generate qualified traffic to their website, their traffic from search engines stood at 5% as their site was totally un-optimized.

Syntegral consulting approached VIXDAR to provide search engine optimization solution, which can improve their search engine visibility so they can achieve greater conversions.

Challenges

- Low or no natural keyword listing.
- No metric to keep track of Key performance indicators (KPIs).
- Low Links Popularity
- Low conversions points
- No cross browser compatibility

Solution

VIXDAR strictly followed its Whitehat methodology in order to convert these challenges to opportunities. We followed a multi-pronged approach to deliver consistent and long-term SEO solutions.

- 1: Performed keywords research and analysis, and identified the best possible keywords and phrases, that can bring qualified traffic to the website once listed in top positions.
- 2: Optimized their site title tags, Meta tags, keywords headings, and balanced their content keyword density according to each page.
- 3: Acquired high quality one-way anchor links for the website from relevant website with high PR.
- 4: Implemented an analytics package for their website, which enabled Syntegral Consulting to track and report on Key Performance Indicators and can easily monitor their ROI (Return on Investment).
- 5: Improved the site usability by fixing the site navigation and browser compatibility issues.

Results

- 300% increase in natural traffic from Google.
- 50% increase in Unique visitors to the Website.
- 65% increase in page views.
- Search Engines Referrals increased by +95%.
- IST SERP Position for all keywords.

VIXDAR has one of the most professional SEO team, their expertise and skills in this field has made our portal amongst the top three highly visited real estate websites in Trinidad and Tobago.

Denise Gomes
Executive Director
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ABOUT VIXDAR

VIXDAR is an interactive online marketing agency with multi disciplinary specializations. Our expertise includes SEO (Search engine optimization), SMO (Social media optimization), Pay Per Click, Usability Testing, Website Conversions, Web Application Design and Development.

For more information please feel free to contact us

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