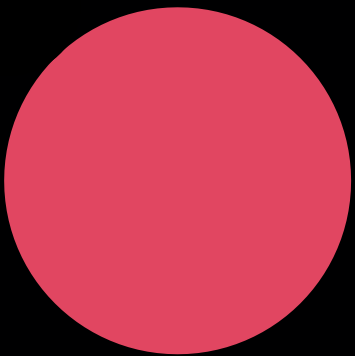


HOW THE DIGITAL TRANSFORMATION REDEFINES MODERN SEO CAMPAIGNS





OVERVIEW OF PROJECT

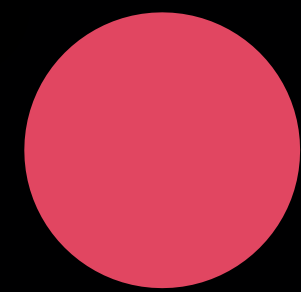


Business Type: Service

Business Objective: The primary objective of the project is to increase traffic acquisition and achieve significant brand exposure. The main goal is to acquire more organic monthly sessions with extensive SERP exposure and a high conversion rate.



Immediate Challenge: Most of the traffic was generated through paid search, and the organic visibility was low. Our main focus was on increasing the organic visibility of the site.



SEARCH INTENT IS THE NUMBER ONE RANKING FACTOR



At its Essence, Search Engines have one singular purpose: to serve the best possible result to a searcher's query. In other words, satisfy every user's search intent.

All Recent Google Updates have been developed to satisfy that end.



Panda Update helped in getting rid of low quality duplicate content ranking in SERPs.
All Recent Google Updates have been developed to satisfy that end.

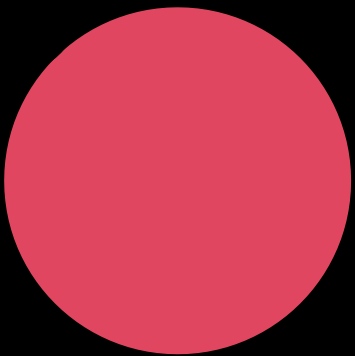


Rank Brain was a step forward in Google to leverage AI to match the context and words in the query and rank relevant pages higher.

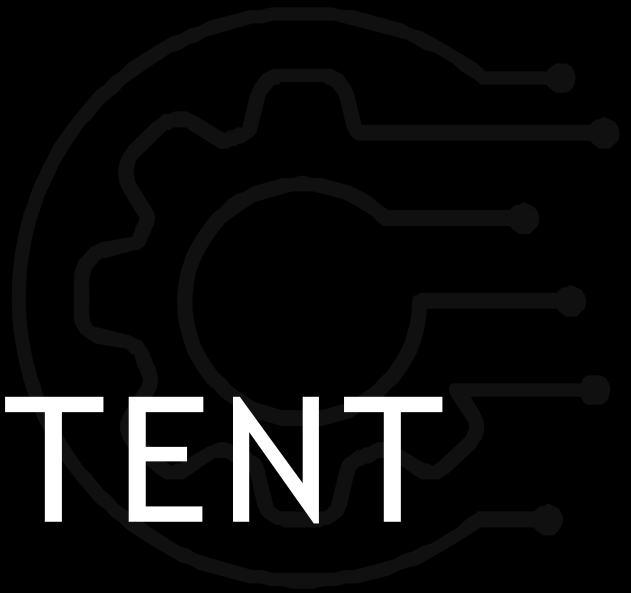


BERT algorithm allowed google to deeply understand the context of search queries and answer billions of questions asked everyday



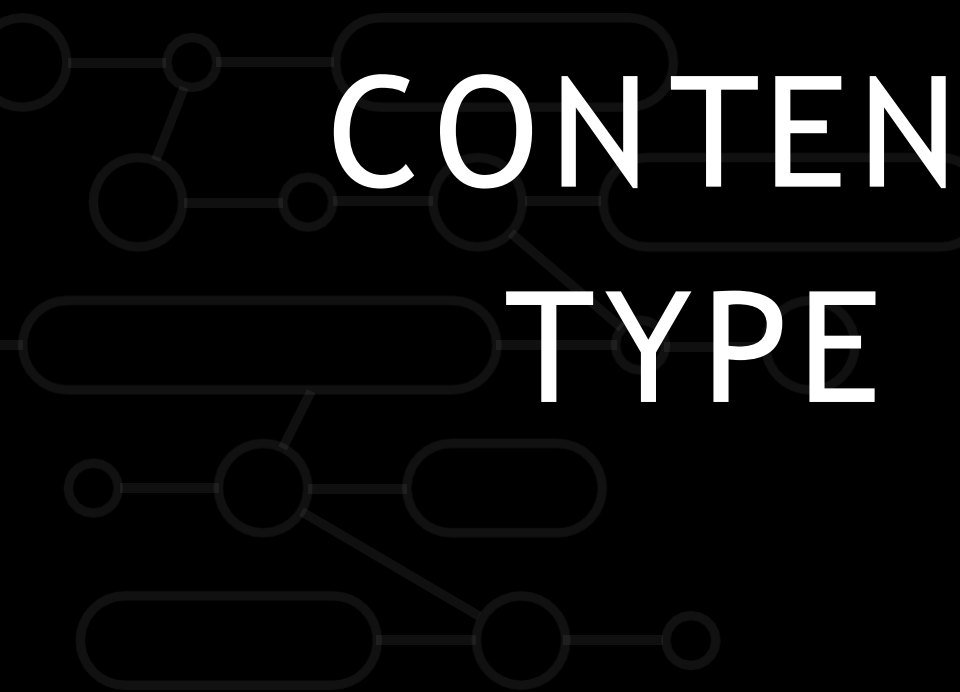


WHAT WE DID TO SATISFY SEARCHER'S INTENT



We Focused on the 3C's of Search Intent

01



CONTENT
TYPE

02

CONTENT
FORMAT

03

CONTENT
ANGLE



CONTENT TYPE

BLOG POST

PRODUCT PAGE

CATEGORY PAGE

LANDING PAGE ✓



Hire Remote Assistant India



<https://invedus.com/services/virtual-assistant>

[Hire Virtual Assistants India - Invedus](#)

Landing Page

Hire Virtual Assistants and delegate your email, chat, phone, social media and administrative tasks. **Hire Virtual Assistants** from **India** save up to 70% in costs.

What does a virtual assistant do?



What will be the location of my hired virtual assistant?



People also search for



[hire personal assistant india](#) [virtual assistant companies in india](#)
[virtual assistant india cost](#) [cheap virtual assistant india](#)
[brickwork india](#) [getfriday](#)

<https://www.virtualassistantsindia.com>

[Hire Virtual Assistant | Personal Assistant | Executive Assistant ...](#)

Hire talented **virtual assistant** from **India** for small business and busy professionals just @ \$5.98 per hour* · What our clients are saying · Why work with Virtual ...

Landing Page

People also search for



[hire personal assistant india](#) [virtual assistant companies in india](#)
[virtual assistant india cost](#) [cheap virtual assistant india](#)
[brickwork india](#) [getfriday](#)

CONTENT FORMAT

"HOW-TO" GUIDES

STEP-BY-STEP

TUTORIALS

SERVICE PAGE

OPINION PIECES

REVIEWS

COMPARISON



Hire Virtual Assistant



<https://www.zirtual.com>

Zirtual: Virtual Assistants Starting at \$279/mo

With the administrative support of a **virtual assistant** you are no longer fighting a mountain of tasks by yourself. You perform at your peak while virtual ...

Service Page

People also search for

[hire virtual assistant india](#)

[virtual assistant websites](#)

[virtual assistant jobs work from home](#)

[virtual assistant services](#)

[virtual assistant course](#)

[virtual assistant companies](#)

<https://www.wishup.co>

Wishup - Top 1% Virtual Assistants and Software Testers

Hire Pre-vetted, experienced **Virtual Assistants** and Software Testers from Wishup within 24 hours without any Admin and Legal hassles.

Service Page

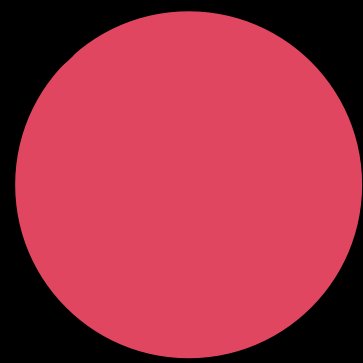
[https://www.flexjobs.com > blog > post > companies-hir...](https://www.flexjobs.com/blog/post/companies-hir...)

13 Companies That Hire for Remote Virtual Assistant Jobs

project management icon 13 Companies That Commonly Hire for **Virtual Assistant** Jobs · 1. Ajilon · 2. Beacon Hill Staffing Group · 3. BELAY · 4. Boldly · 5. CVS Health.

<https://freeup.net> > Hire

Hire A Virtual Assistant (The Top 1% Of Online Talent In 2022)



CONTENT ANGLE HERE THE CONTENT ANGLE IS:

"HIRE VIRTUAL ASSISTANTS"
"HIRING A VIRTUAL
ADMINISTRATIVE ASSISTANT"
"HIRE ADMINSTRATIVE
EXECUTIVE "
"VIRTUAL ASSISTANT"



Hire Virtual Admin Assistant



<https://www.wishup.co> › [blog](#) › [virtual-administrative-a...](#) ⋮

[40 Benefits of Hiring a Virtual Administrative Assistant - Wishup](#)

28-Nov-2022 — Hire a **virtual administrative assistant** to take care of daily office work. When you have a dedicated resource taking care of crucial business ...

<https://www.wishup.co> › [administrative-executive-assist...](#) ⋮

[Hire Adminstrative Executive Assistant to build your remote team](#)

Wishup provides premium **Virtual administrative assistant** services from 9\$/Hour. Let us take over administrative tasks while you focus on scaling your ...

<https://www.flexjobs.com> › [blog](#) › [post](#) › [companies-hir...](#) ⋮

[13 Companies That Hire for Remote Virtual Assistant Jobs](#)

Administrative Assistant; Customer Care – Senior **Assistant**. 6. Equivity. Equivity matches **virtual assistants** with executives in a variety of fields, including ...

<https://www.flexjobs.com> › [blog](#) › [post](#) › [how-to-work-...](#) ⋮

[How to Become a Virtual Assistant and Companies That Hire](#)

When it comes to **virtual assistant** job titles, be on the lookout for titles like **virtual administrative assistant**, administrative coordinator, **virtual** ...

<https://invedus.com> › [services](#) › [virtual-assistant](#) ⋮

[Hire Virtual Assistants India - Invedus](#)

Hire **Virtual Assistants** and delegate your email, chat, phone, social media and administrative tasks. Hire **Virtual Assistants** from India save up to 70% in ...



UPDATE WEB SITE CONTENT

Updated information takes into account the latest changes in the subject or niche.

Graphic content has been added, and the texts have been optimized to address new or missed requests.

WHATS THE RESULT?

Traffic Analytics: [crewbloom.com](#) 

 What's new?

 User ma

 Nov 2022 

 Worldwide 

 All devices 

Accuracy: 

 [Company](#)

 PDF

[Overview](#)

[Audience Insights](#)

[Traffic Journey](#)

[Top Pages](#)

[Subfolders](#)

[Subdomains](#)

[Geo Distribution](#)

[Bulk Analysis](#)

Root domain 

 crewbloom.com

 Competitor

[Compare](#)

[+ Add up to 3 competitors](#)

Visits
Nov 2022

8.7K  190.91%

Unique Visitors
Nov 2022

6K  100.1%

Pages / Visit
Nov 2022

1.75

Avg. Visit Duration
Nov 2022

05:12  181.08%

Bounce Rate
Nov 2022

49.34%

WHATS THE RESULT?

Hire Offshore Sales Engineers

Keyword difficulty: 60.78% (for google.com database) — View full report for this keyword

686 **Offshore** Sales jobs available in Remote on Indeed.com. Apply to **Sales Engineer**, Sales Leader, Sales Executive and more!

ZipRecruiter · <https://www.ziprecruiter.com> › Jobs › Off...

3. \$37k-\$128k Offshore Sales Jobs (NOW HIRING) ...

L: 4 LD: 575M I: 1.78M whois source Rank: 524 Pub Disp Ads: 1

Browse 375 **OFFSHORE SALES** jobs (\$37k-\$85k) from companies with openings that are **hiring** now. Find job postings near you and 1-click apply!

CrewBloom · <https://crewbloom.com> › Services

4. Start hiring sales engineers for \$15/hour

L: 0 LD: 6.99K I: n/a whois source Rank: 2.09M Pub Disp Ads: 1

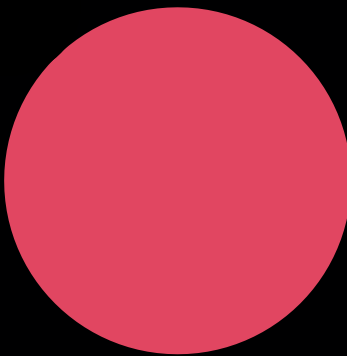
Aug 10, 2022 — Hire a Remote Technical **Sales Engineer** Start hiring sales engineers for \$15/hour - **Sales engineers** team can go live in 48 to 72 hours.

FoundHQ · <https://www.foundhq.com> › offshore-salesf...

5. Offshore Salesforce Engineers

L: 0 LD: 388 I: 61 whois source Rank: 1.43M Pub Disp Ads: 1

Companies of all sizes can benefit from **hiring** dedicated **Offshore** Salesforce **Engineers**. This is the simplest way to build an **offshore** Salesforce Development ...



OPTIMIZED USER EXPERIENCE



Google's Page Experience algorithm will continue to increase the value of behavioral factors in 2022. Starting from February 2022, the impact of indicators such as page loading speed, visitor data security, usability quality, and overall user experience will be heightened.

01

Core Web Vitals

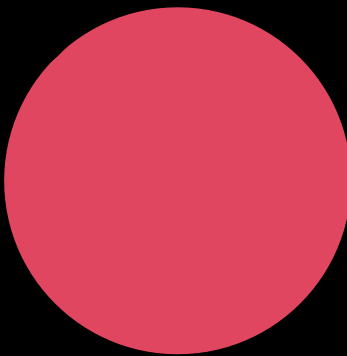
02

Mobile Usability

03

Crawl Depth & Easy Website Navigation





OPTIMIZE FOR CORE WEB VITALS



01

Reduce Javascript
execution

03

Optimize and compress
images

02

Implement lazy loading

04

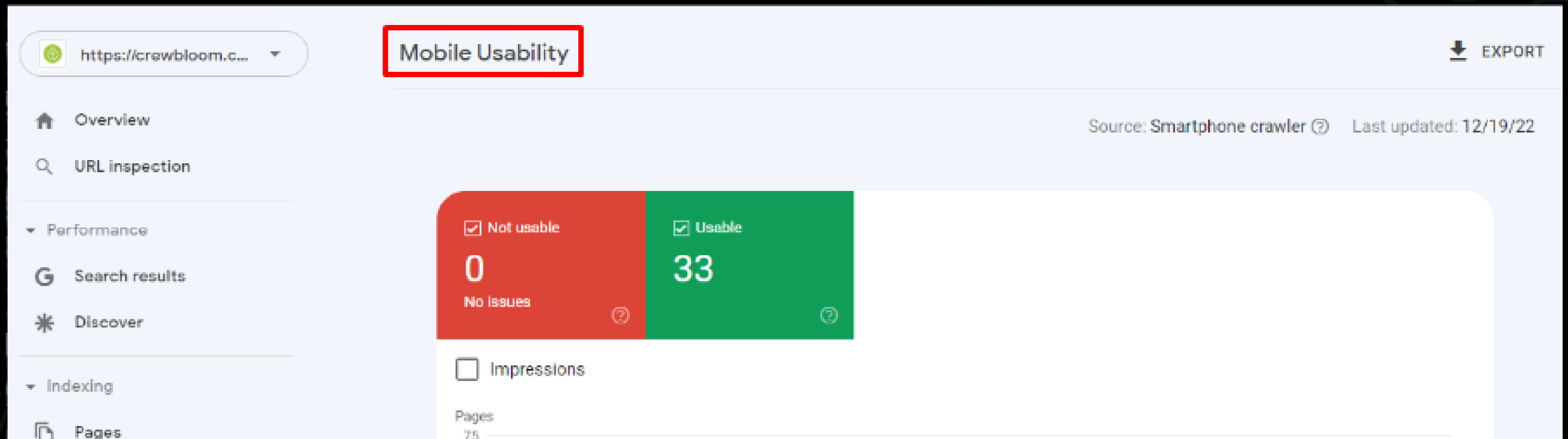
Provide proper dimensions
for images and embeds

05

Improve server response time

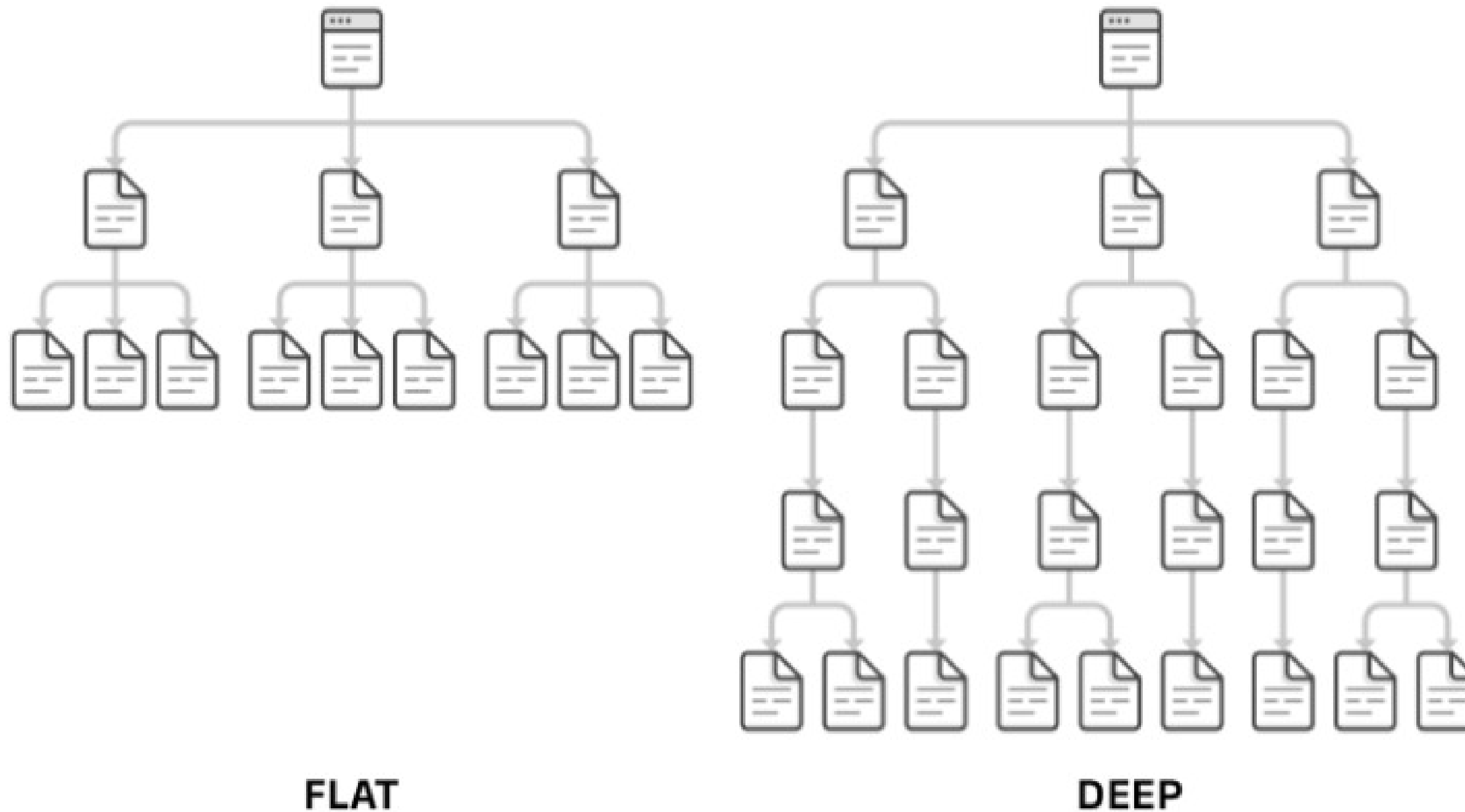


CHECK WHETHER WEBSITE IS MOBILE USABLE?



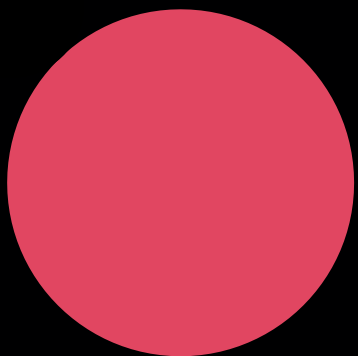
IMPLEMENT A FLAT SITE STRUCTURE

Flat vs. Deep Website Structure



SO, WHAT HAPPENED TO THE CAMPAIGN AFTERWARDS?

Session default channel group ▾ +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	/
		5,289 100% of total	6,457 100% of total	4,497 100% of total	0m 27s Avg 0%	0.85 Avg 0%	6.18 Avg 0%	69.65% Avg 0%	
1	Organic Search	3,313	3,923	3,091	0m 27s	0.93	6.50	78.79%	
2	Organic Social	976	1,091	607	0m 15s	0.62	5.09	55.64%	
3	Direct	887	1,158	596	0m 35s	0.67	5.65	51.47%	
4	Referral	73	168	113	0m 46s	1.55	10.27	67.26%	
5	Organic Video	56	58	42	0m 45s	0.75	6.91	72.41%	
6	Unassigned	29	34	9	0m 25s	0.31	4.29	26.47%	



Thank You

