



SUJOY SEN

# SEO STRATEGY CASE STUDY

## Key Challenges

- **Low Organic Traffic:** Low organic traffic and visibility.
- **Unoptimized Content:** Missing meta tags, poor keyword usage
- **Technical SEO Issues:** Slow loading times and no mobile optimization



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## OVERVIEW

I implemented an SEO strategy to boost the client's search rankings and drive more organic traffic.

## SOLUTIONS

- **Keyword Optimization:** Conducted keyword research and optimized meta tags and content.
- **Technical Fixes:** Enhanced page speed, mobile responsiveness, and added schema markup.
- **Backlinking:** Built high-quality backlinks to boost domain authority.

## Results

- **Increased Traffic:** Significant rise in organic traffic.
- **Better Rankings:** Key terms appeared on Google's first page.
- **Improved Engagement:** Reduced bounce rates and higher user interaction.