

# 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

#### **OVERVIEW**

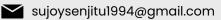
I implemented an SEO strategy to boost the client's search rankings and drive more organic traffic.

### **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.



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