



64% Improvement in Organic Traffic - Topsource Global

Our Awards and Certifications



Overview

Topsource Global provide a truly comprehensive range of payroll, accounting and HR related services. These include: leave management ,attendance tracking, HR Data tracking, PEO/ Staffing services, investment and income-tax calculations – and much more.

Challenge

- Tried SEO in-house with little success, as they weren't able to increase the rankings
- Competing with B2B websites which were well established as authorities, from a search engine's perspective
- Limited IT resources to implement complex SEO changes on the website.

Solution

To make sure the SEO campaign would be successful, we started the process with keyword research, analysis and selection. Based on the keyword list provided by client, West Coast expanded and identified the most profitable keywords for their website and industry. The top 10 keywords were each given a Keyword Effectiveness Index (KEI) in order to prioritize the keywords based on expected return on investment.

Two KEIs were derived for two important metrics, traffic and revenue. The first KEI we computed was based on the monthly search volume for each keyword and competing pages for the same terms. The second KEI took into account the revenue generated by each keyword (data from AdWords, Google Analytics and internal sales data). The keywords were chosen based on the combination of both KEIs and were followed by an onsite optimization process.

The onsite optimization process started with identifying the most important SEO pages (the pages with the highest SEO potential). Once the pages were identified, they were manually audited for the most important SEO factors. At the end of the audit, the client received a detailed report of what had to be changed at the server level, page level and site-wide. Detrimental factors were analyzed, identified and sent to our client to be taken into consideration. Additionally, we provided a wireframe version of each optimized page for an easier understanding of how the changes should be implemented on the website.

Once our recommendations were implemented, West Coast conducted quality assurance checks to ensure the implementation was as per our recommendations, before finalizing the onsite optimization process and moving onto link building.

For link building, we used tactics such as bookmarking, Blogging and article submission to niche and industry specific websites under our client's company name.

Results

Topsource Global started seeing results in less than 3 months after using our service.

At the end of the optimization process, Topsource got more exposure in the search engines, more visitors to its website and most importantly, they are now noticed by the decision making B2B buyers. Topsource Global noticed a distinct increase of more than 50% in online RFPs (request for proposals) and their Internet sales increased accordingly.