











DIGITAL MARKETING CASE STUDY



August 2019 to October 2019

Content Outline



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The logo for 'ABOUT US' features the text in a bold, white, sans-serif font. The letters are centered and partially overlaid by a cluster of semi-transparent blue squares of various sizes and shades, creating a modern, digital aesthetic.

ABOUT US

PeddleWeb is a group of digital marketing intellectuals who hold years of experience working in this field. With our digital marketing skills, experience and knowledge, we have successfully served numerous clients and have created a huge base of satisfied customers throughout the world.

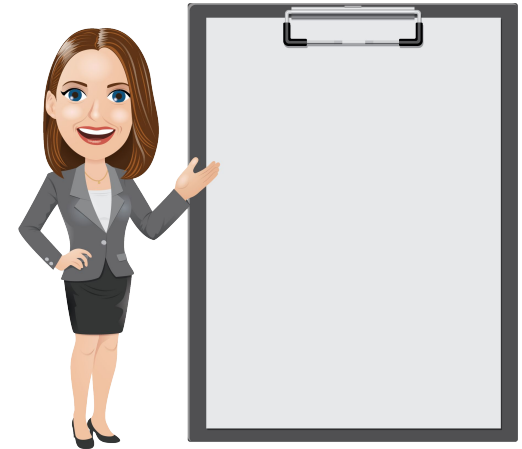
We don't believe in selling fixed knowledge to clients. Our key aim is to understand the nature and requirements of our client's business and accordingly align the strategies with it.

With our focused approach towards our job, we can determine the right digital opportunity, which allows us to help our clients in solving their complex business problems.

Client's Introduction:

ScaleUpYourTeam administers a comprehensive range of outsourcing services in the field of accounting, finance, research & analysis, data management, mortgage processing, digital marketing, and many other services across the globe. The outsourcing firm believes in delivering high quality, inventive yet cost-effective solutions for all types of businesses.

They prefer to adopt a collaborative approach with clients for all the projects to deliver the intended results with result-oriented outcomes along with offering 24x7 customer support. From digital marketers, financial analysts to research analysts, ScaleUpYourTeam acquires a skilled workforce to work on customized projects for their clients.



Situation:

ScaleUpYourTeam needed a way to increase their website traffic, website leads, social media presence, and overall brand reach. Since traditional marketing tactics are not enough in this Digital Era.

Here comes the role of Digital Marketing to improve brand awareness and to boost value in the market via promoting the website and improving customer engagement.



Challenges:

1. Needed better keyword rankings with only existing keywords and the website.
2. Irregular Social Media updates
3. Limited Quality Leads
4. Less number of referencing domains



Strategies Followed:

Peddleweb developed a strategies for ScaleUpYourTeam.

1. Drive traffic to the website.
2. Get more Quality Leads.
3. Improving brand awareness.
4. Enhance user experience through revamping the website.
5. Engagement through Social Media.



Strategies Followed:

- On-Page SEO:-

On the back-end Peddleweb have done On-Page SEO:- setup titles, descriptions, categories and photos. Written the meta titles and descriptions by using the selected keywords.

- Off-Page SEO :-

Peddleweb was involved in the creation and sharing of online content material and implemented Off-Page SEO activities such as

- On-site blog post
- Local citation
- Guest Post
- Social sharing

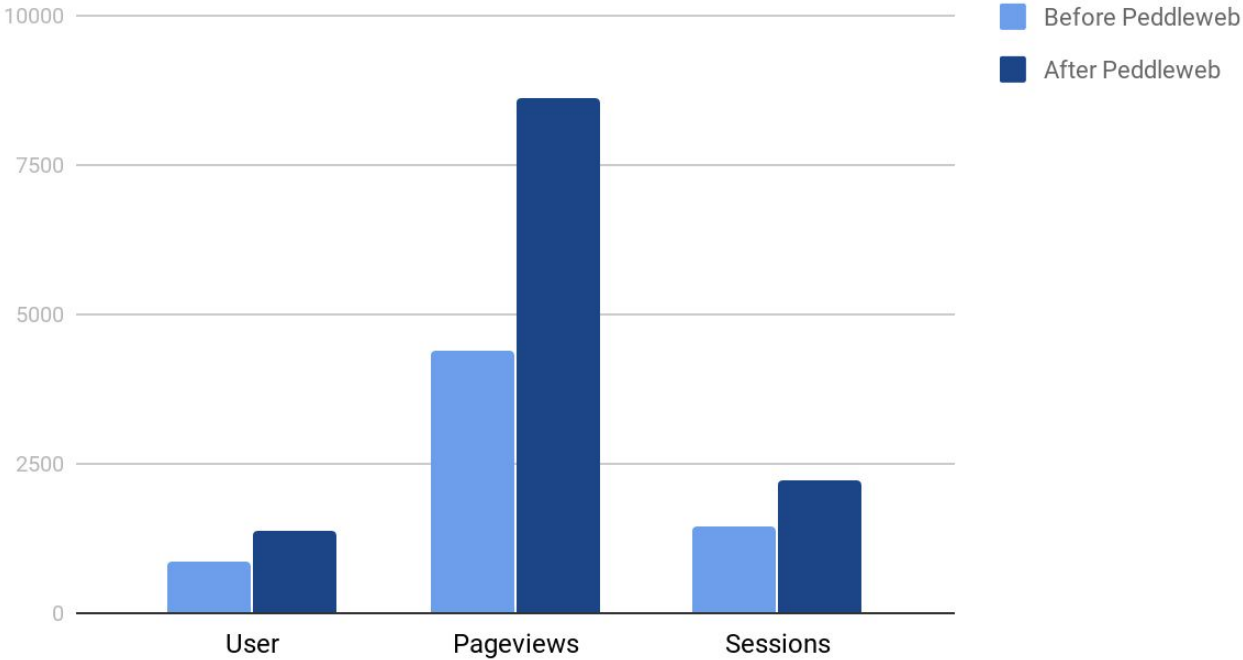
to promote the brand, as well as stimulate interest in its services.



Traffic at a Glance:



Web Traffic Comparison



Business Impact:



- Website traffic increased
- Improvement in the keywords ranking
- Good quality leads for ScaleUpYourTeam
- Good user engagement through Social Media



Thank You