

## BrickRed ([www.brickred.com](http://www.brickred.com))

### The Client:

**BrickRed Technology** is a Offshore Software Development Outsourcing Service Provider Company. Headquarter in UK and development center in India. Client services include:

- Offshore Software Development
- IT Services
- Software Testing

### Objective:

To introduce and explore the BrickRed Technology's (Client) services worldwide and Generating maximum number of potential leads through search engine rankings.

### Challenge:

- High rankings for one of the most competitive sector
- Short time for result
- Conversion of visitors into RFQ
- Emphasizing on some specific regions
- Keeping the integrity of website design
- No budget for Link Trading

Competing the offshore outsourcing sector with new website was difficult task because:

- Most of the offshore outsourcing business depends on internet marketing.
- Top positions were occupied by well established aged websites.
- changes in website design and content was restricted by client.
- Manual link building because of no budget for Link Trading

Above mentioned valid points compelled us to optimize every SEO job whether it is Meta tag creation, SEO friendly navigation, internal linking structure or link popularity.

### Strategy:

We adopted a clear strategy for SEO of brickred.com "Every Page is Home Page" along with focusing this strategy includes:

- **Every Page is Home Page:** We started working on every page by giving same importance it as Home Page. This strategy paid off and we succeeded to rank internal pages along with Home page in search engine results.
- **Covered Maximum Keywords:** To attain some targeted traffic from earlier days of optimization, all possible combinations of keywords needed to cover so that we can make a presence in search engines.
- **Targeting Small Search Engines Along With:** AWe wanted to explore every available channel to get traffic and small search engines were part of this strategy. This strategy succeeded from the earlier phase of project and started bringing potential visitors to website.
- **Nullifying the age factor of competitors:** Our website was like new born baby and the competitors were established over the years. To compete their trust factor we adopted the strategy of building quality link to boost our trust factor also.

Above strategy paid off and here we are sharing results with you.

Main Keywords	: 30
Top 10 in Google	: 21
Top 20 in Google	: 24
Top 30 in Google	: 30
Rank Achieved in	: 6 Months

## Results:

### Main Keywords : 30

	Month	Month	Month
	2	4	6
Top 10 in Google	7	16	21
Top 20 in Google	17	21	24
Top 30 in Google	22	30	30

Page Loads Daily : 1200

Unique Visitors : 350

Returning Visitors : 90

Daily Leads : 5 to 7

### Testimonial:

Maximum Hit generating productive leads of offshore software development projects for our company since 2005 and brickred.com is dominating all major search engines for niche keywords. Keep it up Guys!

**Reference:** Mr. Raj Singhal (COO) BrickRed Technology  
Email: [rajs@brickred.com](mailto:rajs@brickred.com)

## www.google.com

Keyword/URL	Position	Page
Offshore Development www.brickred.com	8	1
Software Development Outsourcing www.brickred.com	5	1
Software Outsourcing India www.brickred.com	4	1
Offshore Outsourcing India www.brickred.com	6	1
Offshore Development India www.brickred.com	8	1

## www.msn.com

Keyword/URL	Position	Page
Offshore Development www.brickred.com	4	1
Software Outsourcing www.brickred.com	3	1
Offshore outsourcing www.brickred.com	2	1
Offshore Outsourcing India www.brickred.com	2	1
Offshore Development India www.brickred.com	3	1

## www.aol.com

Keyword/URL	Position	Page
Offshore Development www.brickred.com	7	1
Software Development Outsourcing www.brickred.com	7	1
Software Outsourcing India www.brickred.com	4	1
Offshore Outsourcing India www.brickred.com	8	1
Offshore Development India www.brickred.com	8	1