

www.Passageways.com

The Client:

Passageways is an intranet corporate portal provider company for credit unions, banks and financial institutions. Passageways provide all customize solution that meet essential requirement of financial organization.

Objective:

Achieving leading rankings on search engine results for the keywords used by like services seekers and getting maximum demo requests.

Challenge:

- Passageways deals in that service sector where Microsoft and other major player exist and dominate the market, better performance in such businesses itself a challenge. From initial analysis to motivating a visitor to fill demo request form, each step was a challenge. Major challenges include:

When you are fighting against established websites in tough segment and do not have right over design and content, this makes the battle more difficult.

Strategy: For facing a unique challenge successfully we emphasized on following points:

- **Potential keyword research:** The services offered by Passageways are specific and have sophisticated audience so it required the research for frequently used technical terminology and keywords. Key phrases that could bring potential visitors were the primary requirement of campaign.
- **Sound SEO Techniques:** Our skilled and experienced SEO team implemented the strategy with perfection that turned into one more success story of Maximum Hit. We moved on with proven SEO ethics and rests of things were take care by themselves.
- **Motivational content:** To convince the website visitors to make a request for product demonstration, we provided detailed and obvious information about the services. This strategy paid off and most of interested visitors fill the request a demo form.
- **Strategy for frequent changes:** Passageways introduce different modules and services for credit unions and banks that add exciting features in the portal. Managing well raked web pages with newly launched services information and maintaining position for already hold keywords is not an easy task. We made it possible by strong off page optimization techniques.

One more success! And credit goes to entire project team because "at the end of day you bet on people not on strategy".

Main Keywords	: 80
Top 10 in Google	: 52
Top 20 in Google	: 71
Top 30 in Google	: 80
Rank Achieved in	: 5 Months
Page Loads	: 1600
Unique Visitors	: 400
Returning Visitors	: 110
Conversion Ratio	: 9:1

Results:

Passageways consistently holding the average position of less than 3 in search engine rankings.

Main Keywords : 15

	Month	Month	Month
	2	4	6
Top 10 in Google	14	35	52
Top 20 in Google	15	53	71
Top 30 in Google	15	72	80

** Every ninth visitor likes to purchase a product from perfumeworldwide.com*

Page Loads Daily : 1130

Unique Visitors : 240

Returning Visitors Daily : 107

Average Leads Daily : 5

Testimonial:

"Average position less than 3 for all the keywords within couple of months, it was never our expectation we are surprised. Along with the SEO skill we appreciate Maximum Hit for their professional attitude and 24x7 availability."