



## Soggo Women's hostel - SEO Case Study

### About the Project:

Soggo women's hostel is one of the leading accommodation providers in Coimbatore, India; they are present in an ideal location -- near to tech park and colleges to offer convenient staying for women. With furnished rooms and facilitates, guests can enjoy security and comfortableness rooms.

### Skill Set used:

Search Engine Optimization - Competitor analysis, business listing, social bookmarking, Google analytics, keyword optimization and website code optimization

### Situation:

Being a hospitality provider, Soggo women's hospital should have search engine visibility to gain more customers -- but, with the reduction in indexing of internal pages and lower keyword presence, the website suffers from poor search rankings. We faced difficulty in increasing the ranks of internal pages and improving local search rankings.

### Solution:

We begin with auditing the website to identify the current keyword ranking positions of the internal pages and conducted keyword research to frame frequently used search terms. With the competitor analysis, we gathered the new industry trends and performed the on-page optimization by updating the keyword based title, description, H1 tag, canonical tag, image tag, and keywords.

We set up the sitemap, webmaster, and Google analytics to monitor the ranking progress of the website. Our digital marketing experts choose the backlinking method to improve the ranking position of the important search terms; we optimized each section of the website to enable the search engines to rank the internal pages.

We perform the local listings by creating the business page in Google along with the company name, address, precise business timings, and customer reviews to increase the local search rankings.

**Result:**



KEYWORDS	After SEO	Before SEO
<a href="http://www.soggohostels.com/home.html">http://www.soggohostels.com/home.html</a>	Google.co.in	Google.co.in
Hostel Facility Coimbatore	1	45
Ladies Hostel Facilities	1	10
Working Womens Hostel Coimbatore	1	18
Womens Hostel	3	25
Ladies Hostel	2	14