



Sarvam logistics - SEO Case Study

About the Project:

Sarvam logistics is one of the leading logistics company in Coimbatore, India; they have extended their operations in Chennai, Tuticorin, and Tirupur. With a wide network that covers all major ports of India, they aim to provide constructive services for their valuable clients. They have a well-collaborated network across the world to offer the professional services to every client.

Skill Set Used:

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

Situation:

The main objective of sarvam logistics is to increase the conversion through organic search traffic and reduce the bounce rate. Since their website suffers from outdated content and non-responsiveness to mobile devices, we took the opportunity to optimize their website for their targeted audience with increasing speed, building business-specific content and by performing SEO techniques.

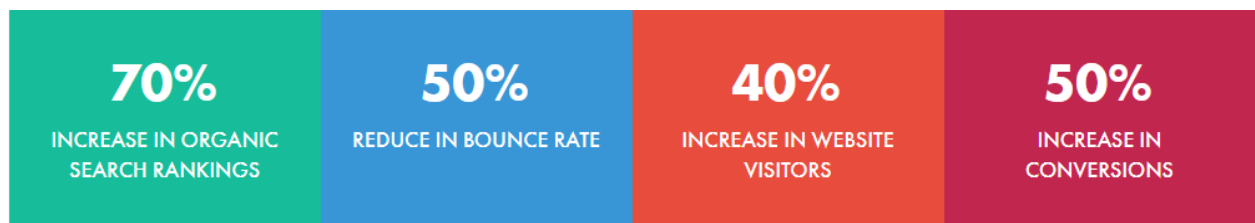
Solution:

By finding the status of their website and by conducting the competitor analysis, we created highly specialized content for all their services pages. We analyzed their current ranking position of the targeted keyword and performed keyword research to obtain the frequently used search terms for users to find the logistics services. To improve the search engine

visibility, we created a keyword-specific title, description, H1 tag, Canonical tag, and image tag on the website.

Our design engineers take charge of their website to optimize the code and build new websites for their every branch. We improved their search rankings through link building process which involves creating quality links by blog commenting, forum posting, classified submission, bookmarking and more. In every stage of the project, we analyzed the website performance, page ranking and removed all the 404 redirects, outdated links to improve overall ranking of the website.

Result:



KEYWORDS	After SEO	Before SEO
http://www.sarvamlogistics.com/	Google.co.in	Google.co.in
Road Freight Services Coimbatore	1	44
Warehouse and Distribution Companies	1	No
Air Freight Services Coimbatore	2	No
Logistics Company in Coimbatore	3	No
Warehousing Services in Coimbatore	3	No