



SKP Group - SEO Case Study

About the Project:

SKP group is a well-established company present in major cities across India; they provide professional accounting services and business tax guidance to many multinational companies and family owned businesses present in more than 45 countries. With their services, they aim to deliver high quality and innovative results to their clients.

Skill Set used:

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

Situation:

Being a leading financial consulting company in India, they aim to expand their customer base by improving their search engine rankings. With lower search rankings and reduction in indexing of internal pages in search engines, we faced difficulty in improving the rankings of major keywords and local rankings.

Solution:

After analyzing the website, we performed the keyword research and competitor analysis to identify the frequently used search terms and recent trends in the industry.

Based on the researched keywords, we changed their meta description, title, H1 tag, canonical tag, image tags of the website.

We set up Google analytics, Sitemap, and webmaster to monitor their ranking improvement. To improve their local rankings, we build the local listing through Google business page creation along with the details of business timings, phone number, address and customer reviews. We also build quality links through classified submission, blog commenting, forum posting and social bookmarking to increase the website credibility.

Result:



KEYWORDS	After SEO	Before SEO
http://www.skpgroup.com/	Google.com	Google.com
Business Advisory India	1	No
Accounting Outsourcing Consultant	2	35
Business Setup India	2	55
India Outsourcing Accounting	2	60
GST Advisors in India	5	No