



Green Nest - SEO Case Study

About the Project:

Green Nest hotels and resorts are located at kotagiri, Tamil Nadu, India. Surrounded by nature's beauty, it offers both peace and happiness to its resort visitors. Green nest provides an eco-friendly environment which gives you the best adventure, food and blissful memories at one place.

Skill Set used:

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

Situation:

Though GreenNest can provide the best user-experience to its visitors, their website holds poor search engine rankings and lacks customer visits. The company wanted us to improve the enquirers of the website visitors and widen their customer base.

Solution:

We begin with the project by conducting the website audit to analyze the ranking factors; during the audit, we find the status of content, website speed, keyword rankings, total keyword presence and the pages indexed on the search engine.

We performed the keyword research and competitors analysis to find the new and frequently used search terms. To improve the search visibility, we created the keyword specific title, meta description, H1 tag, canonical tag, image tag and alt tag. We set up the Google analytics and sitemap to monitor the website ranking progress.

We steadily improved their rankings with local listing through Google business page creation and building quality backlinks through social bookmarking, directory submission, forum posting, blog commenting, classified submissions and manual submission to search engines.

Result:



KEYWORDS	(AFTER SEO)	(BEFORE SEO)
http://greennest.in/	Google.co.in	Google.co.in
Resorts in Kotagiri	1	No
Luxury Honeymoon Resort in Kotagiri	1	No
Resorts Facilities Kotagiri	1	50
Kotagiri Cottage Facilities	1	No
Resort accommodation kotagiri	5	No