

# eTravos SEO Case Study

*A complete marketing solutions for your business!*

eTravos SEO efforts yielded extraordinary results. After one year of implementing a custom SEO strategy, they celebrated exponential increases in several key areas:

- +81.47% increase in site visitors
- +226.50% increase in organic search traffic
- +800% increase in online leads
- +440.92% increase in the conversion rate

These numbers reflect a comparison from Jan 1 - April 30th 2020 vs May 1 – Aug 31st, 2021. TechGDI continues to work with eTravos to help achieve increased ROI through custom digital marketing strategies.

## KEY METRICS OVERVIEW



**96,282+**

Website Clicks



**47,512+**

Organic Clicks



**33+**

Keywords on Top 5 SERP



**89%**

Online Leads



**61%**

Conversations

The successful execution of TechGDI's digital marketing solutions resulted in an average of 1900 monthly organic visitors, which was 70 percent higher than previous months. We also generated an average of 90 monthly organic leads. With continuous optimization efforts and targeted advertising strategies, eTravos is poised for long-term profitable growth.

## Project Overview:

eTravos is a Cloud & API Travel Technology Platform powered by i2Space Web Technologies Private Limited with a business presence in emerging markets such as South East Asia, Middle East, Africa, and Europe.

## The Challenge:

Initially, eTravos partnered with TechGDI to strengthen its online presence. Before reaching out to TechGDI, the client used to get approximately 0-3 leads monthly. To boost its leads volume per month, TechGDI focused on optimizing the client's Website. Our primary objective was to improve the client's daily traffic, leads and monthly sales.

**eTravos**<sup>™</sup>  
CLOUD TRAVEL TECHNOLOGY



Travel Technology



www.etravos.com



Hyderabad, India.

# eTravos SEO Strategy

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## OUR PROMISE TO ETRAVOS



**DEDICATED MANAGER**  
looks all activities



**RESOURCES**  
with highly experienced



**ON TIME REPORTS**  
for every 15 Days



**GUARANTEE RESULTS**  
on long term & 100% ROI



**24/7 SUPPORT**  
Calls and mails

## At TechGDI

We bring innovative thinking, adaptive methodology, strong ethics and years of expertise to the SEO and web design industry.



Marketing & Advertising



[www.techgdi.com](http://www.techgdi.com)



Hyderabad, India

## THE STRATEGY

eTravos wanted to increase their brand awareness and quality leads online, so they partnered with TechGDI Internet Marketing to help develop a successful marketing strategy. eTravos and TechGDI chose three tactics to help increase web traffic:



Responsive  
landing page  
Design



Search Engine  
Optimization(SEO)



Content and  
Social Media

## IMPLEMENTATION

- On-page SEO: Optimized title tags, meta descriptions, header tags, internal linking and image alt tags.
- Off-page SEO: Quality backlinks, guest post articles, native mentions and niche directory listings.
- Custom blogging.
- Evaluated and optimized all calls to action
- Consistent local citation building
- Managing local and international SEO
- Content published in social media channels
- Ongoing monitoring and repairing technical issues