DETAILED SEO PROPOSAL

Website- www.upskillyourself.com.com

Submitted By: -
Cognegiac Solutions

To:-
www.upskillyourself.com

1/12/2021

Date	Version	Description	Author
12/01/2021	1.0	SEO Proposal	Neha

Dated: 12/01/2021

Version 1.0

About Us

Run by a close knit group of dedicated, enthusiastic and extremely committed individuals who are driven by excellence in the field of Information Technology. **Cognegiac** is a leading Indian-based IT company which offers Consultancy, Creative Solutions and Customer Support related to all types of IT services.

We also deal in Software and Web Development in addition to offering Digital Marketing services by utilizing cutting-edge and up-to-date technologies at various platforms.

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"Our **motto** is to dole out efficient, effective, and effectual services that speak volumes of our innovation, dedicated skill-set, and novelty. Presently, we serve globally to a wide network of clients located in the USA, UK, Canada, Australia, West Germany and the Middle East."

WHAT WE DO? As a leading IT company our services cover a wide range of both scope and spaces, keeping in mind the global standards, international values and long-term commitment. We offer a variety of services which include Web Design and Development, Social Media Optimization, Mobile App Development, Search Engine Optimization Services, Online Reputation Management, and Pay Per Click Services.

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OUR APPROACH With the mass invasion of Internet in every corner of life, both IT and Digital Marketing has become an extremely essential tool for winning over anyone, be it the people or the market and we at **Cognegiac** do exactly that. Our range of services is extraordinary, from Search Engine Optimization (SEO) to Search Engine Marketing (SEM), from Pay Per Click (PPC) to Website Development, you name it and we have it. Our approach is very straightforward.

We believe in treating our clients as the entity and we go every possible way to satisfy their demands by constantly developing latest technical output and expertise. At the same time, we also take care in keeping our team members happy and upbeat which in turn leads to a productive environment, resulting in an even more upbeat clients.

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Our Clientele

Our Clientele

Contd…

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"SEO Process Follow by Cognegiac"

Proposal - Estimates

STEP 1

STEP 2

Initial Consultation

Keyword Research

Competitor Analysis

Mutual Keyword Finalization

Plan Selection & Signup

Pre-SEO Website Diagnostics

Pre-SEO Rank Report

Analytics Setup

Optimize Site Content & Code

Implement Site Changes

Link Building

Local SEO

Social Media Optimization

Periodic Performance Reporting

Periodic Review

TOP 10 RANKINGS

Website Analysis

Website Analysis

Basis Website Optimization Factor analysis.

SEO FACTORS	Value (If any)	Status	ACTION (if any)
Google Indexed pages	**147**	**poor**	**Can be improved!**
Domain Authority	**13/100**	**poor**	**Can be improved!**
Page Authority	**15/100**	**poor**	**Can be improved!**
Alexa Rank (Global)	**3,253,724th**	**poor**	**Can be improved!**

All Factors will be covered in our SEO process

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Report for *upskillyourself.com*

Score: **63%**

Progress: Report Completed

All Factors will be covered in our SEO process

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Comment

Social Media Indicators

❌ Too bad, your social media presence is very low.

| Facebook Mentions | 29 | Twitter Recent Mentions | 0 |
| Pinterest Mentions | 0 | Reddit Mentions | 0 |

1.High level of social activity increases domain authority and ability to **rank higher**, helps search engines to find and index new content in real-time, provides indicators for content authenticity and reader's engagement. We could not locate Facebook Page associated with your website.

All Factors will be covered in our SEO process

Comment

Page Titles	No.of urls
All	226
Missing	82
Duplicate	6
Over 60 Characters	28
Below 30 Characters	131

Title

We have found following title:

"Best Online IT Training and Certification Programs | Upskillyourself"

Length: 68 characters

2. The <**TITLE**> element provides a short piece of text describing the document. The title is very important as it shows in the window title bars, bookmarks and search results. **Title should be between 60 to 65 characters long.**

Note: This data relates only to the websites URL and does not include specific brand pages.

All Factors will be covered in our SEO process

Address	Title 1 Len
https://www.upskillyourself.com/expert-scrum-master-certified-training-esmc.html	0
https://www.upskillyourself.com/safe-product-ownerproduct-mar\	0
https://www.upskillyourself.com/lean-six-sigma-green-belt-6sigmastudy-self-paced-learning	0
https://www.upskillyourself.com/scrum-developer-certified-training-sdc.html	0
https://www.upskillyourself.com/scrumstudy-agile-master-certified-amc.html	0
https://www.upskillyourself.com/aws-technical-essentials-certification-training-self-paced-l	0
https://www.upskillyourself.com/java-certification-training-blended-learning.html	0
https://www.upskillyourself.com/introduction-to-project-management-self-paced-learning.h	0
https://www.upskillyourself.com/six-sigma-black-belt-6sigmastudy-self-paced-learning.html	0
https://www.upskillyourself.com/scaled-scrum-product-owner-certified-training--sspoc.htm	0
https://www.upskillyourself.com/deep-learning-course-with-keras--tensorflow-training-bler	0
https://www.upskillyourself.com/aws-big-data-certification-training-course-self-paced-learn	0
https://www.upskillyourself.com/introduction-to-artificial-intelligence-self-paced-learning.h	0
https://www.upskillyourself.com/faqs.html	0
https://www.upskillyourself.com/scaled-scrum-master-certified-training-ssmc.html	0
https://www.upskillyourself.com/prince2-foundation-and-practitioner-self-paced-learning.h	0
https://www.upskillyourself.com/java-certification-training-self-paced-learning.html	0
https://www.upskillyourself.com/pmi-rmp-certification-training-self-paced-learning.html	0
https://www.upskillyourself.com/prince2-foundation-and-practitioner-blended-learning.htm	0
https://www.upskillyourself.com/capm-certification-training-self-paced-learning.html	0
https://www.upskillyourself.com/ceh-v10---certified-ethical-hacking-course-blended-learnin	0
https://www.upskillyourself.com/icp-acc--icagile-certified-agile-coaching-training.html	0
https://www.upskillyourself.com/certified-kubernetes-administrator-certification-training-s	0
https://www.upskillyourself.com/data-science-with-python-course-self-paced-learning.html	0
https://www.upskillyourself.com/machine-learning-with-mahout-certification-trainingself-p	0

Pages of the website not having page title

2/2021

Meta Description	No.of urls
All	226
Missing	85
Duplicate	4
Over 155 Characters	16
Below 70 Characters	192

Comment

Description Metatag

We have found following description:

"Get the best professional online IT training and certification courses and programs from upskill yourself ￼ We offer the best virtual live training classes."

Length: 164 characters

4. The **description** attribute should provide a concise explanation of a Web page's content. Also, the description is often displayed on **search engine results** and can indirectly affect page ranking.

Address	Meta Description 1 Length
https://www.upskillyourself.com/six-sig	9
https://www.upskillyourself.com/devop:	6
https://www.upskillyourself.com/angula	16
https://www.upskillyourself.com/expert	0
https://www.upskillyourself.com/safe-p	0
https://www.upskillyourself.com/aws-de	23
https://www.upskillyourself.com/terms-	11
https://www.upskillyourself.com/agile-a	15
https://www.upskillyourself.com/lean-si	0
https://www.upskillyourself.com/data-sc	24
https://www.upskillyourself.com/scrum-	0
https://www.upskillyourself.com/registe	8
https://www.upskillyourself.com/java-ce	27
https://www.upskillyourself.com/certifie	29
https://www.upskillyourself.com/manua	28
https://www.upskillyourself.com/machir	28
https://www.upskillyourself.com/big-dat	8
https://www.upskillyourself.com/scrums	0
https://www.upskillyourself.com/seleniu	21
https://www.upskillyourself.com/blockch	20
https://www.upskillyourself.com/apache	18
https://www.upskillyourself.com/aws-te	0
https://www.upskillyourself.com/itilv4-f	17
https://www.upskillyourself.com/pmp-ce	26
https://www.upskillyourself.com/cyber-s	14
https://www.upskillyourself.com/privacy	17
https://www.upskillyourself.com/java-ce	0

Comment

5. Pages of the website having meta description below 155 characters

All Factors will be covered in our SEO process

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Address	Meta Desc
https://www.upskillyourself.com/expert-scrum-m	0
https://www.upskillyourself.com/safe-product-ov	0
https://www.upskillyourself.com/lean-six-sigma-	0
https://www.upskillyourself.com/scrum-develope	0
https://www.upskillyourself.com/scrumstudy-agil	0
https://www.upskillyourself.com/aws-technical-e	0
https://www.upskillyourself.com/java-certificatio	0
https://www.upskillyourself.com/courses.html	0
https://www.upskillyourself.com/introduction-to-	0
https://www.upskillyourself.com/blogs.html	0
https://www.upskillyourself.com/six-sigma-black-	0
https://www.upskillyourself.com/scaled-scrum-pr	0
https://www.upskillyourself.com/deep-learning-c	0
https://www.upskillyourself.com/cart	0
https://www.upskillyourself.com/aws-big-data-ce	0
https://www.upskillyourself.com/introduction-to-	0
https://www.upskillyourself.com/faqs.html	0
https://www.upskillyourself.com/scaled-scrum-m	0
https://www.upskillyourself.com/java-certificatio	0
https://www.upskillyourself.com/prince2-foundat	0
https://www.upskillyourself.com/prince2-foundat	0
https://www.upskillyourself.com/pmi-rmp-certifi	0
https://www.upskillyourself.com/capm-certificati	0

6. Pages of the website not having meta description

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Comment

Domain Expiration

❌ Your domain expires in: 21 days, 16 hours, 39 minutes.

7. Domain expiration far in to the future is considered a good practice as it promotes confidence in your website, decreases chances of losing domain and in certain cases might help with search engine ranking.

Comment

Images

❌ We have located images with missing ALT attribute.
Number of images: 79
Missing alt tag: 68
List of images with missing ALT attributes:

8. The "alt" attribute provides a text equivalent for the image. If the browser cannot display an image the alt description will be given in its place. Furthermore, some visitors cannot see images as they might be blind in which the alt tag provides a valuable image description. Finally, search engines utilize the alt attribute for image search indexing.
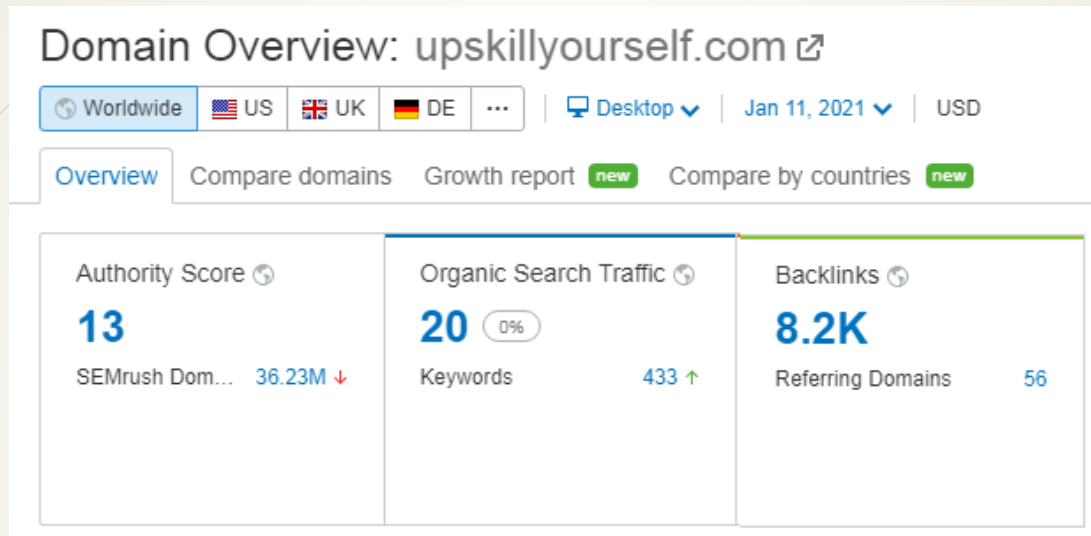
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Page Speed

Google Page Speed score: **58%** (Average)

Lighthouse Lab Data		Result	
−	First Meaningful Paint		1.5 s
✘	Speed Index		2.4 s
✔	First CPU Idle		1.9 s
−	First Contentful Paint		1.5 s
−	Time to Interactive		2.9 s

Comment

9. PageSpeed analyzes webpages and evaluates its performance while providing suggestions on reducing page load times. Google is now incorporating website speed in search ranking.
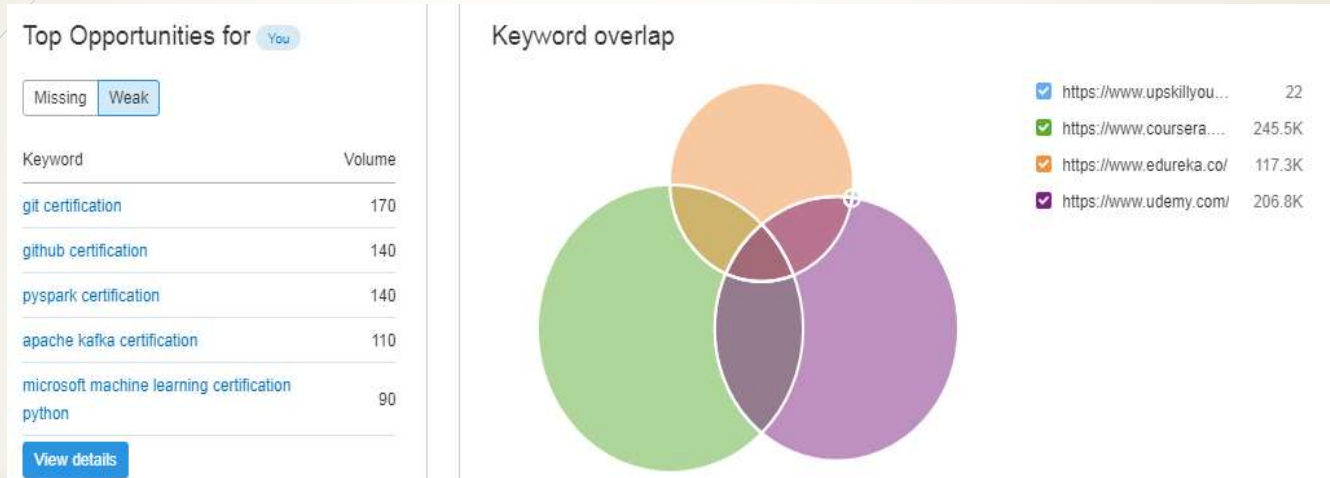
Comment

Domain Overview: upskillyourself.com ↗

Worldwide | 🇺🇸 US | 🇬🇧 UK | ■ DE | ··· | 🖥 Desktop ⌄ | Jan 11, 2021 ⌄ | USD

Overview | Compare domains | Growth report [new] | Compare by countries [new]

Authority Score ⓖ	Organic Search Traffic ⓖ	Backlinks ⓖ
13	**20** (0%)	**8.2K**
SEMrush Dom... 36.23M ↓	Keywords 433 ↑	Referring Domains 56

10. Authority Score is 13 which is very poor, backlinks are 8.2k **which are very less in very number** need to work on it.

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Comment

Top Opportunities for You

| Missing | Weak |

Keyword	Volume
git certification	170
github certification	140
pyspark certification	140
apache kafka certification	110
microsoft machine learning certification python	90

View details

Keyword overlap

☑ https://www.upskillyou...	22
☑ https://www.coursera....	245.5K
☑ https://www.edureka.co/	117.3K
☑ https://www.udemy.com/	206.8K

11. Here is the opportunity to improve keywords

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To view backlink opportunities that you're missing

Comment

12. Here is the opportunity to get increase live backlinks

On Page Testing – How Google is Reading ?

Title	Present But Need improvement	Average
Breadcrumbs	Not Present	Poor
Custom 404 Error Page	Found	Good
Socail Plugin	Not Optimized	Poor
Heading Tags	Not Optimized	Poor
Alt (Image) Tags	Not Optimized	Poor
Meta Description	Present But Need improvement	Poor
Meta Keywords	Not optimized	Poor
Header Optimization	Optimized	Good
Footer Optimization	Optimized	Good
Google Analytics	Found	Good
Sitemap.html	Not Found	Poor
Sitemap.xml	Found	Good
Robots.txt	Not Found	Poor
Mobile Page Speed	29/ 100	Poor
Desktop Page Speed	73/ 100	Average

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SEO Opportunities - Overview

This is how a user sees your website


```
<!doctype html>
<html>
<head>
<meta charset="utf-8">
<meta http-equiv="X-UA-Compatible" content="IE=edge">
<meta name="viewport" content="width=device-width, initial-scale
<meta name="author" content="UPSKILL YOURSELF">
<title>
Best Online IT Training and Certification Programs | Upskillyour
<meta name="description" content="Get the best professional onli
<meta name="keyword" content="best training and certification co
<link rel="canonical" href="https://www.upskillyourself.com/">
```
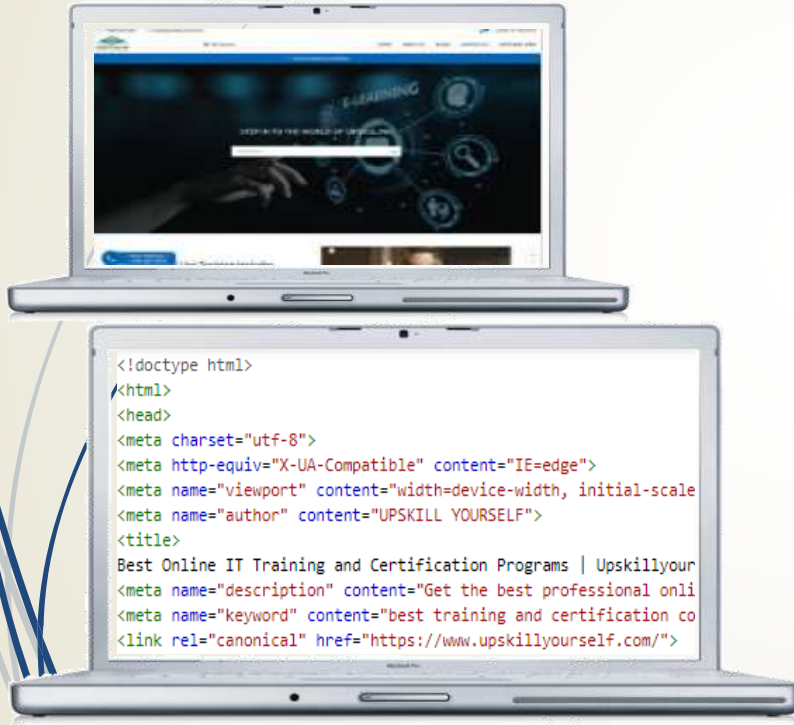
- **Very Urgent** – mobile speed issue
- HTML Sitemap need to upload on website
- Content optimization required.
- External & Internal links need to be optimized.
- Add more keyword-rich quality content
- Meta description need to be optimised
- Page titles need to be updated
- Heading tags not optimized
- ALT TAGS need to be optimized

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Website Audit –Speed Parameters

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Performance grade	Page size
D 69	6.9 MB

Load time	Requests
2.77 s	132

No. of requests at page load is 132
AVERAGE
Page Load Time is 2.77s-AVERAGE

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PAGE LOAD SPEED OF THE WEBSITE

Mobile loading speed is poor.

Desktop loading speed is Average.
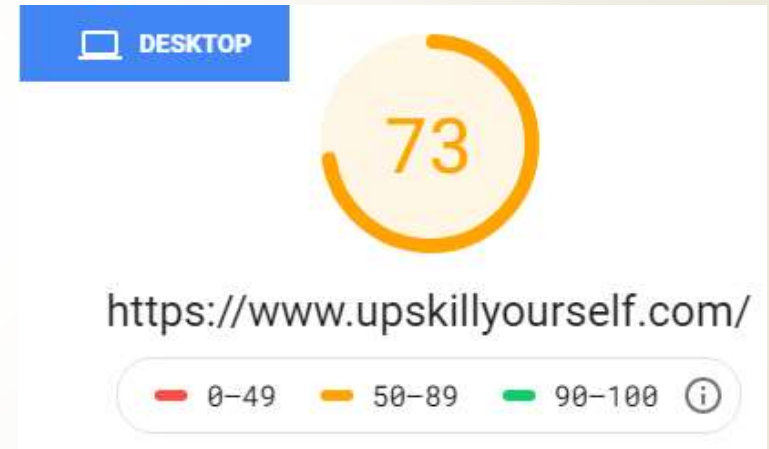
PAGE LOAD SPEED OF THE WEBSITE

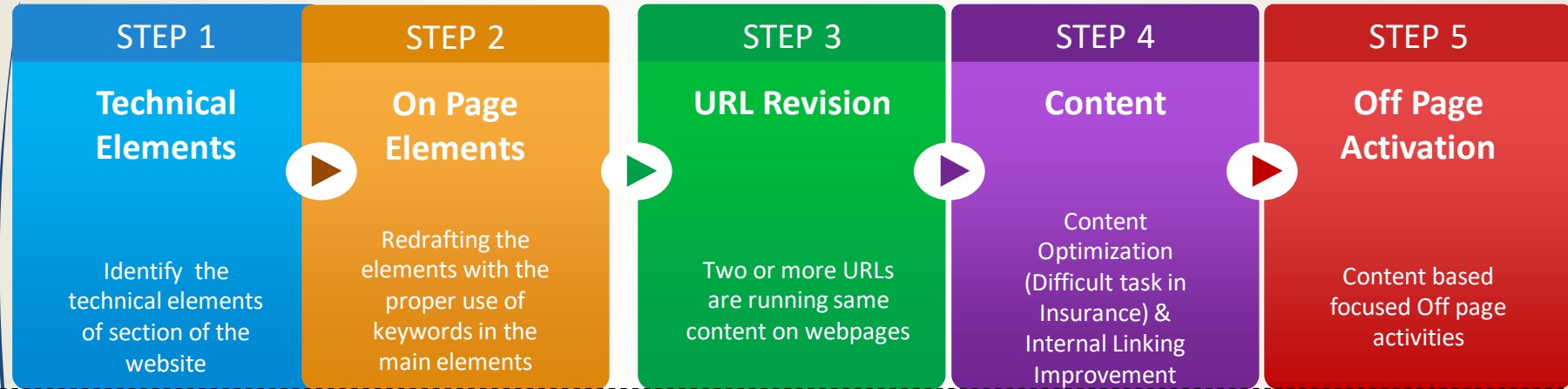| Opportunity	Estimated Savings
▲ Serve images in next-gen formats	18.15 s
▲ Properly size images	4.95 s
▲ Eliminate render-blocking resources	3.9 s
▲ Efficiently encode images	2.85 s
▲ Remove unused CSS	1.2 s
▲ Reduce initial server response time	1.07 s
■ Remove unused JavaScript	0.45 s
■ Minify JavaScript	0.3 s

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What Next ?

STEP 2

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SEO STRATEGY & APPROACH TO RANK

Steps/ Approach to Improve Performance

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
Technical Elements	**On Page Elements**	**URL Revision**	**Content**	**Off Page Activation**
Identify the technical elements of section of the website	Redrafting the elements with the proper use of keywords in the main elements	Two or more URLs are running same content on webpages	Content Optimization (Difficult task in Insurance) & Internal Linking Improvement	Content based focused Off page activities

Objective

Better Crawlability of the Section & good user experience	Push ranking on the keywords that have low competition	Remove Duplicity Issue of the website	Better density, keyword based content & anchor text using relevant keywords	Support in ranking of critical keyword

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Seo Approach

| Parameter	Approach
Keywords	Keywords targeting will be improved using combination of main and long tail keywords.
On Page	On page elements will be optimized keeping the focus on main keywords.
URL Structure	Webpage is very deep in hierarchy, recommendations to have a flat structure website.
Links to Webpage	No external links are present to the webpage, it is only linked internally, so external linking strategy will be set up for the same
Page Speed & Load Time	Page speed and load time optimization recommendations as currently webpage has high load time
Technical Health	Website technical health is not as per standards and multiple improvements will be suggested
Mobile Friendliness	Website is not as mobile friendly as its competitors, so recommendations for improvement will be suggested
Content	Yes Content found on target pages. But We have to Optimize these content in terms of SEO.

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Our SEO Process – Explained in **3 Steps**
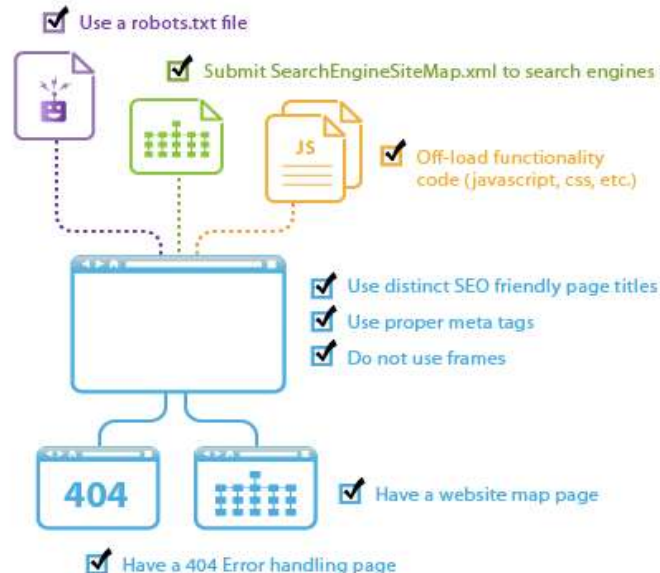
Build Website Strength (Step 3)

Index		
Robots.txt	Sent On Dated - 10th-May-2019	Click Here
SiteMap (XML)	Sent On Dated - 10th-May-2019	Click Here
SiteMap (HTML)	Sent On Dated - 10th-May-2019	Click Here
Sitemap (RSS-XML)	Sent On Dated - 10th-May-2019	Click Here
Sitemap (URLList-TXT)	Sent On Dated - 10th-May-2019	Click Here
Broken Links	Sent On Dated - 10th-May-2019	Click Here
Page Load Speed	Sent On Dated - 10th-May-2019	Click Here
Image Alt Tags	Sent On Dated - 10th-May-2019	Click Here
Content Requirement	Sent On Dated - 10th-May-2019	Click Here
Landing Page Creation	Sent On Dated - 10th-May-2019	Click Here
W3C CSS errors	Sent On Dated - 10th-May-2019	Click Here
Error in Web-coding Level	Sent On Dated - 10th-May-2019	Click Here
Content Requirement	Sent On Dated - 10th-May-2019	Click Here
Landing Page Creation	Sent On Dated - 10th-May-2019	Click Here
Create - Contact Us _Page_Data_Strcuture	Sent On Dated - 10th-May-2019	Click Here
About-Us-Page-Data-Structure	Sent On Dated - 10th-May-2019	Click Here
Example - BreadcrumbList	Sent On Dated - 10th-May-2019	Click Here
Footer Link Optimization	Sent On Dated - 10th-May-2019	Click Here
Header Link Optimzation	Sent On Dated - 10th-May-2019	Click Here
Example of Perfectly Optimized Page	Sent On Dated - 10th-May-2019	Click Here
Home Page Meta-Keyword	Sent On Dated - 10th-May-2019	Click Here
Other Recommendations	Sent On Dated - 10th-May-2019	Click Here

On-Page Reporting Format

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Page Development (If Required To Develop New Pages)	Yes	
W3C Validation Check	Yes	
Website Load Time Optimization	Yes	
XML Sitemap Creation	Yes	
Image Alt Tags Optimization	Yes	
Robots.txt File Creation	Yes	
Web Content Optimization	Yes	
Installation Internal Blog into website (If Required.)	Yes	
Blog Content Creation - 5	5	
Image Share - 5	5	
Article Submission (Single Content Single Resources)	40	
Article Submission (Single Content in Multiple Resources)	100	
Blog Submission	40	
Social Profile linking	200	
Guest Posting Live Links SBM	50	
Forum Live Links SBM	50	
PPT Submission	20	

Off-Page Reporting Format

Organic Keywords

Off-Page Reporting Format

Forum Commenting	5	
Social Commenting	10	
Product Commenting	0	
Video Live Links SBM	100	
Q/A Live Links SBM	100	
Ping Submission	600	
Guest Posting	5	
PR Posting	50	
Niche Forum Profile Links	50	
Social Media Post Links	9000	
Article Live links SBM	2200	
PDF Live Links SBM	100	
Links from Reddit	200	
Links from LinkedIn Company Directory	40	
Total Monthly	**14000**	

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Content Marketing

Primary/Secondary Research. brochures, catalogues & eBooks	Infographics & Slide Shares
Long form Blog Posts & Presentations	Short form Blog Posts & Contributed Content
Wikipedia Page Creation	Social Media Posts & Curated Content

SEO Content Optimization

CONTENT OPTIMIZATION (ON-SITE)

THEN – KEYWORD STUFFED

.....KEYWORD.........KEYWORD.........KEYWORD...................
KEYWORD.................... KEYWORD............
KEYWORD........................... KEYWORD........
.... KEYWORD.........................
...... KEYWORD........................ KEYWORD...
.... KEYWORD.........................
...... KEYWORD..... KEYWORD.... KEYWORD.........

The art of stuffing keywords everywhere within website content.

NOW – THEME BASED

.... KEYWORD...
......KEYWORD VARIATION 1...........................
SYNONYM............KEYWORD VARIATION 2.........
...................KEYWORD.........................
LONG TAIL KEYWORD 1.................................
..............................LONG TAIL KEYWORD 2.
.....KEYWORD VARIATION 3....SEMANTICS............

The art of building robust themes across all pages of the webite which account for keyword variations (long tail and fat heads) as well as help users navigate better on the website. .
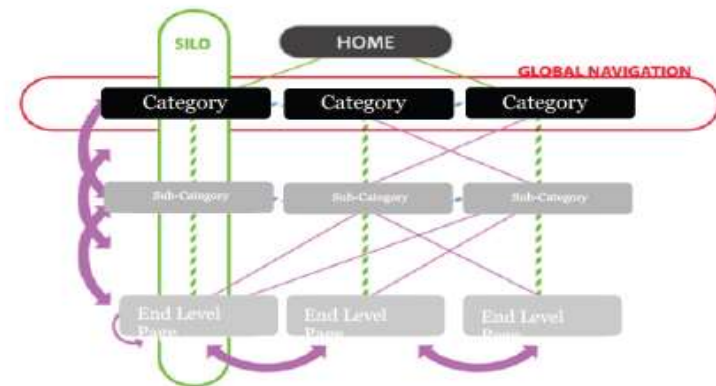
WEBSITE STRUCTURE

THEN – ISOLATED/BROKEN

HOME

Category | Category | Category

Sub-Category | Sub-Category | Sub-Category

End Level Page | End Level Page | End Level Page
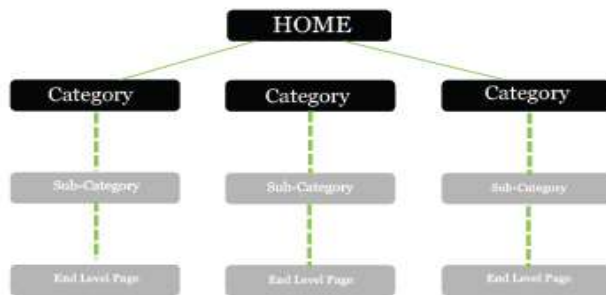
A fragmented structure jeopardizing crawl-ability and discoverability resulting in poor keyword rankings and website conversions.

NOW – SILOED

SILO

HOME

GLOBAL NAVIGATION

Category | Category | Category

Sub-Category | Sub-Category | Sub-Category

End Level Page | End Level Page | End Level Page

Building a fluidic, robust theme on the website which not only facilitates crawl-ability but also leads to optimum user experience.

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BACKLINK PROFILE

THEN – MONOTONOUS DIRECTORIES
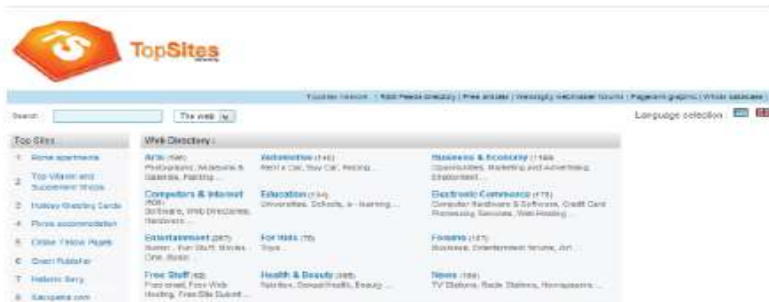
NOW – MULTIMEDIA & QUALITY RICH

Niche Directories	Business Listings
PPTs	Content Marketing

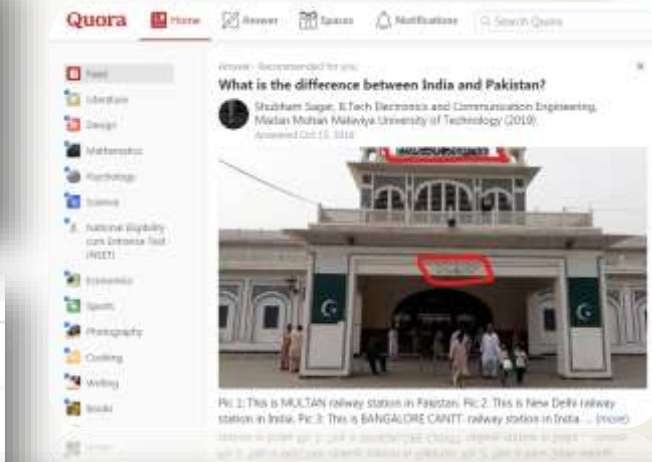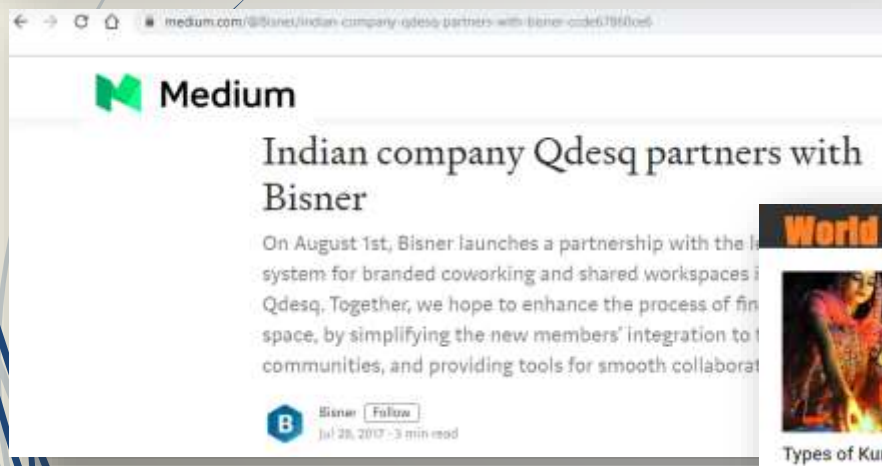# Content Marketing

Step 1. Set Your Mission and Your Goals
Step 2. Establish Your KPIs
Step 3. Know Your Audience
Step 4. Assess Your Current Position
Step 5. Figure Out the Best Content Channels

Step 6. Decide on Content Types
Step 7. Identify and Allocate Resources
Step 8. Create a Content Calendar
Step 9. Create Content
Step 10. Distribute and Market
Step 11. Measure Results
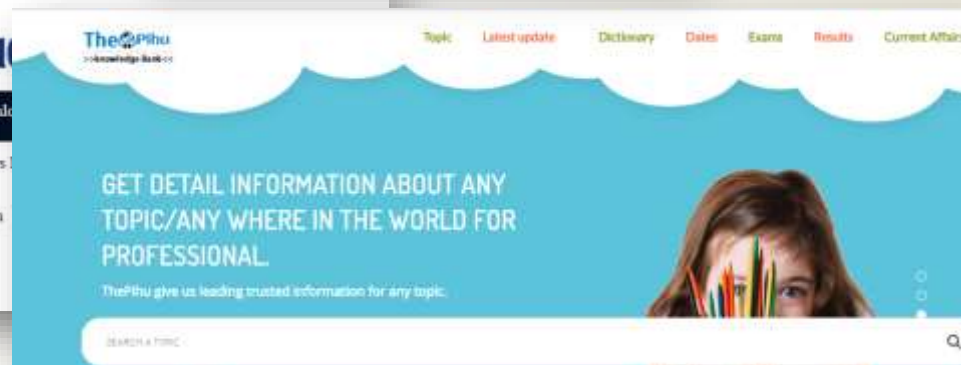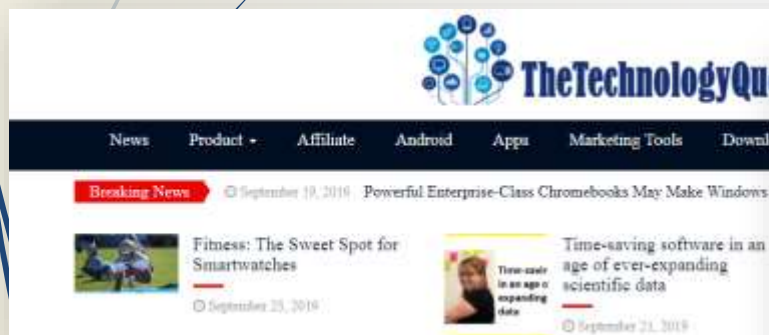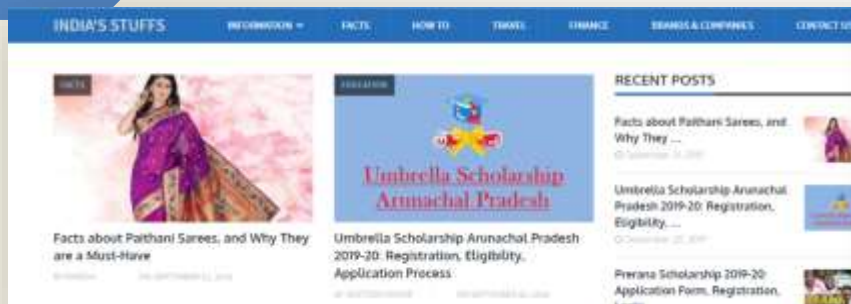
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Our Publisher Network

Our Publisher Network

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Our Influencer Network

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Quora | Home | Answer | Spaces | Notifications

- Feed
- Literature
- Design
- Mathematics
- Psychology

Studying

Follow · 3.9m | Bookmark

Read | Answer | Most Viewed Writers
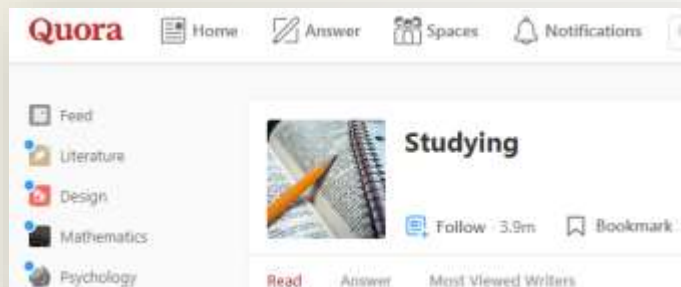
Ramarko Sengupta is a senior Editor with YourStory and is based in Delhi.

Ramarko Sengupta

Quora | Home | Answer | Spaces | Notifications | Search Quora

Rajiv Jain
NIT

Hi, I'm Rajiv Jain, a teacher, learner, blogger in Delhi, India. I have completed my graduation from NIT. Work for the interactive/digital learning education segment.

Thank You!

DoctorTips
Page | Inbox | Notifications

1,509 likes +11 this week
Chandan Kumar and 3 other friends

1,521 follows

Rishabh has a passion for engaging content, and loves a great story. Write to him at rishabh@yourstory.com

Rishabh Mansur

CONFIDENTIAL

1/12/2021

#1 – Case Study

THE PROBLEM

CASE STUDY

Kiddie Academy Achieves 249% Increase in High Ranking Keywords

Kiddie Academy, a leader in educational child care, has two distinct business objectives.

1) connect the Kiddie Academy brand to their consumers locally.
2) reach new potential franchisees to help expand their network of centers across the country.

Prior to **Cognegiac**, they used a variety of SEO tools and partners to establish a strategy to increase organic search. However, these strategies were more of a reactive approach to SEO and made it difficult to measure how effective their initiatives were in terms of performance. Kiddie Academy's digital marketing team needed a solution that would ultimately help generate leads and inquiries from prospects seeking childcare or people looking to start a business.

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THE SOLUTION

CASE STUDY

Kiddie Academy Achieves 249% Increase in High Ranking Keywords

Just over two years ago, Kiddie Academy selected **Cognegiac** as their primary SEO platform which immediately made an impact by helping them to identify critical content gaps within their website.

The **Cognegiac** team also provided key recommendations to produce wins for Google Quick Answer search terms which resulted in higher traffic volume to newly established targeted locations. In fact, the insights from **Cognegiac** helped produce higher traffic and rank even before local academies had opened.

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CASE STUDY

49 ▶ **THE RESULTS**

Kiddie Academy Achieves 249% Increase in High Ranking Keywords

Kiddie Academy recently conducted a study that reacted an average of 67% increase in monthly organic traffic and a 41% growth in monthly organic conversions over the last two years. Currently, organic traffic leads the way in terms of all website traffic, even beyond their paid initiatives, and over half of all lead conversions. These results have paved the way for their executive teams to encourage an SEO-led enhancement for new website initiatives and adding a new position to their digital marketing team with exclusive focus on SEO.

INCREASE OF	ORGANIC TRAFFIC UP	ORGANIC CONVERSIONS UP	INCREASE OF
249%	**67%**	**41%**	**225%**
HIGH-RANKING KEYWORDS IN POSITION 5 OR BETTER HAVE INCREASED FROM 794 TO 2800	MONTHLY ORGANIC TRAFFIC INCREASE SINCE MAY 2017	MONTHLY ORGANIC CONVERSIONS INCREASE SINCE MAY 2017	LOCAL 3-PACK LISTINGS INCREASED FROM 329 TO 1220

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CASE STUDY

"Working with *(Abhishek)* **CEO of Cognegiac Solution** Customer Support was extremely helpful...they know our business, hat our challenges are, and what we are trying to solve for. They were able to introduce the
latest innovations of the platform and adapt it to our business needs and solve it from a Kiddie Academy lens."

Andy Seguin,
Director of Digital Marketing
at Kiddie Academy

Andy Seguin
Director of Digital Marketing
Kiddie Academy

Kiddie Academy Achieves 249% Increase in High Ranking Keywords

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#2 – Case Study

CASE STUDY

soak.com Increases SEO Channel Contribution 30%

BACKGROUND

soak.com is an online bathroom retailer operated by Luxury For Less Limited. Based in Nuneaton, Warwickshire, soak.com supplies bathrooms, radiators, and lighting.

soak.com's SEO manager, Hannah Bryce, was interested in a way to streamline SEO activities in order to prioritize the most lucrative on-site actions, while managing off-site and technical activity across 3 large ecommerce websites. The main aims of implementing **Cognegiac** were to improve search engine rankings and to increase share of organic search traffic–both with the aim of increasing organic conversions.

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CASE STUDY

THE SOLUTION

soak.com Increases SEO Channel Contribution 30%

"With **Cognegiac** , the adage of 'you get out of it what you put in' is certainly true. By taking time to input the most relevant data at the start, the recommendations the platform created were extremely effective. The results speak for themselves, and now I keep the site well maintained with **Cognegiac** Recommendations.

The support of the **Cognegiac** team has also been valuable to us, from advising when to change keywords to onsite training. Another bonus is the professional services team as it's always good to have another opinion on technical issues from international migrations to algorithm updates."

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COGNEGIAC
Delivering Innovative Solutions

CASE STUDY

THE RESULTS

soak.com Increases SEO Channel Contribution 30%

Since joining **Cognegiac** in 2018, soak.com has utilized the full platform suite to achieve their SEO goals and overcome legacy challenges. Anchoring predominantly on Recommendations, Data Cube research and the platform's extensive and detailed reporting capabilities, the company has increased the organic channel's contribution to **all sessions by 30%.**

"The support of the **Cognegiac** & **Abhishek** team has been valuable to us from advising when to change keywords to onsite training. Another bonus is the Professional Services team as it's always good to have another opinion on technical issues from international migrations to algorithm updates." – **Hannah Bryce, SEO Manager, soak.com**

Hannah Bryce
SEO manager
www.soak.com

soak.com
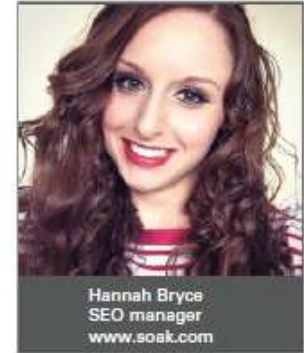
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#3 – Case Study

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CASE STUDY

Ecommerce Retailer Sweetwater Tackles Technical SEO, Sees 38% Increase in Organic-Assisted Transactions

BACKGROUND

Since 1979, Sweetwater has been committed to giving music makers the ultimate shopping experience. As a pioneer of e-commerce in the early '90s, Sweetwater has methodically leveraged the Internet to expand the business. As a result, Sweetwater.com now serves as the #1 online retail destination for music gear in the United States.

Whether it's Sweetwater's human approach to building personal relationships with their customers, the numerous free value-adds, or their unparalleled "too-good-to-be-true" customer service, Sweetwater.com continues to be the preferred shopping destination for music makers — beginner and rock star alike.

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CASE STUDY

THE SOLUTION

Ecommerce Retailer Sweetwater Tackles Technical SEO,
Sees 38% Increase in Organic-Assisted Transactions

With over 30,000 products and more than 125,000 pages on Sweetwater's website, page taxonomy, navigation, and site search help connect Sweetwater customers to products that meet their needs.

Sam Dickinson, Sweetwater's Data Strategy and Analytics Manager, leverages **Cognegiac** to organize Sweetwater content for both customers and search crawlers. Organic search is one of Sweetwater's largest sources of traffic, so gains in SEO have a profound impact on the business as a whole.

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CASE STUDY

THREE TECHNICAL SOLUTIONS

Ecommerce Retailer Sweetwater Tackles Technical SEO, Sees 38% Increase in Organic-Assisted Transactions

1. Taxonomy – Abhishek and the Sweetwater Content Team (led by Jon Schafer) identified high-potential concepts using **Cognegiac** Data Cube and **Cognegiac** Ignite Analysis, reorganizing Sweetwater.com content to better align with search behaviour. **Cognegiac** served as an objective reporting source while Abhishek and the Sweetwater Web Team (led by Josh Gustin) rolled the resulting SEO-optimized internal linking strategy out across Sweetwater.com.

2. Pagination – Abhishek noticed individual component pages of multi-page categories competing for SERP placements in his **Cognegiac** reporting and worked alongside the Sweetwater Web Team to stablish rel="next" and rel="prev" relationships for all multi-page Sweetwater.com results, eliminating competition between individual parts of a single concept.

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CASE STUDY

THREE TECHNICAL SOLUTIONS

Ecommerce Retailer Sweetwater Tackles Technical SEO, Sees 38% Increase in Organic-Assisted Transactions

3. Prioritization – <u>Cognegiac</u> continues to provide the SERP context necessary to prioritize Sweetwater.com organic search concepts via Data Cube and tracked keywords as well as the long-term SERP and site structure reporting with which Abhishek gauges the success of his modications via ContentIQ and StoryBuilder.

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THE RESULTS

CASE STUDY

Ecommerce Retailer Sweetwater Tackles Technical SEO, Sees 38% Increase in Organic-Assisted Transactions

Comparing Project Start to End

+ 63% Sweetwater.com Page 1 Ranked Organic Keywords, + 39% Sweetwater.com Overall Ranked Organic Keywords
+ 38% Sweetwater.com Organic Search Assisted Transactions + 20% Sweetwater.com New Organic Sessions

"**Cognegiac** has been an indispensable part of Sweetwater's SEO efforts over the past year. In an ever changing organic search landscape, its objective reporting and research capabilities help us quantify the impact SEO has on our overall business."

Sam Dickinson
Analytics Manager
www.sweetwater.com

Sweetwater®

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Commercials

Service	Duration	Price (INR)/Month
SEO (100 Keywords)	12 Months+	52, 000

The mentioned price is exclusive of GST and in monthly advanced mode

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