

Case Study

Increased Organic Traffic by 100% for an Ecommerce Client.

Client: [NucleusTechnologies.com](https://nucleustech.com)

Nucleus Technologies (KernelApps) is a global software provider offering over 110 products in migration, data recovery, backup, and email management solutions. Their clientele includes IT firms, enterprises, and individual users worldwide.

Approach & Key Metrics

- Market Research and Analysis
- AI Strategy Development
- SEAT Implementation
- Monitoring and Evaluation



40%

ROI increased quarterly



30%

Leads from paid campaigns



40%

Leads from Google Ads campaigns

CHALLENGES

- Website was not SEO friendly due to which there was no internet visibility.
- Low organic visibility for highly competitive IT/software keywords.
- Fragmented keyword targeting across 100+ product pages.
- Limited lead generation from global markets.

SOLUTIONS

Here's competitive digital landscape, businesses need effective online strategies to stand out, engage their audience, and drive growth to maximize online potential.

42%

SEO audit & fixed technical issues

250+

keyword research & optimized pages



high-quality link & boost domain authority

BENEFITS



Organic traffic grew by 100% in 11 months



Achieved Page 1 rankings for 70+ competitive software keywords



Increased global organic leads by 65%



Reduced CPA by 50% through optimized ad targeting and landing pages.



Digital Marketing Agency



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