



# DIGITAL MARKETING CASE STUDY

May 2018 - Till Now

Smart Sight Innovations





## Content Outline

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# About Us

**PeddleWeb** is a group of digital marketing intellectuals who hold years of experience working in this field. With our digital marketing skills, experience and knowledge, we have successfully served numerous clients and have created a huge base of satisfied customers throughout the world.

We don't believe in selling fixed knowledge to clients. Our key aim is to understand the nature and requirements of our client's business and accordingly align the strategies with it.

With our focused approach towards our job, we can determine the right digital opportunity, which allows us to help our clients in solving their complex business problems.

# Client's Introduction

**Smart Sight Innovation's** leading web and mobile app development company with website and mobile apps development expertise. The app development services include ios, android, hybrid, native, ipad apps development.

Apart from app development, it providing software to manage a company's interaction with current and potential customer i.e CRM softwares. With eCommerce solutions and Tally solutions to solve accounting problems.

# Situation

**Smart Sight Innovations** needed a way to improve their website traffic along with lead generation through Organic Rankings. Overall what they needed was Leads. Since traditional marketing tactics are not enough in this Digital Era.

Here comes the role of Digital Marketing to increase leads and to boost their value in the market by promoting the website and improving the customer engagement.

# Challenges

**PeddleWeb** researched for the web and mobile app development companies providing solutions for the small and medium scale firms precisely in Mumbai. We found that competition between web and app development companies is getting too cut-throat. It was harder to stand out with better rankings and to gain leads with only existing business keywords and website.

**Smart Sight Innovation's** website was not engaging to the audience i.e less user experience and there were limited quality leads.

**STRATEGIES**

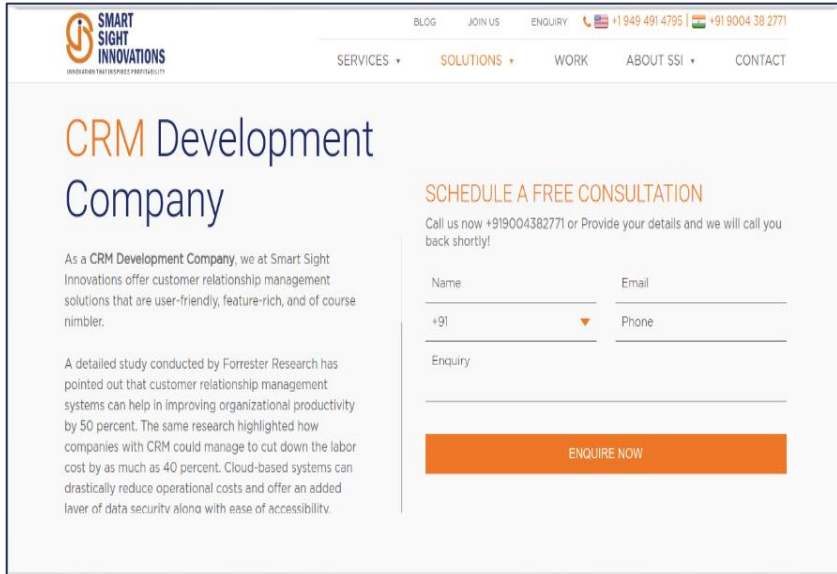
**FOLLOWED**

- **Enhance user experience and Keyword**
- **Optimize through revamping the service pages of the website**
- **Drive Traffic to the Website**
- **Content Marketing**



# Page Revamping

After conducting research on other web development websites, **PeddleWeb** has revamped Smart Sight Innovations existing website with major visible changes.

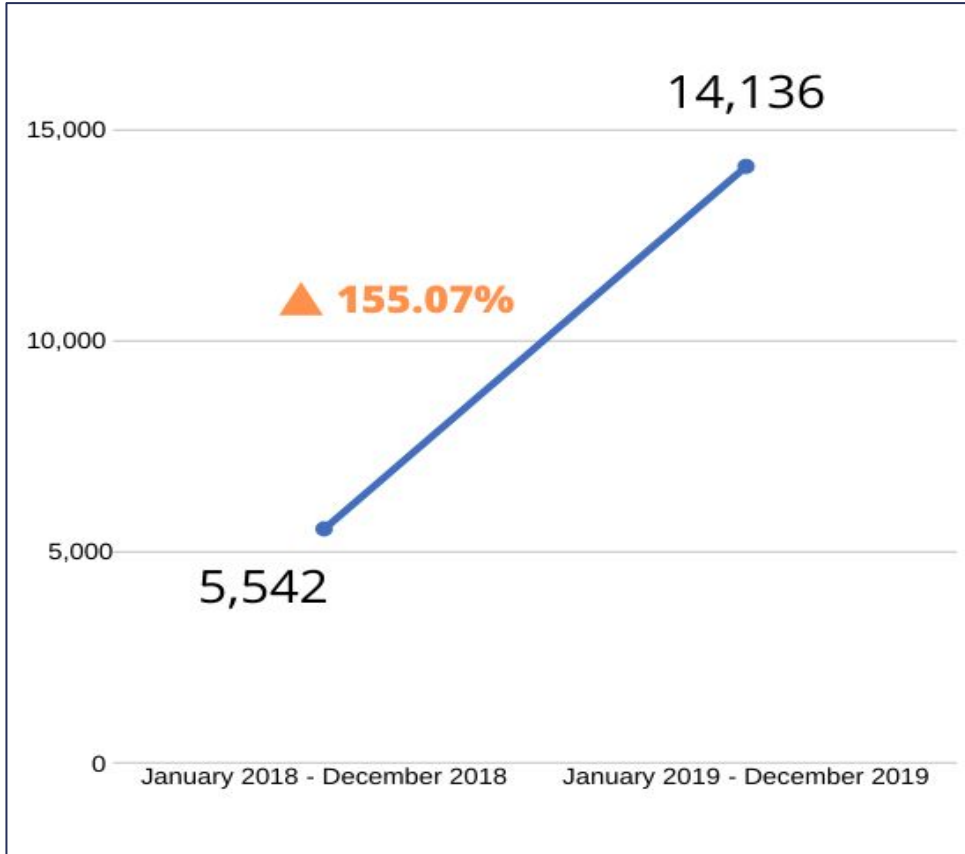


# On-Site SEO

On the back-end,  
**PeddleWeb** has optimized  
the site considering  
sophisticated search engine  
guidelines.



# Website Traffic Analysis



## Website Traffic:

January 2018 - December 2018 - 5,542

January 2019 - December 2019 - 14,136

**155.07% increased**

# Content Marketing

**PeddleWeb** was involved in the creation and sharing of online content material such as Website blogs, Guest Posts and press releases to promote the brand, as well as stimulate interest in its products or services.





# Top Ranking Keywords

Sr No	Keywords
1	CRM Software Development Company
2	Custom Database Development
3	Tally Customisation
4	Magento Mobile App Development Company
5	Ecommerce Development Solutions
6	Smartphone App Development
7	CRM Software Development Services
8	CRM Development Services
9	Tally ERP 9 Customization

# Traffic at a glance: Organic Traffic



## Organic Traffic:

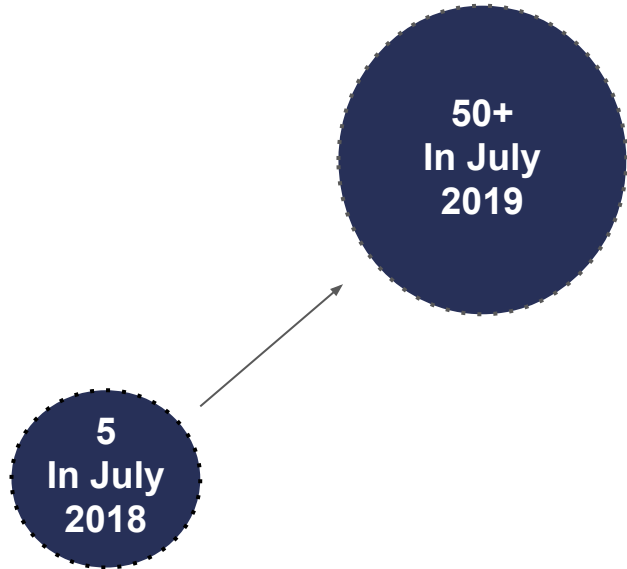
January 2018 - December 2018 - **2,120**

January 2019 - December 2019 - **5,814**

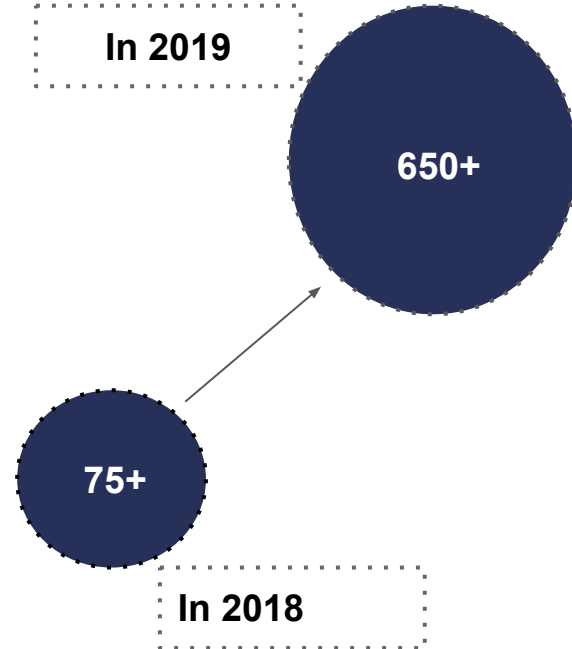
**174.25% increased**

# Leads Analysis

## Average Leads Per Month



## Leads Per Year





**Thank You**