



www.eviewglobal.com

COMPANY OVERVIEW

Eview Global is a manufacturer and supplier of energy efficient skylights and daylights solution Worldwide. The company offers cutting-edge solutions that cater to diverse needs, ensuring optimal Lux levels for Daylighting.

Upon analysis, they found that their website traffic from organic search had significantly decreased. To address this, they sought professional SEO services to improve their online presence and increase organic traffic.



OBJECTIVES



Increase Organic Traffic

Boost the number of visitors arriving at the website via search engines.

Improve Search Engine Page Rankings

Achieve higher rankings for targeted keywords.

Enhance User Experience

Ensure that the website is user-friendly and encourages conversions.

Boost Sales

Ultimately, increase sales through improved visibility and traffic.

SEO CHALLENGES

3. LOW-QUALITY CONTENT :

The existing content was not optimized for relevant keywords and lacked engagement.

4. NO BACKLINK :

The site has no quality backlinks, affecting its domain authority.

1. NO SEO PRACTICES :

The company had not implemented its SEO strategy since its inception.

2. TECHNICAL SEO ISSUES :

There were several technical issues, including slow page loading times and mobile usability problems.

Approach



Initial Site Audit and Analysis:

- ➔ **Technical SEO Audit:** Identified issues such as broken links, missing meta tags, and slow page loading speeds.
- ➔ **Keyword Research:** Conducted extensive keyword research to find relevant and high-traffic keywords.
- ➔ **Content Analysis:** Evaluated existing content for quality, relevance, and keyword optimization.
- ➔ **Competitor Analysis:** Analyzed competitors to identify gaps and opportunities.



On-Page SEO Optimization

- ➔ **Technical Fixes:** Resolved technical issues including page speed optimization, mobile responsiveness, and fixing broken links.
- ➔ **Content Optimization:** Updated meta tags, headers, and descriptions to include target keywords. Improved content quality by adding informative and engaging elements.
- ➔ **Internal Linking:** Improved internal linking structure to enhance navigation and spread link equity.



Off-Page SEO Strategies

- ➔ **Link Building:** Developed a strategic link-building campaign to acquire high-quality backlinks from reputable sources.
- ➔ **Social Media Integration:** Enhanced social media presence to drive traffic and create additional backlinks.
- ➔ **Local SEO:** Optimized for local search by creating and updating listings on Google Business Profile and other local business directories.



Continuous Monitoring and Adjustment

- ➔ **Analytics and Reporting:** Set up regular reporting to monitor key metrics such as organic traffic, bounce rate, and conversion rates.
- ➔ **Ongoing Content Creation:** Developed a content calendar to consistently publish fresh and relevant content in the form of articles, blogs, etc.

Keywords List

Lightpipe

Solartube

Solar Lightpipe

Daylight Pipe

Daylight Harvesting

Lightball Skylight

Solar Daylight

Skylight

Lightpipe Company

Natural Daylight

Skylight Tube

Power Saving Device

Free lighting

Sunlight reflector for home India

RESULTS



1. INCREASE IN ORGANIC:

- **300% increase** in organic traffic within 5 months.
- Significant improvement in the number of first-page rankings for targeted keywords.

Monthly Website Traffic Comparison

Period	Users	Pageviews
March 2024	959	2100
April 2024	3579	6800
May 2024	4,033	7,200

2. IMPROVED SEARCH ENGINE RANKINGS:

- **3 keywords** ranked on the first page of Google.
- Notable rise in domain authority.

3. ENHANCED USER EXPERIENCE:

- Reduced page load time by 40%.
- Improved mobile usability scores, resulting in a lower bounce rate.

4. BOOSTED SALES:

- **25% increase** in online sales enquiry attributed to organic search traffic.
- Higher engagement metrics, including longer session durations and higher pages per session.

Keyword Ranking- Eview Global

Keywords	Ranking	Google Page Rank
Natural daylight India	2	1
Lightball skylight india	4	1
Lightball skylight	26	3
Daylight harvesting in india	19	2
Daylight pipe India	42	5
Lightpipe company	Not in Top 100	-
Lightpipe India	Not in Top 100	-
Skylight tube	Not in Top 100	-
Light tube skylight	Not in Top 100	-
Solar Light Pipe	Not in Top 100	-
daylight power solutions	Not in Top 100	-
Solartube india	Not in Top 100	-
skylight in india	Not in Top 100	-
power saving device	Not in Top 100	-
free lighting	Not in Top 100	-
natural daylight solutions	4	1
sunlight reflector for home india	55	6

CONCLUSION

By partnering with **Codetologic** and implementing a comprehensive SEO strategy, **Eview Global** successfully turned around its declining online presence.

The combination of technical fixes, content optimization, and strategic link-building resulted in improved search rankings, increased organic traffic, and ultimately higher sales.

This case study highlights the importance of a well-rounded SEO approach to achieve sustainable online growth.

For any SEO related enquiry or consultation, feel free to contact us.

Thanks and Regards,



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THANK YOU FOR YOUR ATTENTION



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