

GEEWIN MATCHES – SEO CASE STUDY

“Geewin Matches Scored A 50% Increase In Conversions From SEO”

About the Client

Geewin Matches is the safety match industry at Kovilpatti since 2006. They are safety matchbox manufacturers and exporter in the markets of Africa, Canada, Nigeria, and Caribbean Countries. We got the particular website in March 2019. This site was fresh with no keywords existing anywhere on Google. The site was getting no traffic even though it has better website design and quality content.



The Challenge

The main objective of Geewin Matches is to drive traffic to the website by increasing the website search ranking. Targeting the right audience is a huge challenge for improving the conversions of Geewin exports and reducing their bounce rate. We were given full responsibility to boost the traffic. Our experts are having a huge experience in SEO and in-depth knowledge about the better strategies that do wonders. Let us have a look at the smart steps we used for the following.





Our Strategy

- 🔗 By analyzing the website, we framed the SEO strategy that aims to bring more organic visitors to geewinmatches.net. Our first step is to introduce Google analytics and webmaster tool on the website to obtain more keyword suggestions.
- 🔗 We analyzed their potential competitors to identify new opportunities and latest trends in the industry.
- 🔗 We build pre-eminent industry-specific keywords based on the geographic region and include specific Meta title, keywords and Meta description into the website. To increase their search ranking, we have removed the 404 redirects and optimize their website speed.
- 🔗 We have included XML sitemap, robot.txt and increased the canonical tag, alt tag, image tags and H1 tags.



Solution

Increase Keyword Ranking

For Geewin Matches, 45% of traffic is new customers so it is huge essential to show up in search. With SEOBusiness Company, the keyword Geewin previously ranked for started to pop back up on the search engine, and the new keywords that SEO Business Company has selected were hitting the first page which also resulted in enhanced organic traffic for customers looking for Geewin Matches. We find the appropriate keywords in relevance to the industry. For proper site optimization, we found important keywords and incorporated them into the copy, titles, headers, and other elements. Finding long-tail keywords is also a significant part as, through this, more people connect with you.



Readability barbeque matches + Add keyword

Snippet preview

Barbeque Matches | long sticks safety matches | BBQ Matches
<https://geewinmatches.net/barbeque-matches-long-stick-matches/>
Geewinmatches export barbeque matches as per client requirements. Long sticks matches are used as promotional as well as in Hotels to light barbeque, stoves and grill.

Edit snippet

Focus keyword

barbeque matches

This article is [cornerstone content](#)

Analysis

Good results (6)

- The meta description contains the focus keyword.
- The meta description has a nice length.
- The SEO title contains the focus keyword, at the beginning which is considered to improve rankings.

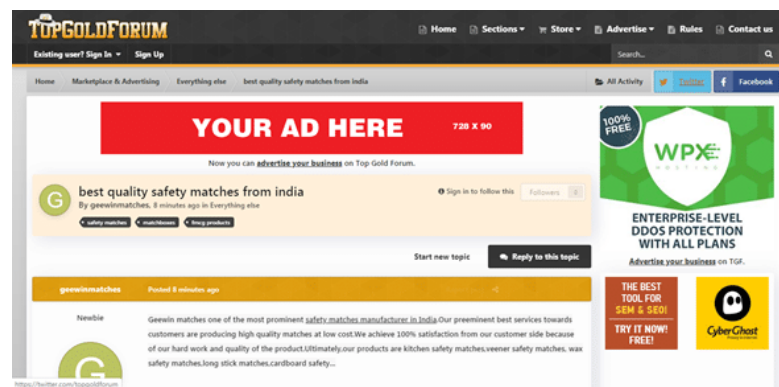
Content Readability

In fact, the content of the website and web pages were further optimized for readability.

- ✔ Our experts preparing and integrating Meta Tags such as title, description & keywords for each page on the site
- ✔ We optimize of Images for size, quality and Alt tags
- ✔ Navigation optimization
- ✔ URL structure were optimized to be short and relevant
- ✔ All essential pages were interlinked and linked into the homepage
- ✔ Optimizes the Robots.txt file
- ✔ Make and add a Sitemap.xml on the website

Relevant Forum Posting

We engaged in a number of popular forums and discussion boards, making a relevant post and answering the user's questions to help them connecting the client's business. At SEO Business Company, our focus is not just on increasing your search engine rankings but also your sales and business ROI.



Organic Traffic

We are given full responsibility to increase the organic traffic. Our SEO experts having extensive experience in SEO, digital marketing and in-depth knowledge about the better strategies that do wonders. Let us have some great steps that we used for the following.

- ✔ Consistently create a high-quality content
- ✔ We use long-tail keywords
- ✔ We generate more internal links
- ✔ Increase social media promotion

In their fourth month with SEOBusiness Company, Geewin Matches had one of their peak sales month in the last 13 years.

Keywords Ranking in Google's First Page

Keyword Ranking

Keywords	Before SEO	After SEO
Factory direct safety matches	#69	#1
Kitchen safety matches	#63	#1
Safety matches company	#55	#2
Safety matches factory	#78	#2
Safety matches Exporters	#47	#3
Safety matches suppliers	#72	#3
Matchbox manufacturers in India	#81	#4
Safety matches wholesalers	No	#4
Famous matchbox company in India	#42	#4
Matchbox export from India	#64	#5

Geewin Matches

Result

Our results clearly speak for ourselves and how we have optimized the performance of the particular website. Since this particular site had so many opportunities for easy wins, we were just directed on getting those easy wins on page #1. It can be clearly seen that the traffic exploded.



Takeaway

One Year and the results are marvelous. The traffics were exploded and the particular organization saw a boost in the lead acquisition.

After the successful execution of our powerful tactics, there was an increase in the number of visitors per day, increased brand awareness and upgraded their website position. Specifically, we focused on what users wanted and provided them with valuable content. Clearly, this case study shows several significant improvements in the various sectors in the business market.