

# MYPROJECTBAZAAR – SEO CASE STUDY

**“55% Increased Overall Website Sessions”**

## About the Client



Myprojectbazaar provides the latest final year projects online. Such as big data projects, application projects, digital signal processing, network security, web services, wireless sensor networking, power electronics, data mining, communication, cloud computing projects and so on. Here some of the project metrics before we started working on the website.

## The Challenge

Their eCommerce websites are not well optimized into search engines. As well as a very minimum amount of organic traffic on that website. The loading speed of this website is huge which is a massive factor for search engine rankings. They didn't have a proper content marketing strategy with no blog section on the site. There are a few amounts of backlinks created on this site. We began the SEO work with a set of initial keywords and later they want to add a new set of keywords, so it is huge difficult to achieve top-notch search rank for new keywords within a short duration of time.



10%

ORGANIC TRAFFIC

10%

OVERALL SALES

20%

OVERALL WEBSITE USERS

15%

OVERALL WEBSITE SESSIONS

## Our Strategy

- 🔍 As a part of our SEO expert, thoroughly audits of MyProjectBazaar website in order to identify all the areas of improvement.
- 🔍 Our SEO professionals worked hard to optimize the loading speed of the site.
- 🔍 We conduct a complete competition analysis to identify keywords that their competitors are targeting and also based on what we prepare a detail SEO strategy plan.
- 🔍 Our experts audit the client site like Indexing, page structure and also canonical issues.



# Solution

## Keyword Research

First, we analyzed the keyword research for myprojectbazaar.com website. Because targeting keywords can lead to long term and short term organic traffic. With the help of keyword research process, we framed new set of related keywords for their website using keyword planner tool.

Search: java projects (Including brand names)

Broaden your search: + java + javascript + learn java + learn javascript + java tutorial + java download + java programming

Exclude adult ideas ADD FILTER Showing 1,998 of 1,999 keyword ideas

Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
java projects	8,100	Low	—	₹7.17	₹12.91
Keyword Ideas					
maven tutorial	6,600	Low	—	—	—
spring boot initializer	2,400	Low	—	—	—
spring mvc example	1,900	Low	—	—	—
java projects with source code	1,900	Low	2%	₹17.93	₹100.79
java mini projects	2,400	Low	—	₹9.32	₹12.19

## Competitor Analysis

Especially, we analyzed the myprojectbazaar.com competitors. To find the competitor keyword strategies, we performed a keyword search on competitors. We determined their industry- related competitors of Myproject bazaar to frame the powerful SEO strategies. The tool Ubersuggest analysis function which does exactly.

**Keywords: nevonprojects.com**

KEYWORDS	VOL	POSITION	EST. VISITS	SD
engineering project	6,500	3	542	21
evon projects	1,900	1	480	19
ideas about project	3,000	3	350	18
projects for engineering	6,000	5	310	10
projects of software	880	1	268	54

**Keyword Overview: engineering project**

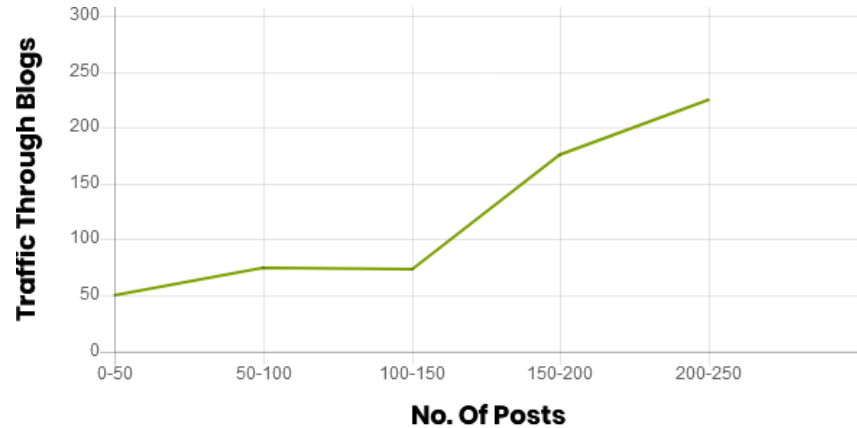
The average web page that ranks in the top 10 has 9 backlinks and a domain score of 75.

GOOGLE SERP	EST. VISITS	LEADS	DB	SOCIAL SHARES
1. sciencobuddies. IN	2,506	0	82	15
2. write.com/pro. IN	1,069	0	87	9
3. sciencefor.org. IN	947	7	45	9
4. education.com. IN	438	20	84	170

## Organic Traffic Increase Through Blogs

Make a blog strategy to focusing on solving the client's pain points to increase the qualifies traffic.

- ✔ Blog Regularly
- ✔ Optimize for your reader, not search engines
- ✔ Utilize long-tail keywords
- ✔ Regularly create unique and quality content
- ✔ Utilize internal links
- ✔ Promote across social media platforms like Facebook



## Link Building

Inbound Links is one of the major factors in search engine rankings, our SEO experts dedicated more resources to building new links to the websites. As well as, we submitted their website to relevant directories and conducted them into the outreach to request links from the relevant websites. This means it helped to increase their keyword ranking.

**33%**

INCREASE IN PRODUCT VIEWS

**62%**

INCREASE IN ORGANIC TRAFFIC

**22%**

INCREASE IN PAGE VIEWS

### Increase in Keyword Ranking

We have achieved top priority keywords on the Google top page within the suggested timeframe!

#### Keyword Ranking

Keywords	Before SEO	After SEO
Final year student projects	#62	#2
Project centre in Madurai	#58	#2
Web application projects for students	#69	#2
Online java projects with source code	#49	#3
Matlab projects for final year	#79	#3
Php projects students	#58	#3
Final year project android application	#72	#4
IEEE python projects	#48	#4
Final year networking projects	#29	#4
IEEE projects list	#88	#4

MyProjectBazaar

## Result

After implementing these above SEO winning strategies, we have seen a positive trend in terms of their website visibility, organic traffic, and higher search volume keyword ranking on Google's first page. Our experts stick to the hard work and it paid off.



## Takeaway

In the final analysis, we showed our potential strategy and increasing the website ranking. Our SEO experts are focused on what users wanted and provided them with more informative content. We will continue to work the same.

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.