



GRAYCELL TECHNOLOGIES

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SEO- Astrodyne TDI

Background

AstroDyne TDI is the leading manufacturer of products include power supplies and EMI filters for industrial, semiconductor manufacturing, medical, consumer appliance, military, aerospace, etc. They had a website for several years but the quantity of leads being generated was insignificant. The website neither had any ranking on the major search engines nor had any social identity in the internet world.

Solution

The GCT SEO experts started off with a comprehensive SEO research and implemented following strategies:

1. Focused on the keyword research to implement highly relevant, geo-targeted and valuable keywords, which could provide high return on investment.
2. Our SEO team finalized the keywords and used them to digest different sets of anchor texts which were later used for off-page optimization to improve the link popularity of the website.
3. Optimization of the site in terms of the Meta tags, page content, and internal page structure and created optimized location-specific pages.
4. A set of 95 popular and relevant and valuable keywords were implemented with the constant off-page targets to meet the targets of the client.
5. Have identified and repaired the technical issues in the website

Results

The Client experienced significant results with following accomplishments:

1. The website achieved first page rankings on all the top search engines, including Google and Yahoo.
2. Initially client started with using 20 keywords and when their rankings improved, they added more keywords to the campaign and currently we are targeting 95 keywords.
3. The organic traffic also increased by 160%.