



# GRAYCELL TECHNOLOGIES

[www.graycelltech.com](http://www.graycelltech.com)

## SEO- BIS Training Solutions

### Background

BIS Training Solutions is a leading provider of learning management technology and course development services with extensive experience of working with companies in the safety industry. The client had various concerns regarding their website:

- Less traffic from organic search
- High recurring cost in paid campaigns
- Zero online enquiries
- Lack of targeted customers

### Solution

The GCT SEO Experts did an initial analysis on the website to understand the business objective and areas of improvements with:

- Traffic and Keyword Analysis
- Competitor Analysis
- Navigation & Design Analysis

Based on the analysis, the GCT Team implemented a comprehensive digital marketing campaign which included:

- Keyword targeting and content improvement
- Increased Backlinks
- Add articles and content to blog and sub sites
- Create social media profiles/pages/groups on popular social media networks
- Press Releases and Newsletter promotions
- Google A/B testing for Google Analytics in order to perform better search
- Funnel setup and improved analytics reporting
- Economical PPC campaigning

### Results

The website had a dramatic improvement in traffic and performance as a result of the campaign.

Specific results included:

1. 31% increase in natural traffic has been observed
2. There was a huge reduction on PPC costs. The site started ranking in top 10 for 9 of the 12 keywords that were initially chosen to be optimized.
3. The Quality enquiries are now shooting up with the adhesive outcomes.