MAHENDRA TECHNO-SOFT
(Global IT Innovator)

SEO

(Search Engine Optimization)

Who We Are?

Mtechnosoft is a specialist SEO agency. We help Digital Marketing agencies/Companies/Startups Worldwide with On page and Off Page SEO requirements for their clients.

We strive to provide **360-degree solutions** to Digital Marketing agencies Worldwide and help them improve their ROI and profit. We curate powerful SEO campaigns and believe in following a transparent communication process.

Our deep understanding of providing customized and website - specific SEO Services is what makes us stand out from the crowd!

Use us for complete SEO services or either On Page or Off Page.

SEO Cycle

Acquisition of Link Building

Optimization of on-pages factors

Strategic approach towards keywords

Innovative Approaches to Improve your SEO

Implementation of timely website audit

Focus on quality of content vs. quantity of content

Measuring SEO success based on analytics

AUDIT

We first fully audit the site from a content and technical perspective. This forms the basis of the strategy
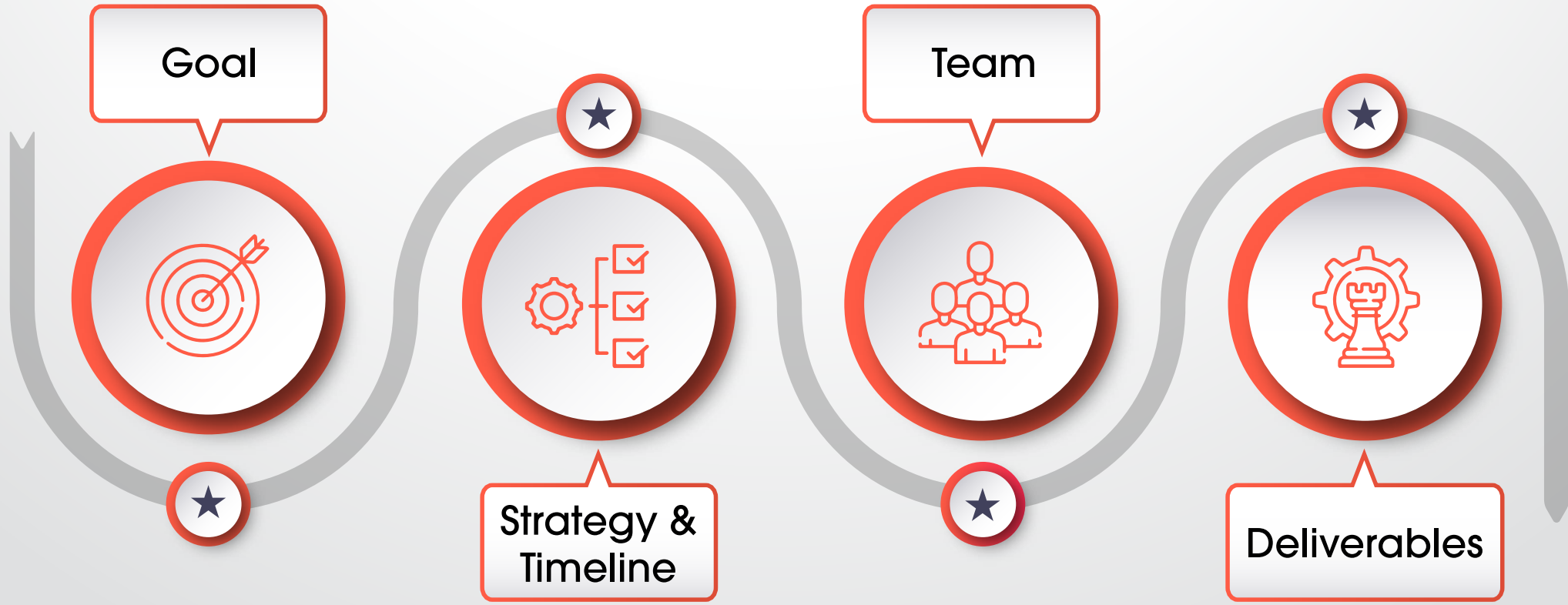
IMPLEMENTATION

Progress of work completed is reported at the end of each calendar month

STRATEGY

We formalize a 3 - month strategy plan to benchmark and document all work to be completed

SEO

We not only work hard to rank websites but also to keep you informed of what we are doing and the status of our SEO efforts. In order to keep you up-to-date, you will be provided with a written report at the end of each month to inform you of the success achieved.

This report includes the website's keyword ranking positions, accomplishments that have been achieved, traffic numbers and sources as well as a plan for continued work and suggestions. The SEO process is divided into the following 4 Stages:

STAGE 01

Evaluation
and Planning

STAGE 02

On Page
SEO Data Creation and
Implementation

STAGE 03

Monitoring and
Further Optimization

STAGE 04

Off-page
Optimization

Why work with us?

Save Time

Outsourcing SEO will save your time. Let us do all the time consuming and complicated SEO work, so that you can concentrate on other key aspects of your business.

Reduced Costs = Higher Profits

By outsourcing your SEO services to our team of experts, you can save anywhere between US$ 1000 to US$ 5000 per client. Reduced costs = Higher profits for you.

What makes us different?

Do you agree iPhones are better than Oppo phones? Do you know why? It's the amount of Research & Development that Apple puts into their phones that makes them stand apart. Consider us the Apple of SEO. We have invested heavily in creating proprietary tools that ensure we are able to offer better results compared to other SEO companies.

Do you believe that the team matters? Guess what, we have some of the best SEO experts who will be managing your account. You do what you are best at and leave your SEO to the best in the industry.

Do you believe that the best Doctors are the ones who can diagnose the problem better? Our highly talented team and proprietary tools help us deep dive into your current website and SEO, diagnose clearly what is wrong so that we can implement the best corrective strategies.

SEO is not just another service for us. SEO is our specialty.

A friendly team who enjoys their work. Only if our team enjoys what they do will they deliver a great job for you.

Case Study 1

Increased backlink quality and keyword ranking within 4-5 months

OVERVIEW :

Our client, a clothing manufacturing and supplying company, was struggling to generate leads from their website. Upon conducting an SEO audit, we identified several technical and on-page optimization issues that were hindering their search visibility.

Through a combination of technical optimizations, on-page optimizations, and targeted link building, we were able to increase their organic traffic by 70% and generate y leads daily

BACKGROUND :

• Our client is a leading manufacturer and supplier of high-quality dress materials for women in all over India

• Despite having a strong presence in industry their website wasn't generating good amount of traffic nor leads

• Upon conducting an SEO audit, we identified several issues that were impacting their search visibility, including:

  - Poor website architecture and internal linking structure

  - Lack of keyword targeting on important pages

  - Low-quality backlinks

  - Limited external linking to their website

STRATEGIES

We implemented following strategies to increase the website visibility

TECHNICAL OPTIMISATION

We did internal linking, made website mobile friendly, added robot.txt to make it easier for crawling, and redirected all broken links

ON PAGE

We conducted keyword research to identify relevant and high-volume keywords to target on important pages, such as the homepage and service pages. We then updated the website's meta titles, meta descriptions, and page content to include these keywords.

LINK BUILDING

When we first started working with clients they had around 1000 backlinks and mostly low quality. We identified industry-relevant websites to target for link building opportunities, and reached out to them to request links back to our client's website. We garnered around 6000+ high quality backlinks through various submissions

RESULT

Through these efforts, we were able to increase our client's organic traffic by 70% in just 4-5 months. Ranked for 5 keywords on 1st page and 6-7 keywords on 2nd page within 4-5 month.This increase in traffic led to a significant increase in leads and sales for our client, and they have since seen a significant return on their investment in SEO.

Can Add search or other analytics SS for more building trust

Traffic Analysis

Source/Medium	Acquisition			Behaviour		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
	69,762 % of Total: 100.00% (69,762)	79.66% Avg for View: 79.64% (0.03%)	55,573 % of Total: 100.03% (55,555)	72.85% Avg for View: 72.85% (0.00%)	1.88 Avg for View: 1.88 (0.00%)	00:00:54 Avg for View: 00:00:54 (0.00%)
1. google / cpc	55,847 (80.05%)	81.45%	45,486 (81.85%)	79.09%	1.57	00:00:32
2. google / organic	8,070 (11.57%)	72.78%	5,873 (10.57%)	43.93%	3.38	00:02:20
3. (direct) / (none)	3,575 (5.12%)	79.10%	2,828 (5.09%)	68.84%	2.12	00:01:12
4. l.instagram.com / referral	995 (1.43%)	93.67%	932 (1.68%)	17.59%	3.93	00:01:47
5. thefanstudio.com / referral	471 (0.68%)	41.61%	196 (0.35%)	35.46%	1.66	00:00:28
6. bing / organic	72 (0.10%)	70.83%	51 (0.09%)	19.44%	9.40	00:07:21
7. app.callpage.io / referral	63 (0.09%)	0.00%	0 (0.00%)	23.81%	3.30	00:03:26
8. instagram.com / referral	31 (0.04%)	74.19%	23 (0.04%)	25.81%	3.90	00:00:45
9. reddit.com / referral	29 (0.04%)	37.93%	11 (0.02%)	27.59%	6.03	00:16:18
10. facebook.com / referral	27 (0.04%)	96.30%	26 (0.05%)	96.30%	1.04	00:01:03

Case Study 2

Increased pan india traffic for a luxury fan manufacturer company

OVERVIEW :

Our client, a luxury Fan Manufacturer, was doing great at the local market but wanted to generate more traffic at national level Through a combination of on-page optimizations and off page efforts we helped them generate significant traffic, brand awareness, and generate leads across India

BACKGROUND :

- Our client is a luxury fan manufacturer that specializes in designer fans for affluent customers
    - They were getting little traffic mostly through local search
    - Website wasn't optimised with right keywords
    - No content were published

STRATEGIES

The following strategies were implemented to generate traffic PAN India

ON PAGE

We did keyword research to identify relevant keywords to target so as to generate traffic throughout India. We used the higher intent transactional keywords to target the product page while using the informational keyword to increase brand awareness by publishing high quality content
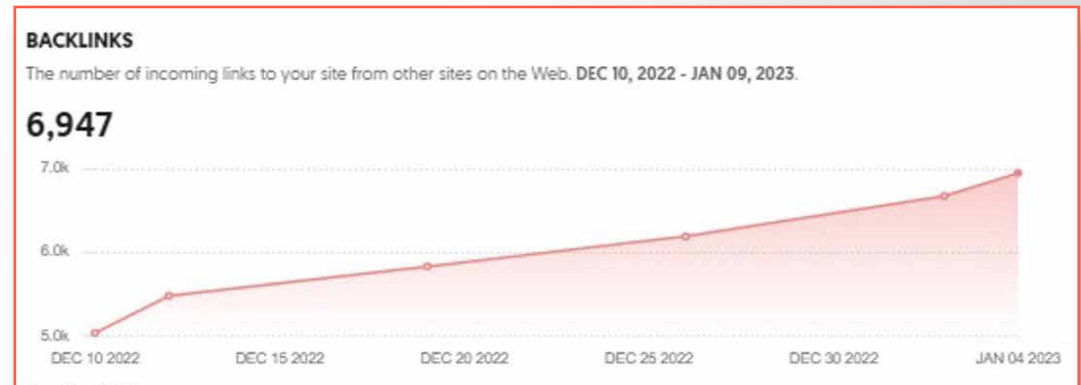
LINK BUILDING

We did different activities such as social bookmarking, PR submission, guest blogging, PDF submission, Image submission, profile creation to generate traffic and increase DA of website

RESULT

Our efforts resulted in significant increase in nation wide organic traffic while also generating high quality leads

BACKLINK ANALYSIS

BACKLINKS

The number of incoming links to your site from other sites on the Web. DEC 10, 2022 - JAN 09, 2023.

6,947

7.0k

6.0k

5.0k

DEC 10 2022   DEC 15 2022   DEC 20 2022   DEC 25 2022   DEC 30 2022   JAN 04 2023

DELIVERABLES

Sr. No.	SEO Activities & Execution	Basic SEO Fee (15K/- Month)	Standard SEO Fee (20K- Month)	Premium SEO Fee (25K/- Month)
1	One Time Onpage SEO	10K		
2	Keywords Optimizations	10	15	20
3	Website Blog	3	5	8
4	Track competitor rankings	✓	✓	✓
5	Keyword research	✓	✓	✓
6	SEO Copywriting	✓	✓	✓
7	On page Changes	✓	✓	✓
8	Sitemap & robots optimization	✓	✓	✓
9	Off page Activities	✓	✓	✓

DELIVERABLES

Sr. No.	SEO Activities & Execution	Basic SEO Fee (15K/- Month)	Standard SEO Fee (20K- Month)	Premium SEO Fee (25K/- Month)
10	Manage Broken links and disavow file	✔	✔	✔
11	Website Audit for Rank and Traffic	✔	✔	✔
12	Google My Business	✔	✔	✔
13	Conversion Tracking	✔	✔	✔
14	One Time Analytics & Search Console Setup	✔	✔	✔
15	Website monthly reports	✔	✔	✔
16	Schema Structured Data Optimization	✘	✘	✔
17	Track Website Changes and Optimization	✘	✘	✔

THANK YOU!

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For more details visit: **www.mahendratechnosoft.com** | Email: connect@mahendratechnosoft.com