

## SEARCH ENGINE OPTIMIZATION

PUT YOUR WEBSITE TO WORK FOR YOU  
WITH INCREASED ORGANIC TRAFFIC



### REDUCE FINDABILITY ISSUES AND POOR INDEXING

Achieved with content recommendations and page structures for crawlers to read and index the site correctly



### INCREASE ORGANIC WEBSITE TRAFFIC

A strong content marketing and editorial calendar drives traffic by delivering what visitors expect



### IMPROVE KEYWORD RANKING

Optimization of search snippets and on-page SEO to increase relevancy



### DRIVE REVENUE

Improve topline performance by optimizing SEO to the user journey and delivering to top of the funnel

A well-executed search engine optimization program drives traffic and revenue twenty-four hours per day seven days per week. However, changing search engine algorithms, faulty backlinks, poor content, and lack of a content marketing strategy leads to poor keyword rankings and indexing making it nearly impossible for prospective customers to find a company's website.

eClerx Digital's search engine optimization team applies best practices learned across industries combined with a proven process that results in increased brand awareness, improved organic search traffic, and higher e-commerce revenue.

## THE PROCESS: HOW WE WORK

### Preliminary SEO Audit

The team completes an initial high-level SEO audit that includes competitive benchmarking of organic search traffic, off-page credibility assessment, and a keyword ranking analysis. This results in a 5-dimension scorecard and establishes a benchmark on the SEO maturity model.

### Define KPIs and Business Goals

Unique to every business situation, the SEO consultants meet with the client to define measures of success for the program including: improved rankings, higher click through rates (CTR), increased traffic for specific products or audiences, and improved conversion rates.

### SEO Strategy and Plan Execution

A 3-, 6-, and 9-month plan is created based on the defined goals and identified areas for improvement.

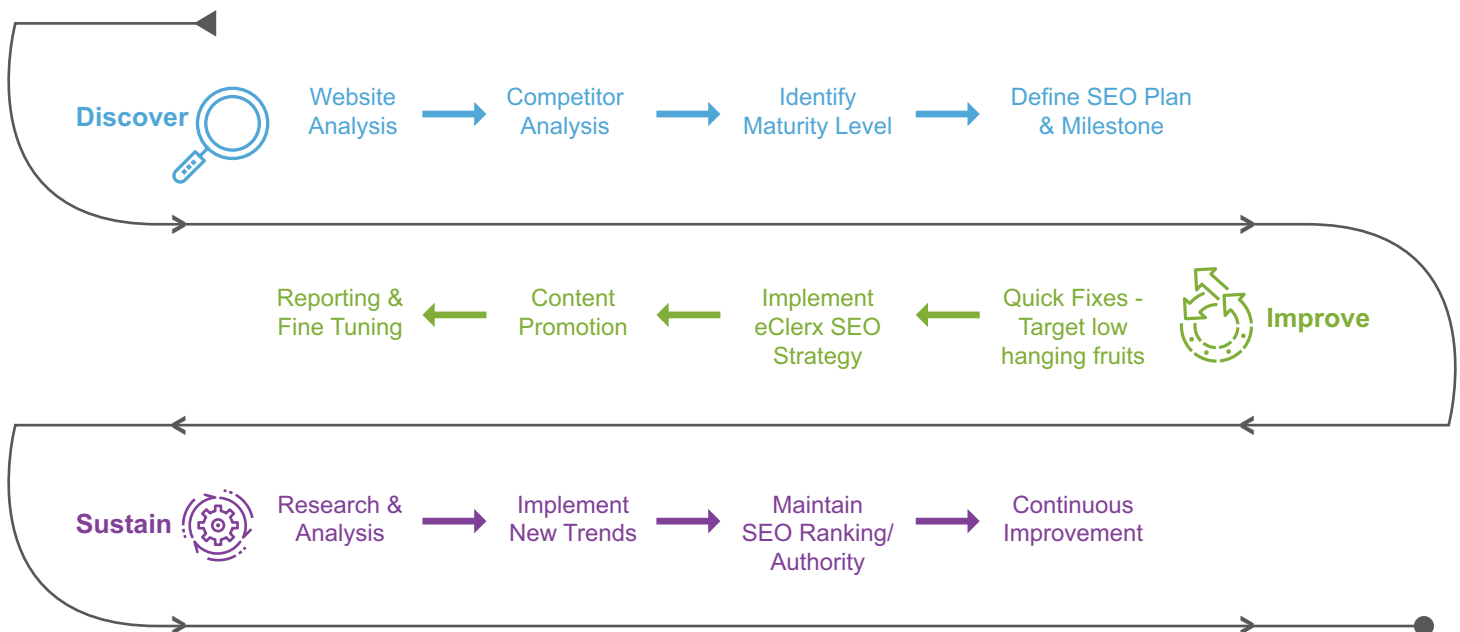
### Optimization and Continuous Improvement

Ongoing optimization is conducted through site audits, keyword research, page mapping, and competitive analysis. And continuous improvement is achieved through iterative modeling and impact analysis.

### Post-replatforming Optimization

Maintain achieved SEO effectiveness and visibility after migration or restructuring by following best practices and proven planned execution processes.

## SEO Improvement Approach



### ABOUT ECLERX DIGITAL

eClerx Digital is the trusted partner of choice to the world's largest global brands for creative production, eCommerce / web operations, and analytics and insights services. Our rich history of data management and process optimization combined with our industry-leading analytics and marketing operations expertise improves profitability for our clients' digital businesses.

### CONTACT

[inquiries@eclerxdigital.com](mailto:inquiries@eclerxdigital.com)  
[www.eclerxdigital.com](http://www.eclerxdigital.com)

### CONNECT

