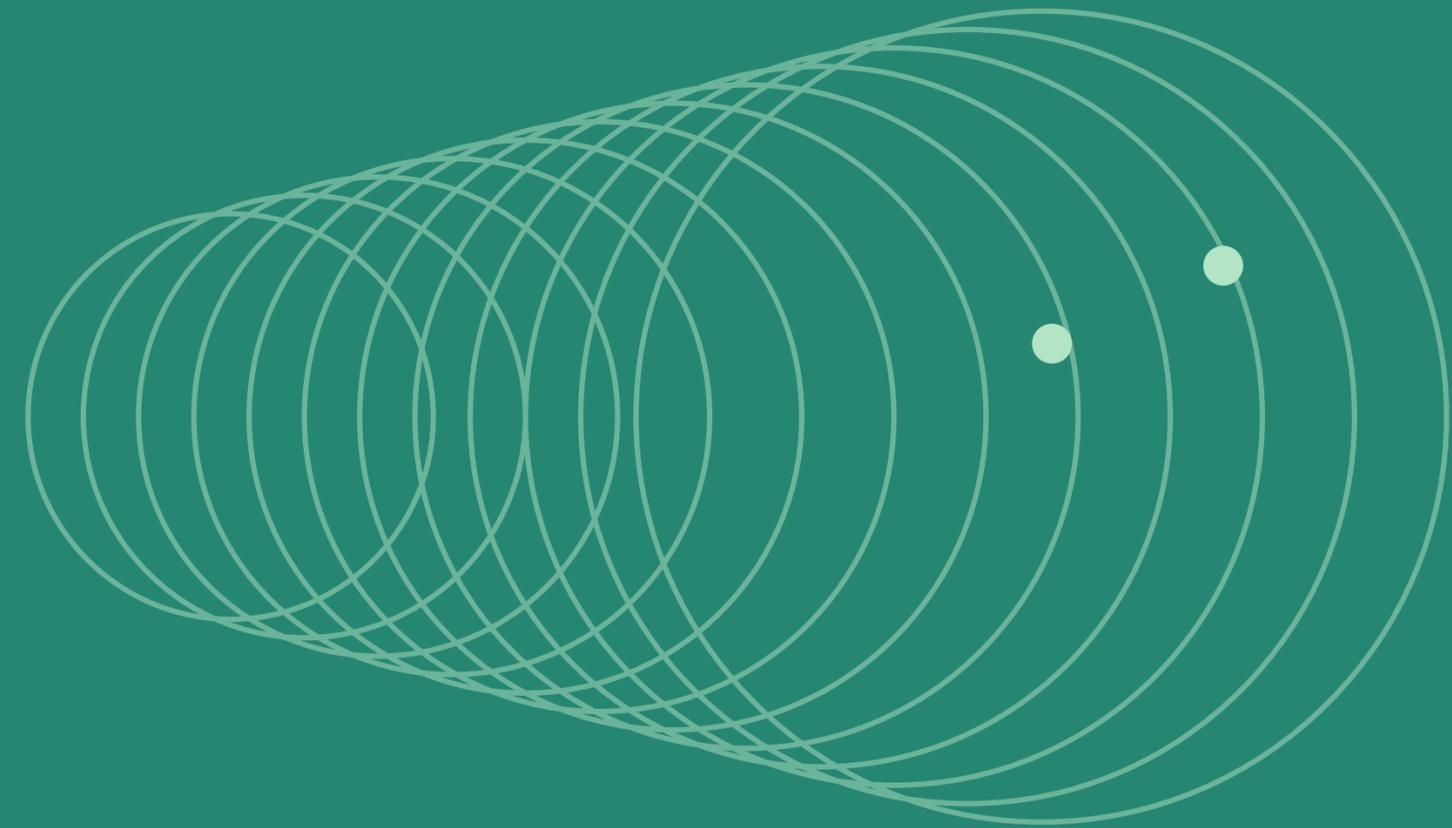


Case Study

IntervalZero
RTOS platform for the IoTera

Agenda

- Company Overview
- Project Overview
- Traffic
- Revenue
- Keywords Rank
- Ranking Progress
- Challenges and Objectives
- Deliverables





Company Overview

IntervalZero's primary focus is to offer innovative real-time solutions that enable machine builders to design and deploy best-in-class machine controllers that can easily plug into the digitized world demanded by IoT and Industry 4.0.

IntervalZero
RTOS platform for the IoTera

msg
media search group
The Pulse of Marketing

Project Overview

Before partnering with Media Search Group, IntervalZero attempted to create an online presence in the market, they require Digital marketing firms to promote their marketing services and want more enquires through online search. However, the results did not meet expectations. Media Search Group analyse the whole requirement and stepped out the marketing action plan to meet client objectives.

We built a large amount of content to promote off-site, publishing on many large publications in the marketing and business community – such as Inc.com, The Huffington Post, Business.com, Digital Journal, and Forbes – through strategic outreach with editors and writers in our network.

Now It's been 5 Years, Media Search Group have been working for IntervalZero Marketing & Branding with their 100% Satisfaction & Doubling the business in this short interval of time.

Targeted Market

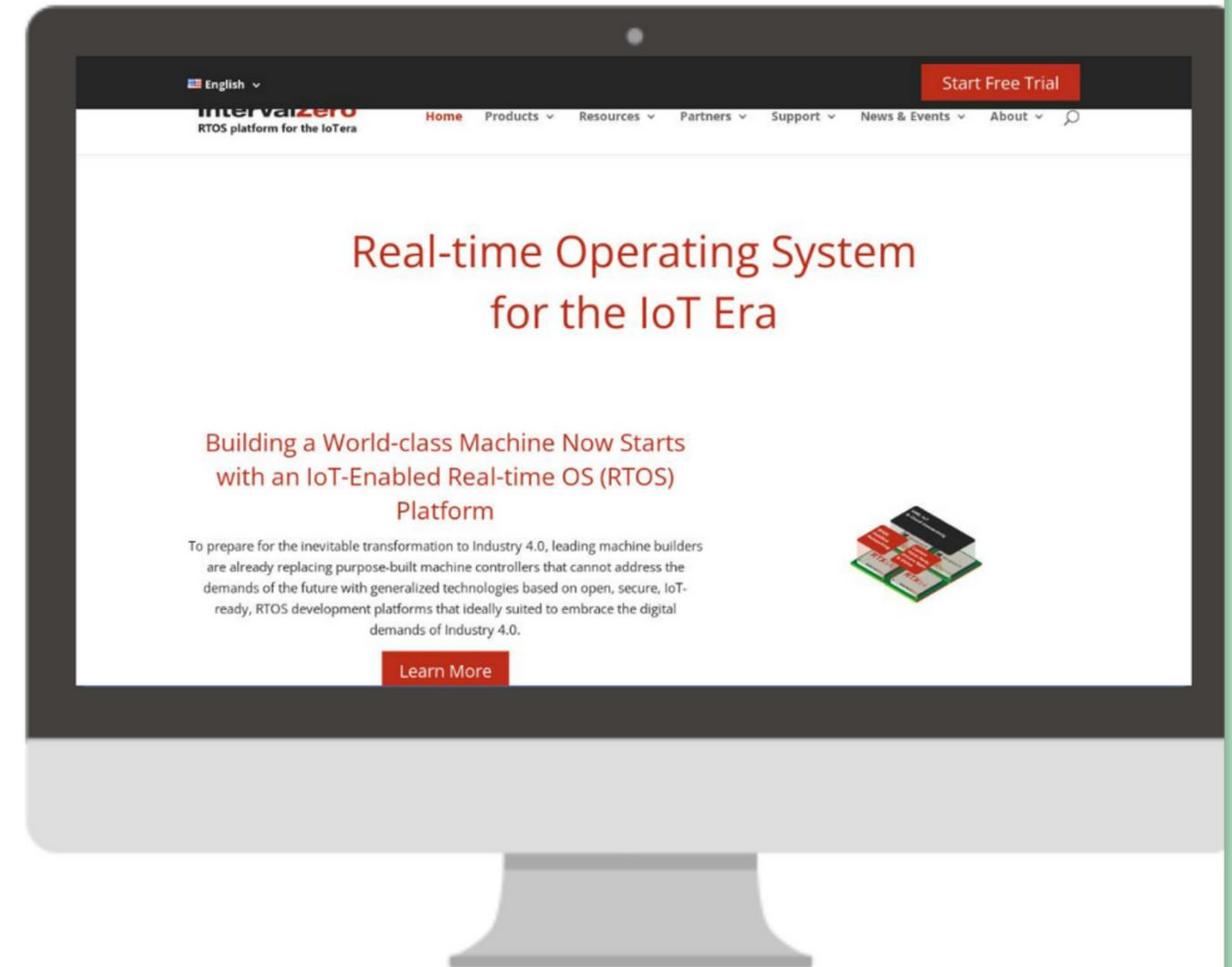


Website Score

Audit Results for www.intervalzero.com



Your page is good



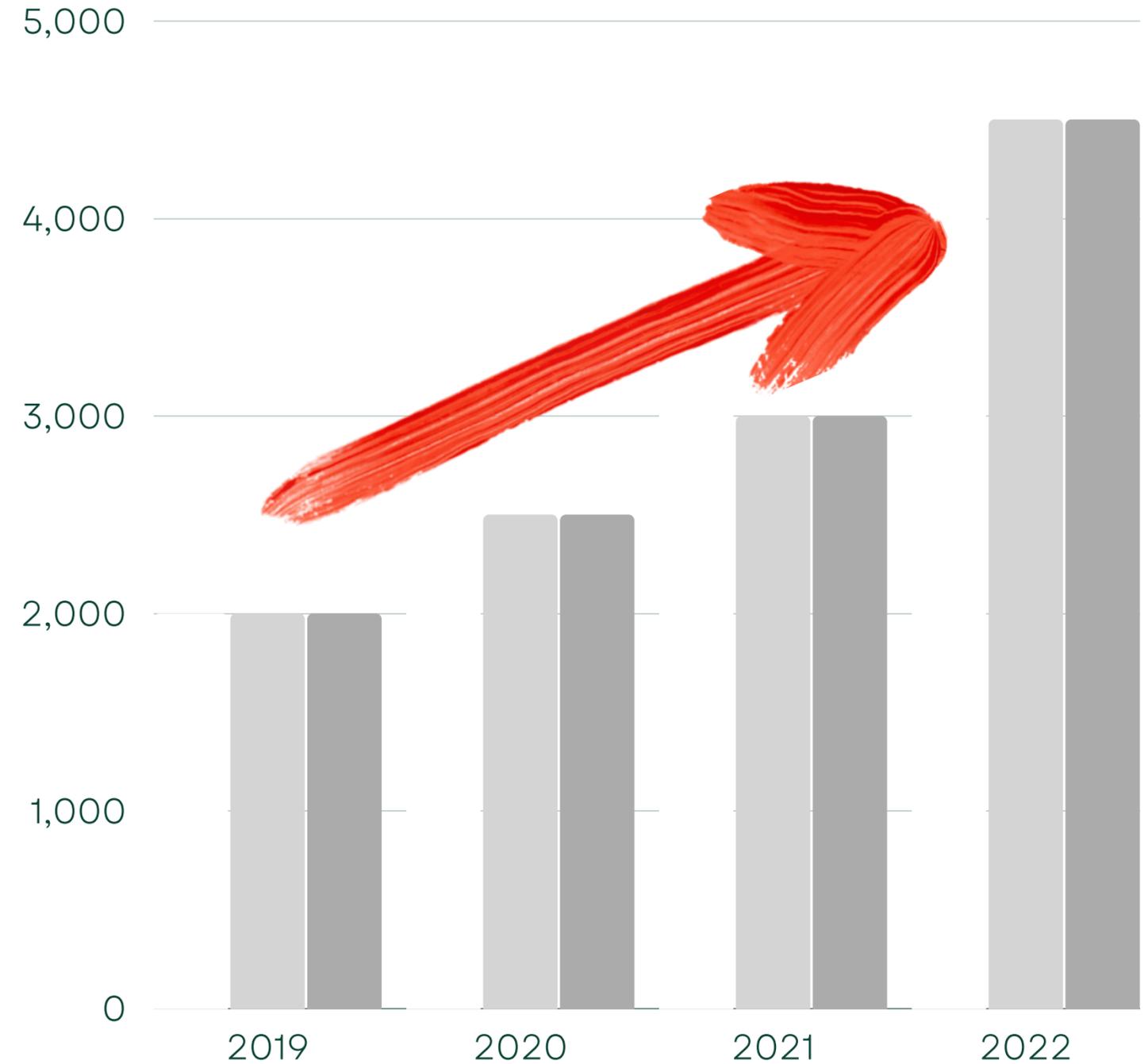
Traffic

48% increase in traffic in last 2 Years

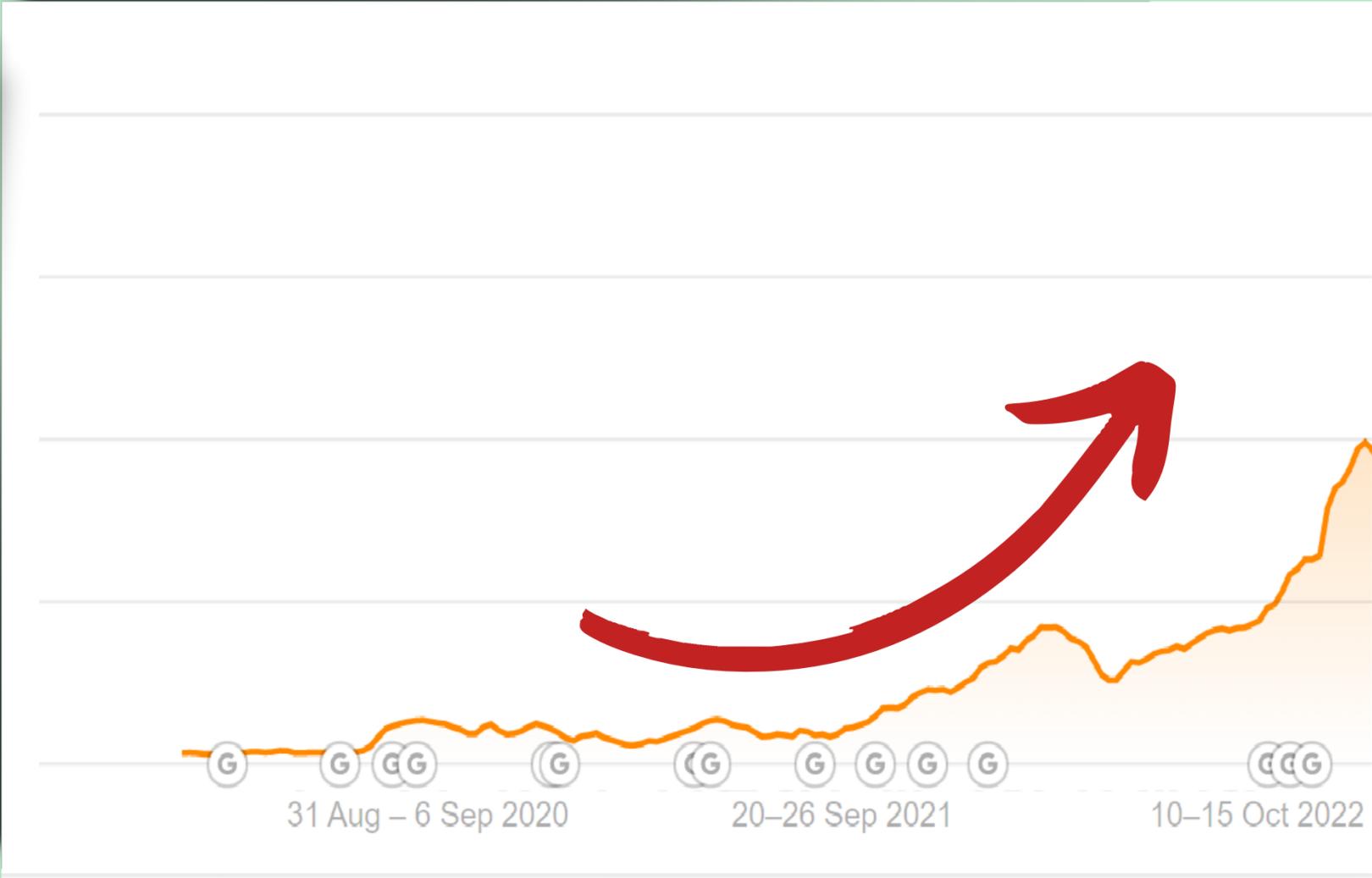
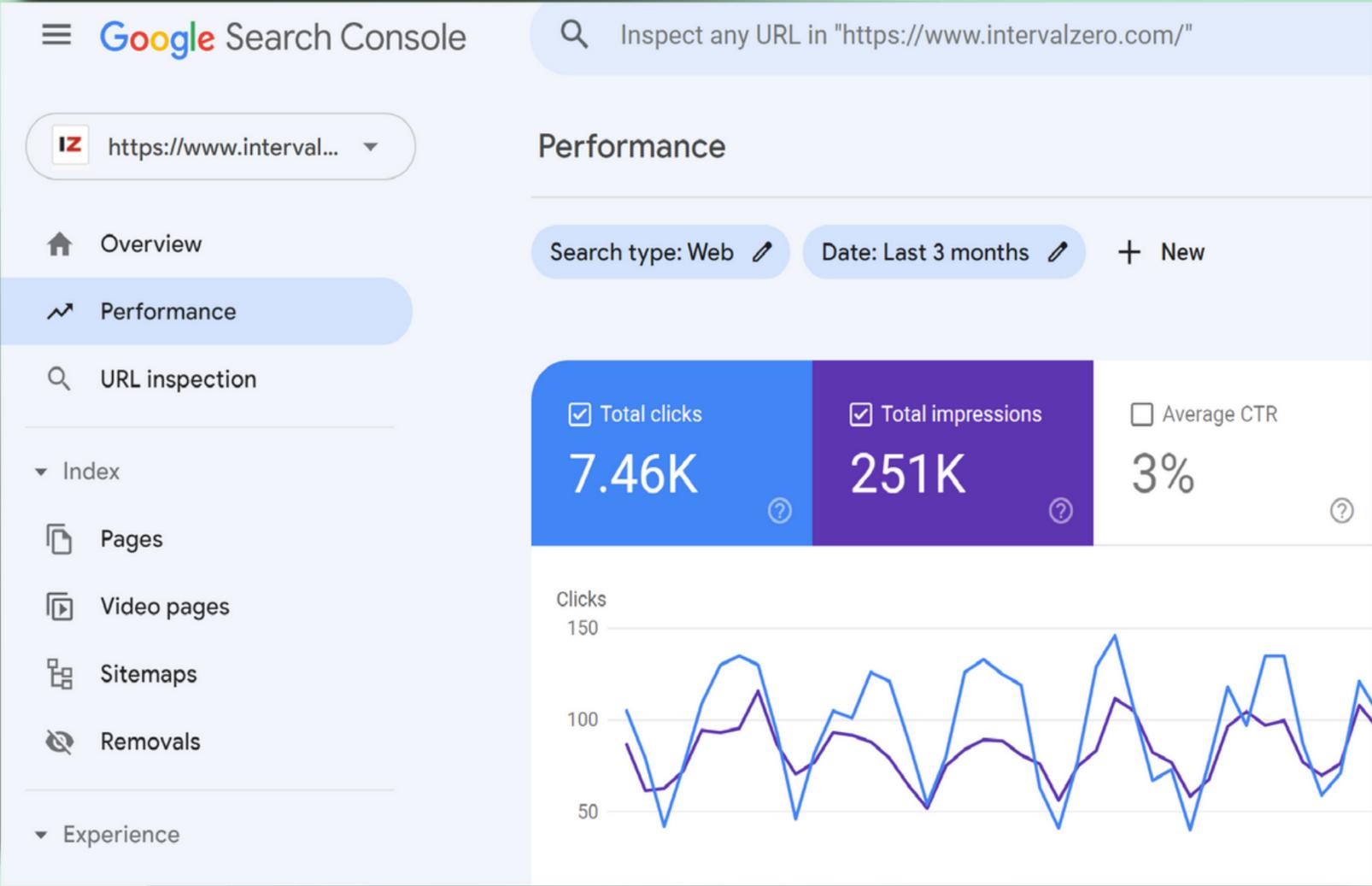
Analytics | All accounts > https://www.intervalzer... intervalzero.com

Plot Rows Secondary dimension Sort Type: Default

		Acquisition	
		Users ? ↓	New Users ?
<input type="checkbox"/>	Default Channel Grouping	7,082 % of Total: 100.00% (7,082)	6,85 % of To 100.01% (6,8
<input type="checkbox"/>	1. Organic Search	4,393 (60.87%)	4,194 (61.2



Clicks and impressions



Ranking

Sr. No.	Keywords	Ranking
1	windows rtx64	1
2	rtx64 software	1
3	rtx64 downloads	1
4	rtx64 rtos	1
5	rtx64 consulting	1
6	pc-based rtos	2
7	real-time ethercat	2
8	real-time pc	2



Ranking Progress

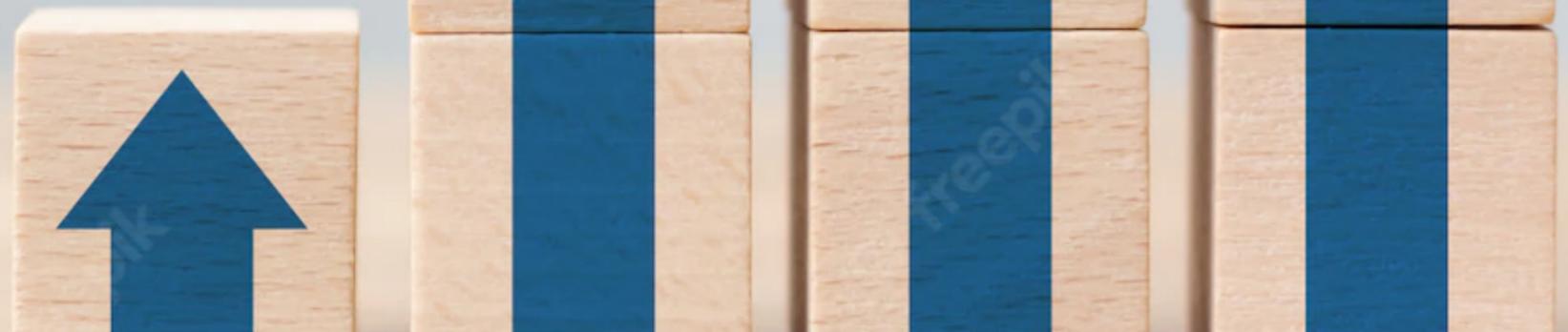
Keywords Ranking Process			
Sr. No.	Keywords	2020	2022
1	Keywords in Top 5	3%	11%
2	Keywords in Top 10	8%	16%
3	Keywords in Top 30	36%	47%
4	Keywords in Top 50	22%	37%

1789
Total Targeted
Keyword Placement
Growth

48%
Increase In Organic
Search Traffic

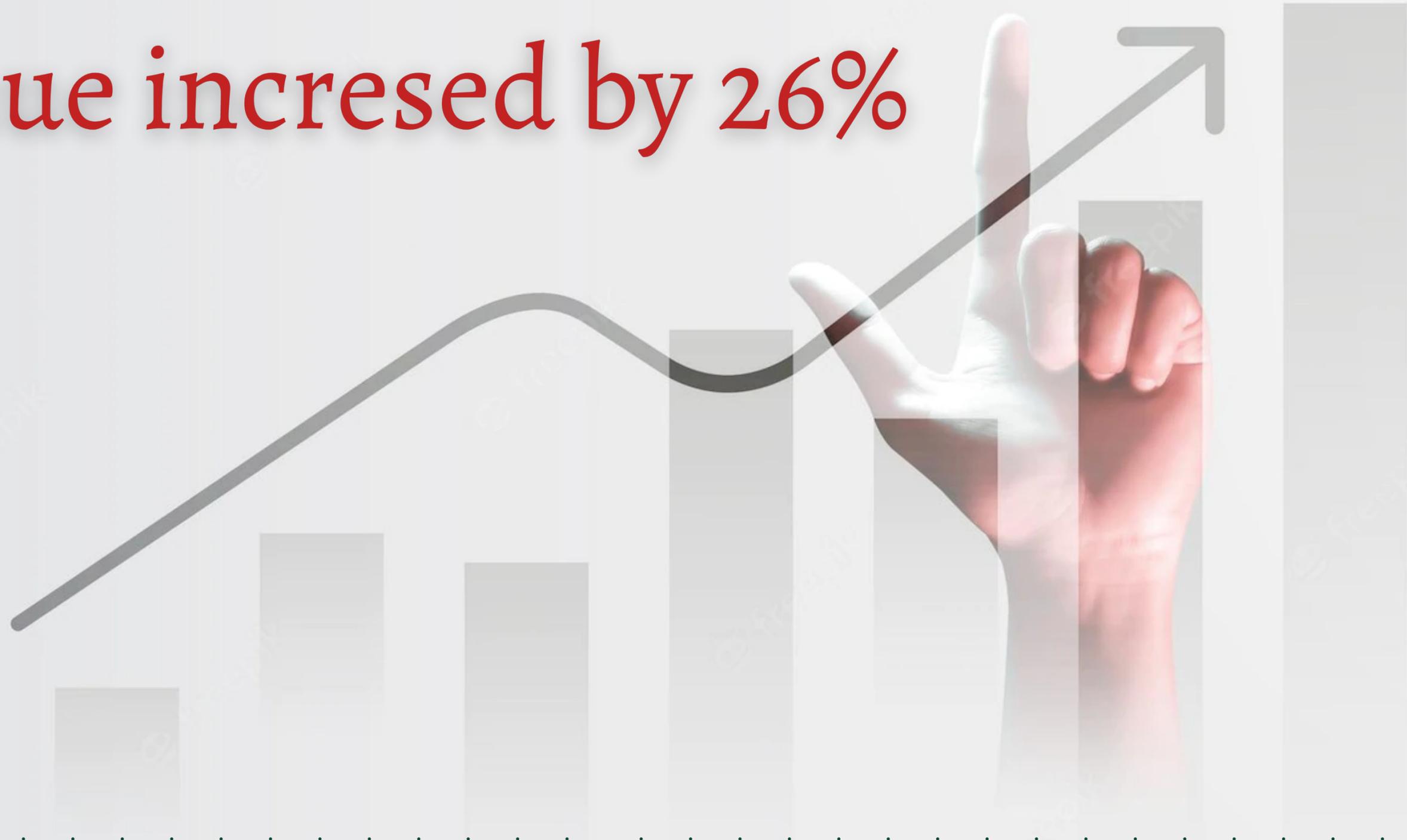
19%
Increase In Page
Views

76
#1 RANKING FOR 76
KEYWORDS



Revenue

Revenue increased by 26%



Challenges and Objectives

Challenges

- SIGNIFICANT DECREASE IN WEBSITE TRAFFIC
- IMPROVE ONLINE PRESENCE
- TO GET A FIRST-PAGE RANKING FOR COMPETITIVE KEYWORDS

Objectives

- IMPROVE TRAFFIC FROM ORGANIC SEARCH.
- IMPROVE RANKING FOR MAIN KEYWORDS.
- ADVANCED DATA-LED APPROACH TO TARGET THE COURSES TO THE RIGHT PEOPLE

How we Helped



We took a thorough, multi-prong approach by first analyzing the page for Digital Marketing best practices, correcting all technical impurities in the page, adding relevant content that would help users once they were on the page.



We built a plan that their team could operate from for keyword targeting, content production, and technical best practices moving forward and Improve organic traffic through online promotion.



A thorough technical, technical optimization and recurring audits to find out new and existing problems and Develop an integrated site-wide keyword strategy.



Integrated off-site content marketing strategy across different bloggers. This strategy helped in generating better results in terms of brand awareness and keyword rankings of few keywords.

Get In Touch

Email

info@mediasearchgroup.com

Website

<https://www.mediasearchgroup.com/>

Call us

+91 7303690405