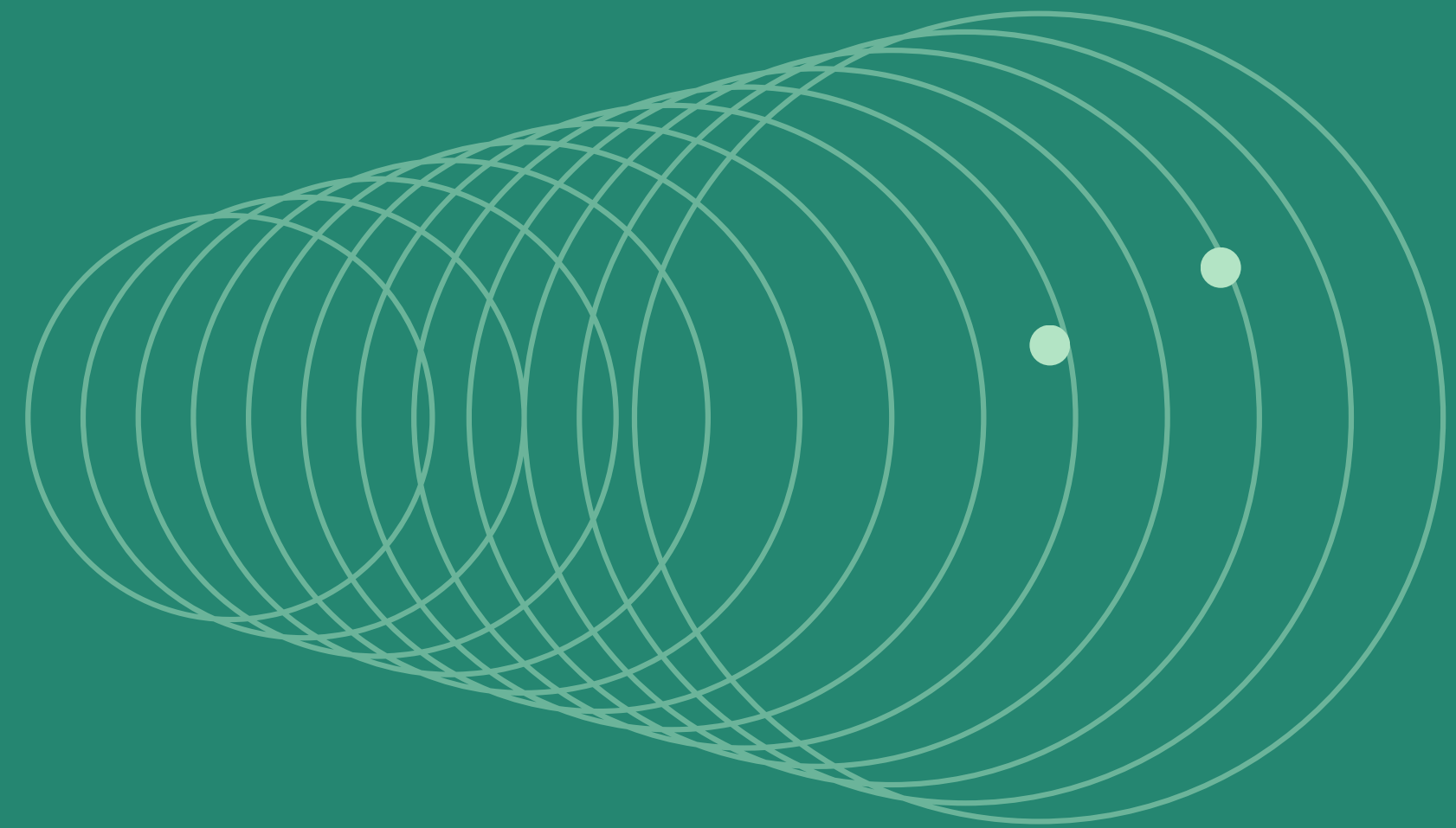


Case Study



Agenda

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





Company Overview

With KINGSTAR Machine Automation Software, you can build smarter machine controllers that protect your intellectual property, address your current market needs and deliver on the full promise of Industry 4.0 & IoT.



Project Overview



Before partnering with Media Search Group, KINGSTAR 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 4 Years, Media Search Group have been working for KINGSTAR Marketing & Branding with their 100% Satisfaction & Doubling the business in this short interval of time.

Targeted Market



Website Score

Audit Results for kingstar.com



Your page is good

Recommendations: 13



Traffic

45% increase in traffic in last 2 Years

Analytics | All accounts > KingStar | All Web Site Data

Try searching "Users today"

Home

Customization

REPORTS

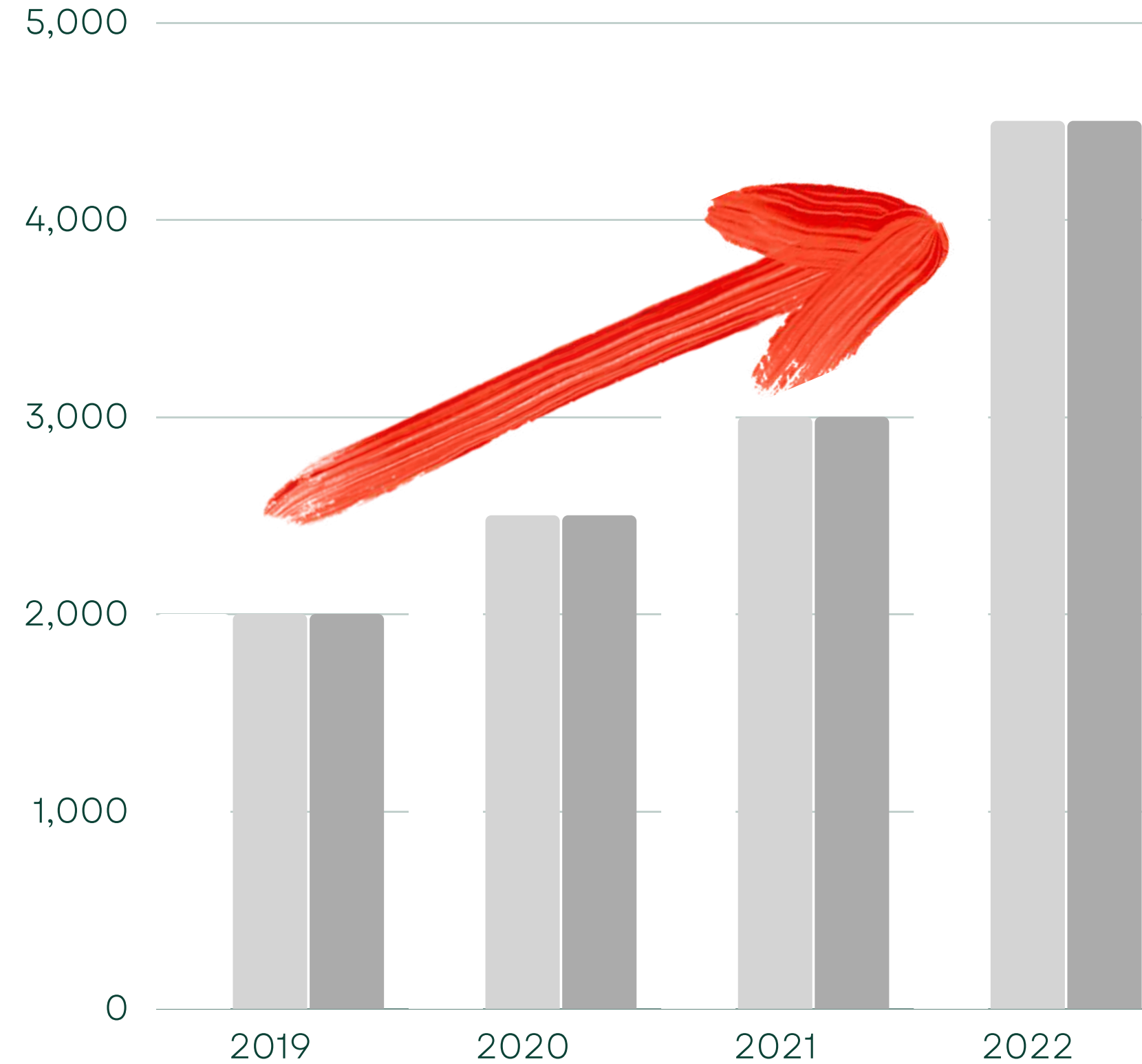
Realtime

Audience

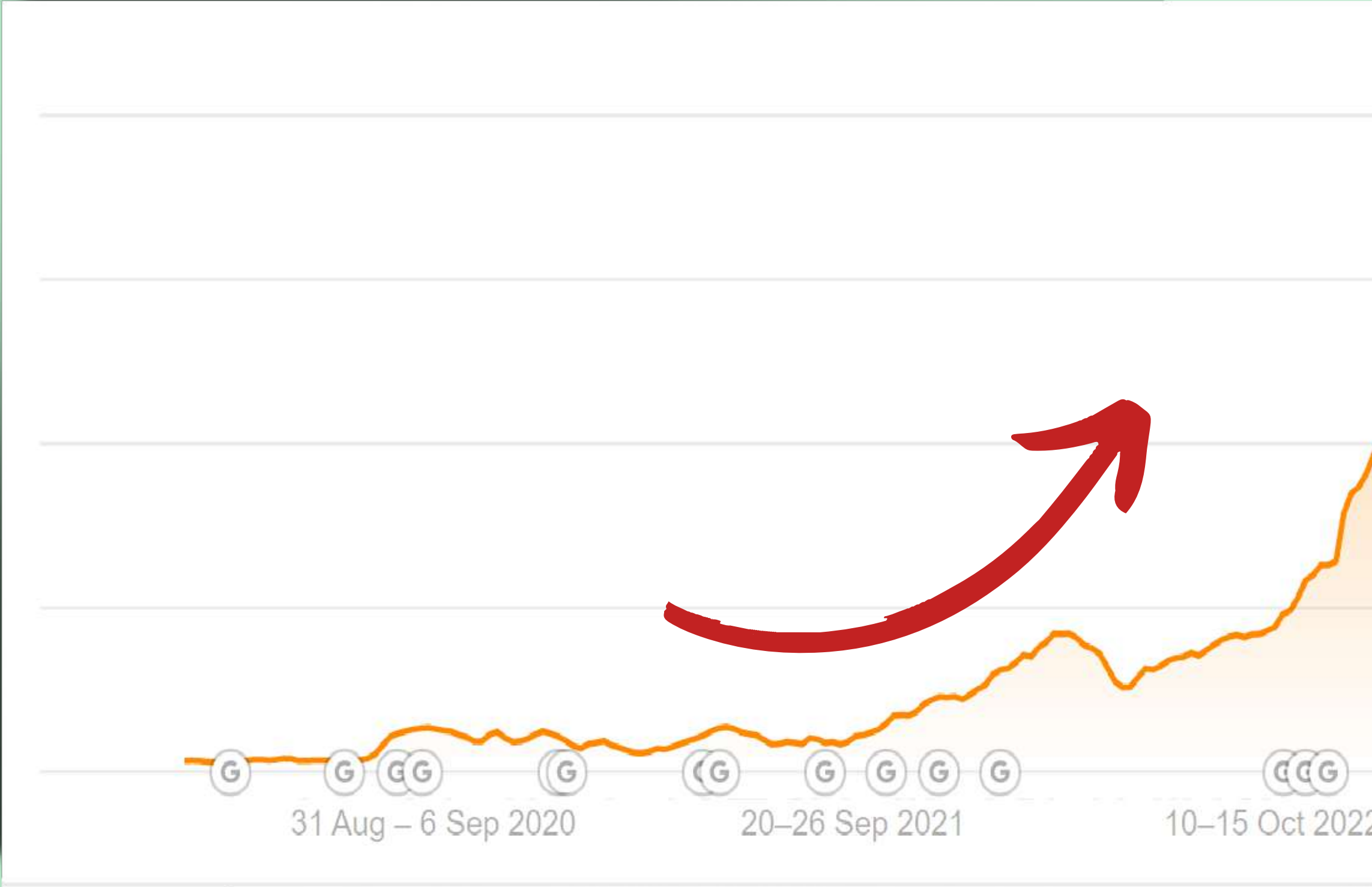
Acquisition

Overview

		Acquisition	
Default Channel Grouping		Sessions ? ↓	% New Sessions ?
<input type="checkbox"/>		7,133 % of Total: 100.00% (7,133)	81.34% Avg for View: 81.33% (0.02%)
<input type="checkbox"/>	1. Organic Search	4,334 (60.76%)	89.48%



Clicks and impressions



Ranking

S.No.	Keywords	Ranking
1	soft motion controller	1
2	Soft Motion Control system	1
3	PC-Based Soft Motion	1
4	soft motion control	1
5	PC based Soft Motion Control	1

Ranking Progress

Keywords Ranking Progress			
Sr. No.	Keywords	2020	2022
1	Keywords in Top 5	2%	15%
2	Keywords in Top 10	6%	21%
3	Keywords in Top 30	25%	47%
4	Keywords in Top 50	18%	29%

1523
Total Targeted
keywords Placement
Growth

43%
Increase In Organic
Search Traffic

22%
Increase in Page
Views

65
#1 Ranking for
65 Keywords



Revenue

Revenue increased by 35%



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.

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