

CASE STUDY



360 Degree Cloud,
Salesforce Summit (Platinum) Partner

Search Engine
Optimization



About 360 Degree Cloud



360 Degree Cloud Technologies is a decade-old boutique Salesforce Consulting and Product firm with over 3000 projects globally delivered across 30+ industries.

360 Degree Cloud Technologies is a Platinum Consulting partners and ISV partners with Salesforce. Our geographical footprint currently spans 6 global offices, 4 in India(Faridabad, Noida, Pune, Jaipur), 1 in the US(Laguna Beach, CA), and a 6th office that we just launched in Kolkata, the city of joy. 360 Degree Cloud has 600+ experts (the top 5%) with 400+ certifications between us across all Salesforce products.

How

**We Increased
USA Organic
Traffic by 437%
in 12 Months for
360DC**

DGTLmart – Digital Performance
Marketing Company

*We defined benchmarked metrics to set the
right strategic direction for business to get
effective ROI*

360 Degree Cloud LLC



Problem Faced

No leads from Organic Traffic
Less Organic Traffic from Targeted Country USA
Few Number of Keywords Ranking on Page 1
No Specific Strategy for Organic Traffic

Solution Offered

Smart B2B SEO Strategy
Detailed On page & Content Audit
Implementing of Target Country based SEO
Strategic Link Building approach
SEO-driven content on-page & off-page

The Benefits

- 1100% increase in Total Leads
- Overall Search Appearance Increased by 275%
- Overall Organic Traffic Increased by 103%
- Organic Traffic increased by 437% from USA



797%

Increase in % of Keywords
bringing Organic Traffic

4600%

Increase in % of Keywords
Ranking in First Page on Google

Growth Achieved



What we achieved from
12 months SEO activities

Identify your highest value keywords,
Grouping same set of Keywords ,
publishing pages for targeting group
keyword



103%

Increase in Overall Organic
Traffic

437%

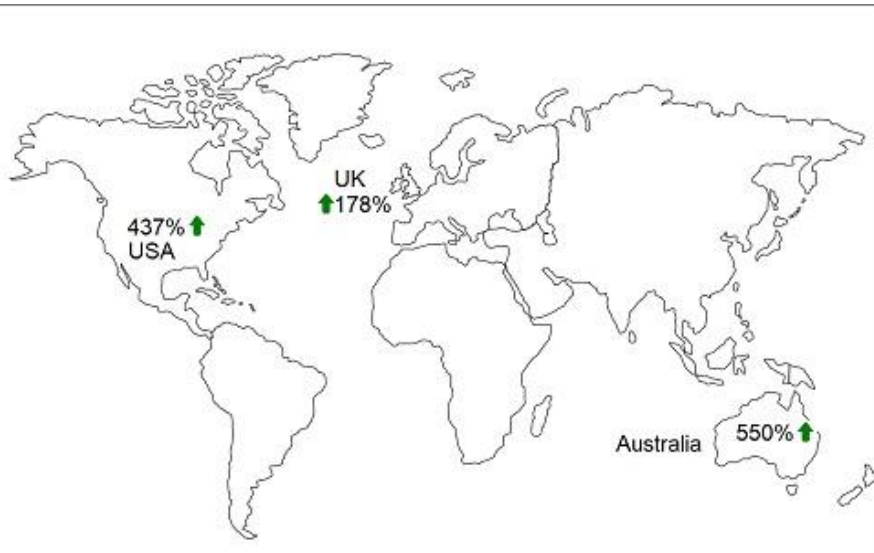
Increase in USA Organic
Traffic

WHAT NUMBERS SAYS



3800%

Increase in number of keywords ranking on page 1 in Google SERP in 12 months tenure. 275% increase in overall search appearance



312% Increase in USA search appearance

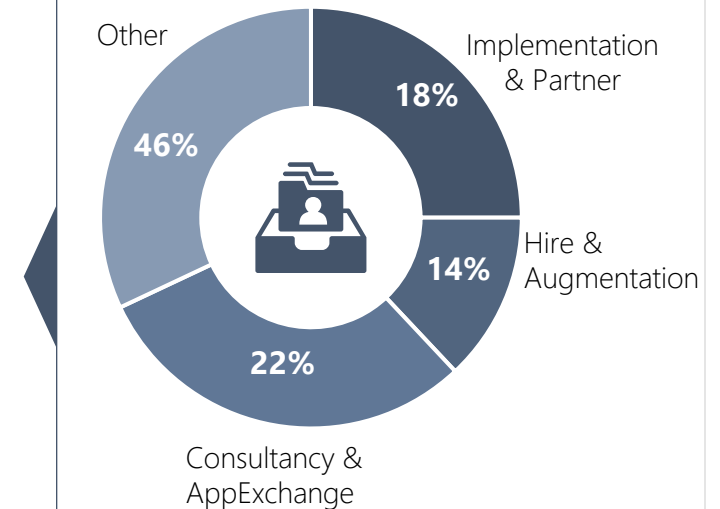


582 % Increase in UK search appearance

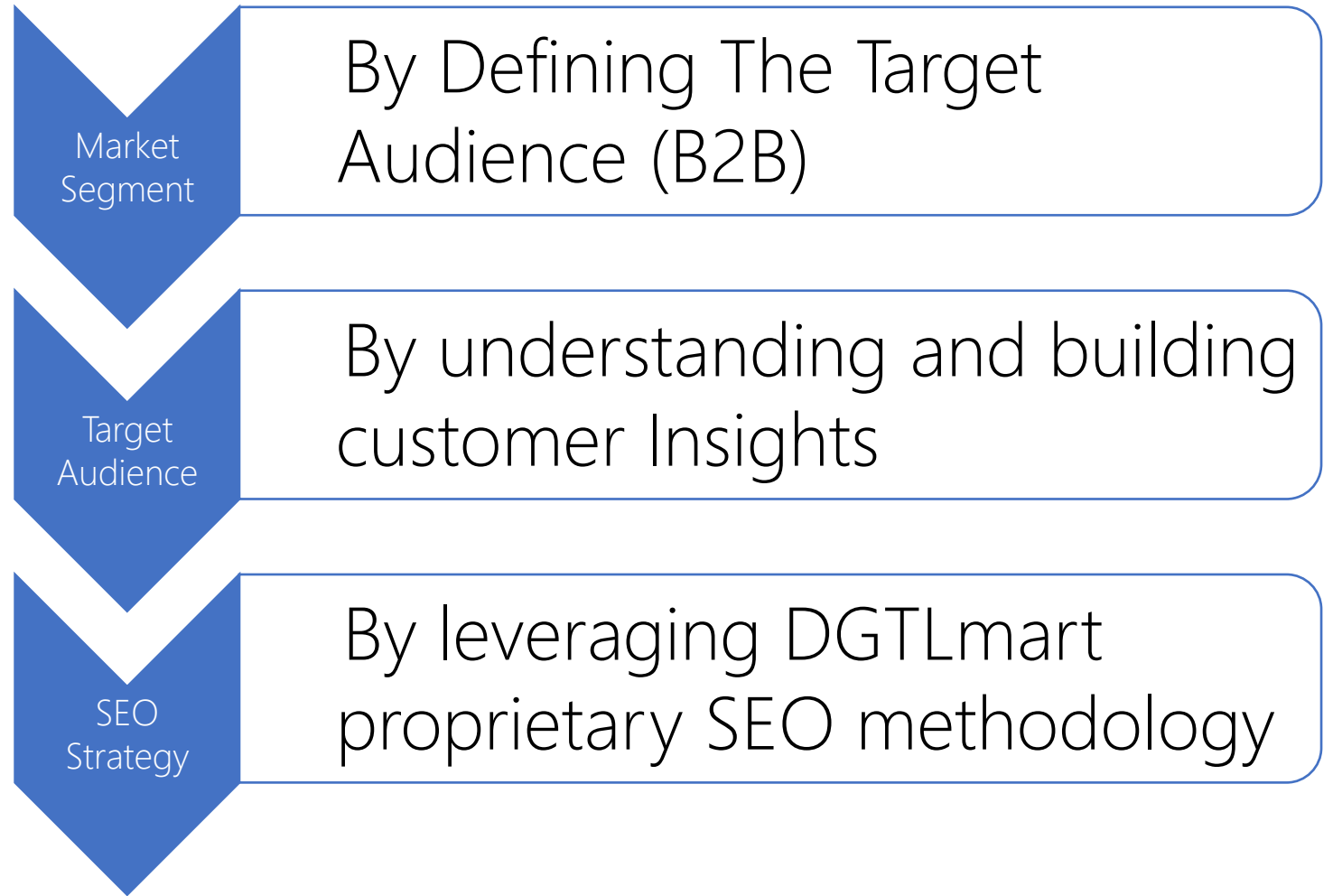


343% Increase in Australia search appearance

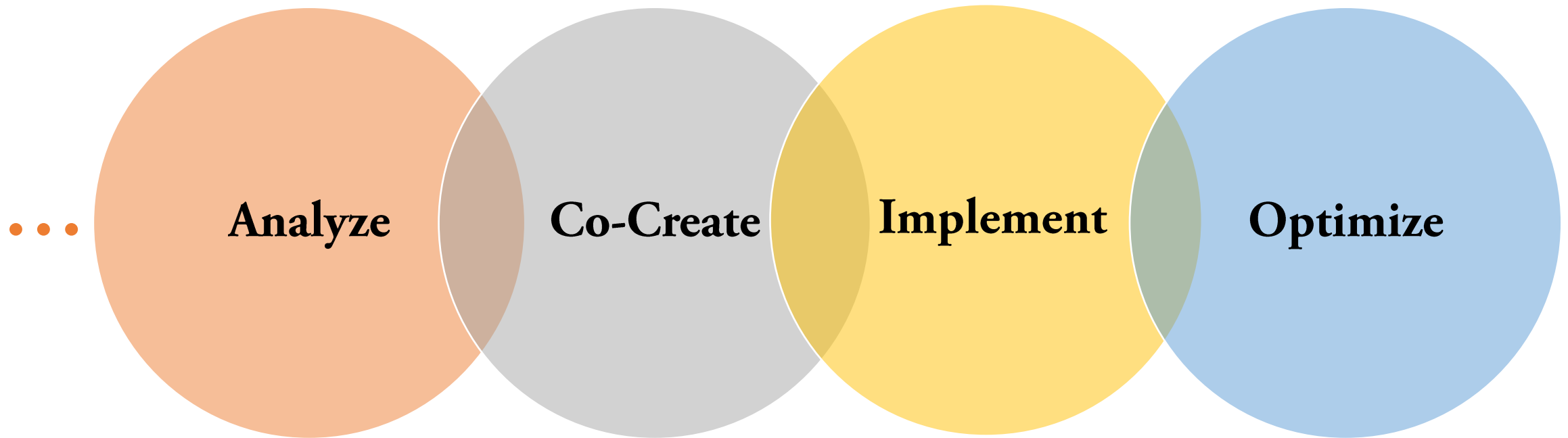
Keywords Distribution



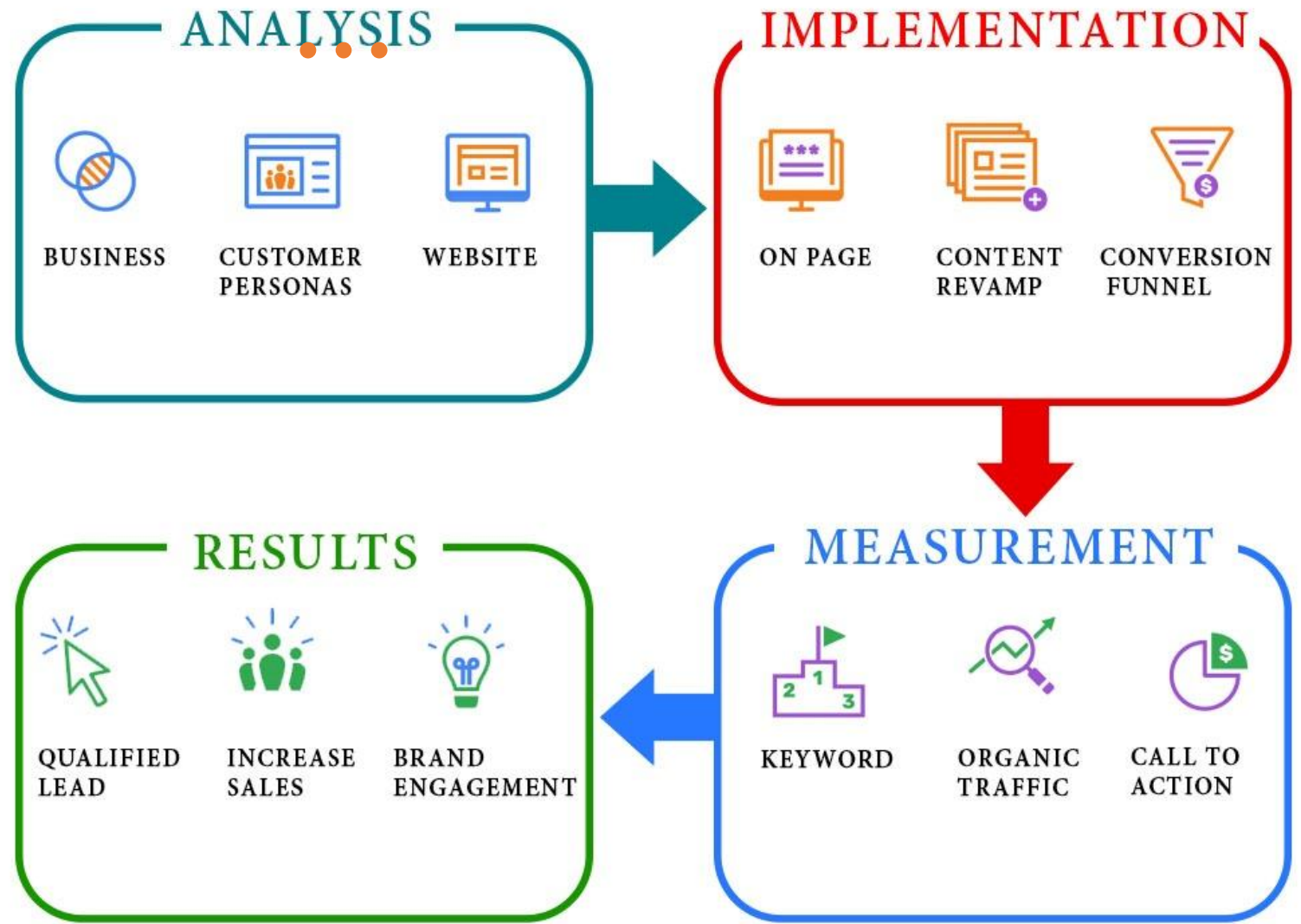
How do we achieve the Objectives?



4 Pillars of SEO Activities



DGTLmart SEO Approach



THANK YOU ...



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