

Business Case Study

<http://www.a-fireplace.com/>



SEARCH ENGINE OPTIMIZATION

Market Data/ Trends & Innovation/ Benchmark/
Best Practice/ User Experience



VIDUSHI Infotech

Software Solutions Provider Pvt. Ltd.

<http://www.vidushiinfotech.com/>



Client Profile

- ✓ A-FIRE offers innovative, simple to use and secure solutions to create fireplaces
- ✓ It offers you the opportunity to create your design fireplace in a very simple manner.
- ✓ It is the best way to install your modern, design, and safe bio ethanol fireplace.
- ✓ It develops, produces and monitors the quality of its inserts and hearths in its workshops.
- ✓ It has its own fire-laboratory, production center, assembly workshops.

Research Objective

- ✓ To improve local business online presence with defined goals
- ✓ To rank high in the search engine result page
- ✓ Earn back links for the website to increase popularity
- ✓ Generate leads through organic search engine optimization
- ✓ Increase local citation of business



Implementing Solution & Initial Change

Vidushi Infotech proposed a **Six-Step SEO Plan** to AFIRE.

- ✓ **Step1:** Optimize the Website with respect to Search Engine Guidelines
- ✓ **Step2:** Integrate “Search Engine-Friendly” elements into the site
- ✓ **Step3:** Identify various Organic Medium to enhance Website Visibility
- ✓ **Step4:** Perform Content Analysis and Sitemap Analysis
- ✓ **Step5:** Implement Link Earning Activity to increase Site’s link popularity
- ✓ **Step6:** Map the targeted keywords to their respective landing page

Overall Traffic Graph[©]



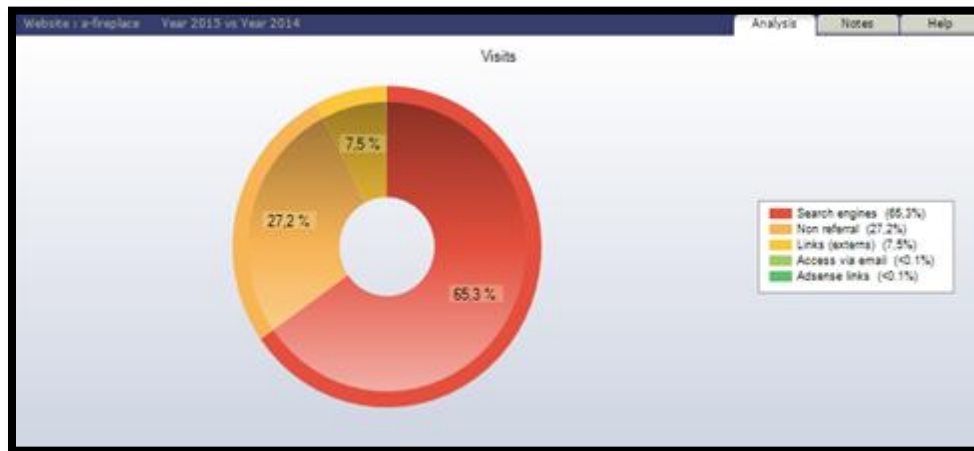
Over the last 1 year, the overall traffic has increased by 55.37%

Organic Traffic Graph

Source / Medium ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	56.86% ▲ 81,681 vs 52,073	3.07% ▼ 79.54% vs 82.06%	52.05% ▲ 64,969 vs 42,730
1. google / organic			
Jun 1, 2014 - May 30, 2015	81,681 (100.00%)	79.54%	64,969 (100.00%)
Jun 2, 2013 - May 31, 2014	52,073 (100.00%)	82.06%	42,730 (100.00%)
% Change	56.86%	-3.07%	52.05%

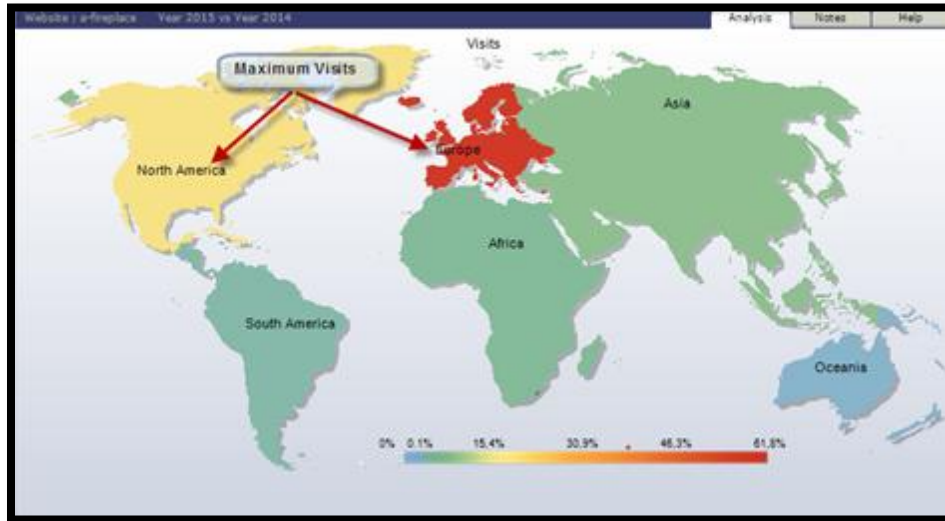
Over the last 1 year, the organic traffic has increased by 56.86%

Website Traffic Analysis



The pie-chart gives a breakdown of 65.3% Search Engine, 27.2% Direct and 7.5% External Links Traffic respectively.

Region-Wise Traffic Analysis



According to the Region-Wise Traffic Analysis, most of the traffic is generated from Europe and North America, which is our target location.

List of Targeted Keyword[©]

S.NO.	Search Term	Jun-15	Mar-15	Feb-13
1	electronic ethanol burner	1	1	1
2	a-fire	1	1	26
3	remote controlled ethanol burners	1	1	12
4	remote controlled ethanol burner	1	1	10
5	electronic ethanol burners	1	1	17
6	bioethanol burners	3	3	2
7	bioethanol burner	3	3	2
8	ethanol burner	3	3	99
9	ethanol burners	4	4	20
10	create fireplaces	5	5	NA
11	bioethanol fireplace	8	8	NA
12	ethanol fireplaces	11	11	NA
13	ethanol fireplace	11	11	NA

14	bioethanol fireplaces	12	12	NA
15	bio fireplace	12	12	NA
16	bio fireplaces	16	16	NA
17	fireplaces manufacturer	19	20	NA
18	fireplace manufacturer	23	23	NA
19	ventless fireplaces	25	25	NA
20	design fireplaces	26	26	NA

**INTERESTED in Giving Your Website a BOOST with
IMPROVED USABILITY and CONVERSIONS RATE?**

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