



## Industries / Ecommerce

This UK based client is a renowned retailer of quality bicycles such as mountain bikes, road bikes and hybrid bikes. Client has independent bicycle stores across UK, providing bike enthusiasts with a wide range of bicycle options from various reputed brands.

OUR CORE VALUES: PASTA - P = Passion, A = Appreciation, S = Simplicity, T = Trust, A = Accountability

## Problem Statement

There was a need for a strong SEO strategy to achieve significant rankings for client's website. It was important to improve search engine rankings and bring in traffic for top converting bicycle brands.

## CIS Solution

We implemented a highly optimized SEO campaign which is summarized in the below points:

- Keyword research and analysis to identify the top keywords in relation to industry and geographic region.
- Manual submission to top search engines.
- Weekly Keyword ranking reports for Google, Yahoo and Bing to assess progress.
- High rank incoming links.
- Local business submission to Google Maps / Yahoo / Bing.
- Sitemap creation and submission.

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## Services

- ◆ Store Optimization
- ◆ Ecommerce SEO
- ◆ Product Page Optimization
- ◆ Website Speed Optimization(Desktop and Mobile)
- ◆ Conversion Rate Optimization

## Tools and Technology



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# Positive Outcome

Earlier, the client's website did not rank well for certain keywords. But after the implementation of CISSEO campaign, there were various significant improvements such as:

- ◆ Site traffic increased by more than 1000%.
- ◆ 80% of keywords return website on the 1st page of Google Search Results.
- ◆ Number of keywords in top 10 of all search engines increased dramatically.
- ◆ Website moved up in UK for all primary keywords.
- ◆ The company's sales have increased dramatically and the effects of our work have lead to a consistent, steady flow of leads and sales.

S.No	Keywords	(Proxy Server) Ranking
1	cheap pashley bikes	1
2	marin hybrid bike	3
3	marin bikes uk	3
4	marin mountain bikes uk	4
5	moda bikes for sale	4
6	land rover hybrid bike	5
7	marin bikes uk 2015	5
8	marin bikes	5
9	marin mountain bikes	5
10	specialised hybrid bike	6
11	0% finannce on cube bikes	6
12	gt bike uk	6
13	williers mountain bikes	7
14	giant xtc mountain bike	8
15	lapierre bikes for sale	8

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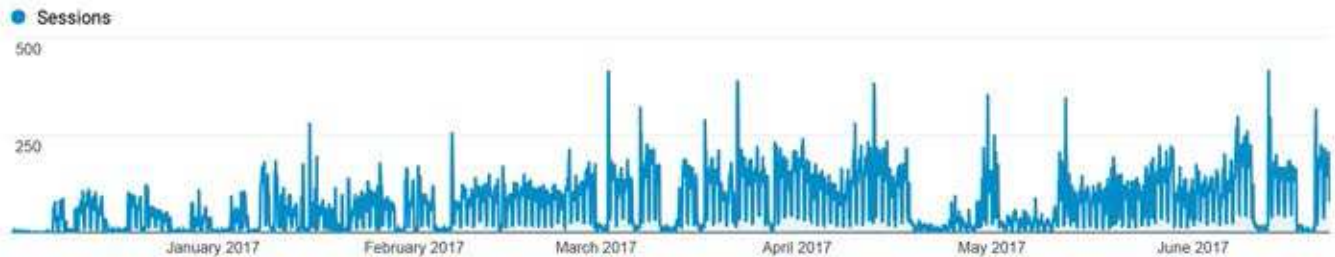


### Audience Overview

Dec 1, 2016 - Jun 21, 2017

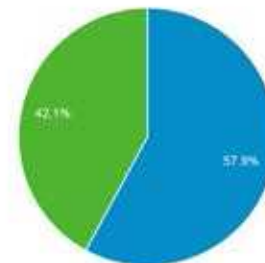
All Users  
100.00% Sessions

Overview



Sessions: <b>334,098</b>	Users: <b>195,718</b>	Pageviews: <b>1,194,069</b>
Pages / Session: <b>3.57</b>	Avg. Session Duration: <b>00:02:46</b>	Bounce Rate: <b>54.17%</b>
% New Sessions: <b>57.94%</b>		

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	231,197	69.20%
2. en-gb	84,954	25.43%
3. en	13,331	3.99%
4. en-ng	1,336	0.40%
5. en-ca	716	0.21%
6. en-za	407	0.12%
7. en-au	329	0.10%
8. en-ie	176	0.05%
9. fr-fr	158	0.05%
10. (not set)	126	0.04%

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## Our Achievements



**14+**  
YEARS  
IN BUSINESS



**05**  
WORLDWIDE  
OFFICES



**1000+**  
EXPERT  
TEAMS



**12+** Yr  
WEB  
EXPERIENCE



**7+** Yr  
MOBILE  
EXPERIENCE



**7+** Yr  
MARKETING  
EXPERIENCE



**100+**  
WORLDWIDE  
CLIENTS

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Gain useful insights into your business with our Business Intelligence & Analytics solutions that have a strong backing of our wide-ranging domain expertise and technology skills.

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