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Case Study

## 1. Mensusa.com

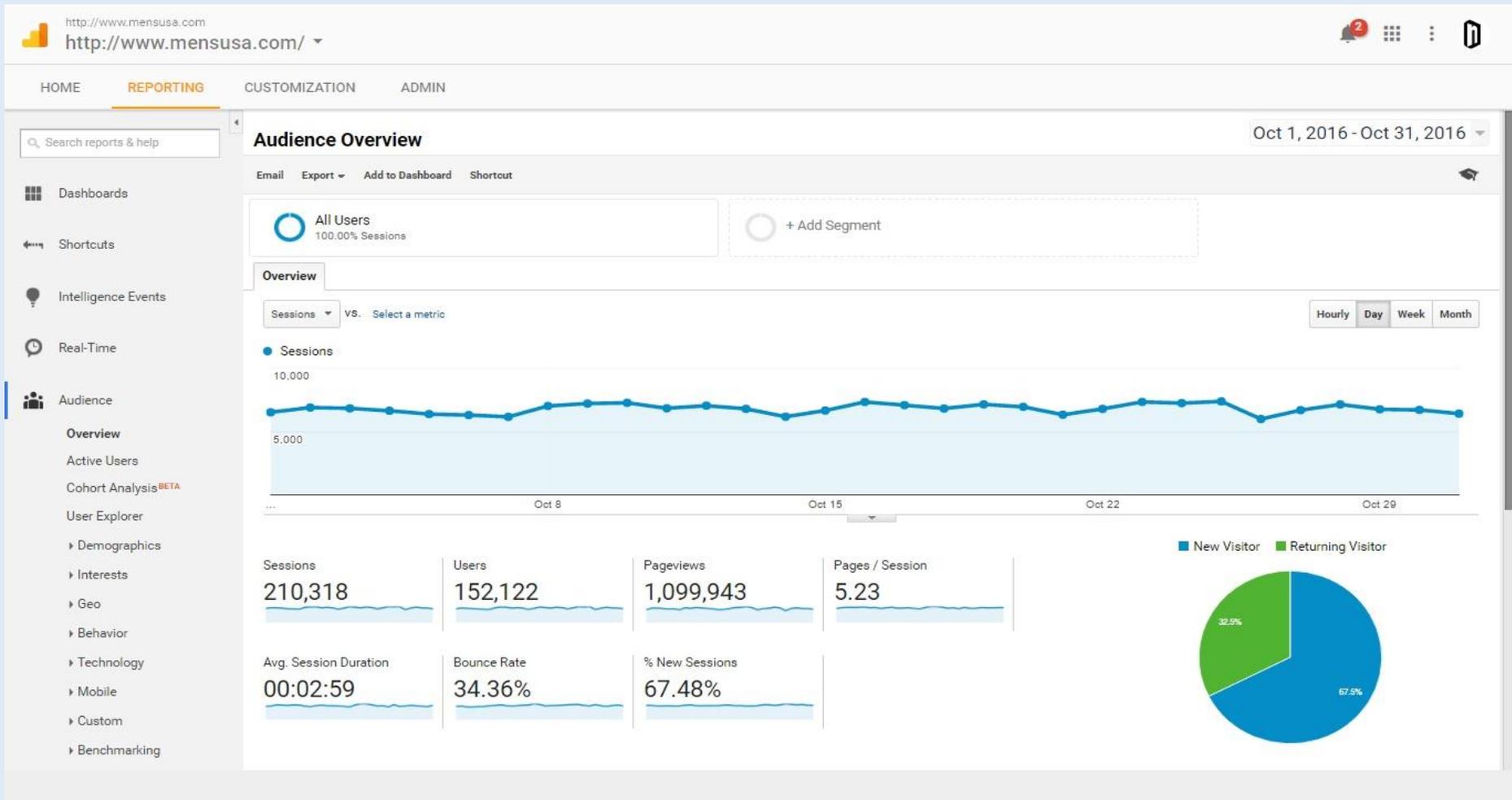
**1246 Westwood Blvd. Los Angeles, CA 90024**

**Client:** MensUSA target the men's market in the United States with European clothing. The website is designed to allow customers to select and purchase apparel by themselves and with over 30,000 items in their catalog and secure shopping; one can rest assured to have best shopping experience! At Men's USA, they cater to income men by offering quality merchandise at everyday low prices.

**Challenge:** Online Shopping is a competitive market itself and when it comes to selling apparel, this become a challenging one as we people are very choosy and have different taste. The website is in ASP.net and client is very concerned regarding any changes and suggestion required to be implemented on site. Website was having many dynamic pages too.

**Solution:** After few month analyses of website performance and client interaction, we were able to make him understand about the required changes on the website. Since he didn't want to change the layout, therefore changes with landing pages, redirection of dynamic URLs to static pages and content optimization with proper keyword placement was done. Nettechnocrats team emphasized on title/descriptions of product pages and optimized the same. And client gets amazed to find hike in their online sale.

**Results:** The results started appearing within 2-3 months with peaks showing in the website traffic. The traffic reaches to 2000-3000 organic sessions a day and brings significant impact on total online sales. Pleased with the successful results of this website, client has hired us to work on his other websites i.e. *SuitUSA.com* and currently *MensUSA* has 350+ keywords on 1<sup>st</sup> page.



Website Traffic

### Keywords Ranking - MensUSA.com

Sr.No.	Keywords	Initial	Current		Sr.No.	Keywords	Initial	Current
1	david eden shoes	-	1		36	Alligator Shoes With Eyes	-	4
2	David Eden Shoes	-	1		37	Steve Harvey Dress Shirts	-	4
3	Mexican Pointy Boots For Sale	-	1		38	Cream Linen Suit	-	4
4	men suits wholesale	-	1		39	steve harvey suits	-	4
5	david eden shoe	-	1		40	Blue Seersucker Suit	-	4
6	Brown Pinstripe Suit	-	1		41	Steve Harvey Suits	-	4
7	Mens Shiny Suit	-	1		42	Champagne Suit	-	4
8	Italian Mens Suits	-	1		43	Tan Suits For Weddings	-	5
9	Urban Mens Suits	-	2		44	os altos snakeskin boots	-	5
10	Mexican Boots For Sale	-	2		45	Mens Black Pinstripe Suit	-	5
11	Urban Suits	-	2		46	Mens Two Piece Casual Suits	-	5
12	zoot suit for sale	-	2		47	royal blue dinner jacket men	-	5
13	Nehru Suit	-	2		48	1920s Tuxedo	-	5
14	Mexican Boots For Sale	-	2		49	Mens Pinstripe Suit	-	5
15	david eden alligator shoes	-	2		50	Red Tuxedo Jacket	-	5
16	Falcone Suits	-	2		51	athletic cut suit	-	5

<b>17</b>	Milano Moda Suits	-	2	<b>52</b>	Gator Dress Shoes	-	5
<b>18</b>	Old School Suits	-	2	<b>53</b>	avanti uomo dress shirts	-	5
<b>19</b>	Sea Turtle Boots	-	2	<b>54</b>	stacy adams suits	-	5
<b>20</b>	Denim Suit	-	2	<b>55</b>	Stacy Adams Suits	-	5
<b>21</b>	Italian Suit	-	2	<b>56</b>	bianco brioni suits	-	5
<b>22</b>	italian suits for men	-	2	<b>57</b>	Los Altos Hats	-	5
<b>23</b>	Preacher Suits	-	2	<b>58</b>	Collarless Suit	-	5
<b>24</b>	Los Altos Boots	-	3	<b>59</b>	Cheap Mens Suits Online	-	5
<b>25</b>	zoot suits for sale	-	3	<b>60</b>	cheap suits	-	5
<b>26</b>	Tan Seersucker Suit	-	3	<b>61</b>	david eden	-	5
<b>27</b>	1920s suits	-	3	<b>62</b>	Suit Shirt No Collar	-	5
<b>28</b>	1920s Suits	-	3	<b>63</b>	modena shirts	-	5
<b>29</b>	Steve Harvey Collection	-	3	<b>64</b>	black church suits for men	-	5
<b>30</b>	Mens Silver Suit Shiny	-	3	<b>65</b>	discount clergy shirts	-	5
<b>31</b>	gold suit	-	3	<b>66</b>	purple tuxedo jacket	-	5
<b>32</b>	Ivory Tuxedo	-	3	<b>67</b>	double breasted dinner jacket	-	5
<b>33</b>	apollo king men suits	-	3	<b>68</b>	Burgundy Tuxedo	-	5
<b>34</b>	Ostrich Tennis Shoes	-	3	<b>69</b>	Grey Tuxedo	-	5
<b>35</b>	Italian Suits	-	3	<b>70</b>	los altos snakeskin boots	-	6

## 2. DCatalog.com (formerly ePaperflip)

**2635 North First Street, Suite #102, San Jose, CA 95134**

**Client:** Founded in 2008, DCatalog is the leader in the digital publishing industry. With the advanced HTML5 flip book technology, this platform empowers publishers, content creators, marketing and eCommerce professionals to easily create and publish engaging digital experiences. The website is formerly known by ePaperflip

**Challenge:** The Company mainly deals with B2B industries (Hospitality, Universities & colleges, financial) and with competitors like zmags.com, issuu.com it is a tough fight to rank the website for competitive keywords like pdf to app, digital catalog software, and Product catalog software. Apart from on this domain client wants to redirect it's other domain without any loss of traffic and ranking.

**Solution:** Along with client's website we have done thorough analysis of competitor's website too to find their methodologies and how we can beat them. We studied their backlinks and accordingly created high quality links for dCatalog. We have also provided paid high quality theme bound sites to client to get the website listed there. We have also studied client's other domain epaperflip and remove unethical links before redirecting it to dCatalog. As client was going to live this domain, we have studied minutely each and every thing from meta tags, contents to image and hyperlinks to make it a perfect fit for search engines.

**Results:** With the rigorous efforts and amazing skills, experts from Nettechnocrats Team were able to provide 1<sup>st</sup> page ranking for those keywords and the traffic is still boosting. **Mirit** is very happy with the ranking and traffic.

<b>Keyword Ranking - DCatalog.com</b>			
<b>S.No</b>	<b>Keywords</b>	<b>Initial</b>	<b>Current</b>
<b>1</b>	pdf to app	-	1
<b>2</b>	Publish digital catalog	-	2
<b>3</b>	digital catalog software	-	3
<b>4</b>	Online digital catalog	-	3
<b>5</b>	digital catalog	-	4
<b>6</b>	digital flip catalog	11	4
<b>7</b>	ecommerce catalog software	-	4
<b>8</b>	pdf to html5 flipbook	-	6
<b>9</b>	publish catalog online	-	6
<b>10</b>	Product catalog software	-	6
<b>11</b>	html5 flipbook	21	9
<b>12</b>	create digital catalog	-	10

### 3. All4women.co.za

**Client:** All4Women.co.za - South Africa's #1 online women's magazine. Window shopper + all you ever needed to know about love, food, home, health, fashion, beauty, sex, parenting, relationships, news, views and more. New articles added daily and almost 90% of readers are women, the only large site in South Africa that comes even close to this.

**Challenge:** The site was experiencing a low traffic due to improper functionality of its SAAS CMS, which was not even search engine friendly. Some of the website URLs were also not compatible with SEO standards.

**Solution:** Our technical experts did migration of old CMS to WordPress and some of the old URLs were redirected to new optimized URLs. Few other website suggestions were provided and implemented onsite to make site stand with SEO parameters.

**Results:** All4women.co.za has set a new record by storming past the 5 million pageview mark (all traffic) in May 2015. In South Africa alone it had 557 677 unique visitors, 1 436 821 individual visits and 4 971 155 page-views.

*All4Women's founder and MD, Peter Mansfield says that in the last three years All4Women has experienced phenomenal growth. "In June 2012 we had 124 000 unique browsers, a year later this increased to 236 000, last year this increased to 354 000. This year in May (see above) this increased to 557 677. Our pageviews growth has been even faster: from 1,1 million pageviews in June 2012 to 2,8 million, to 4,1 million in June 2014, to 4 971 155 in May 2015."*

### Status

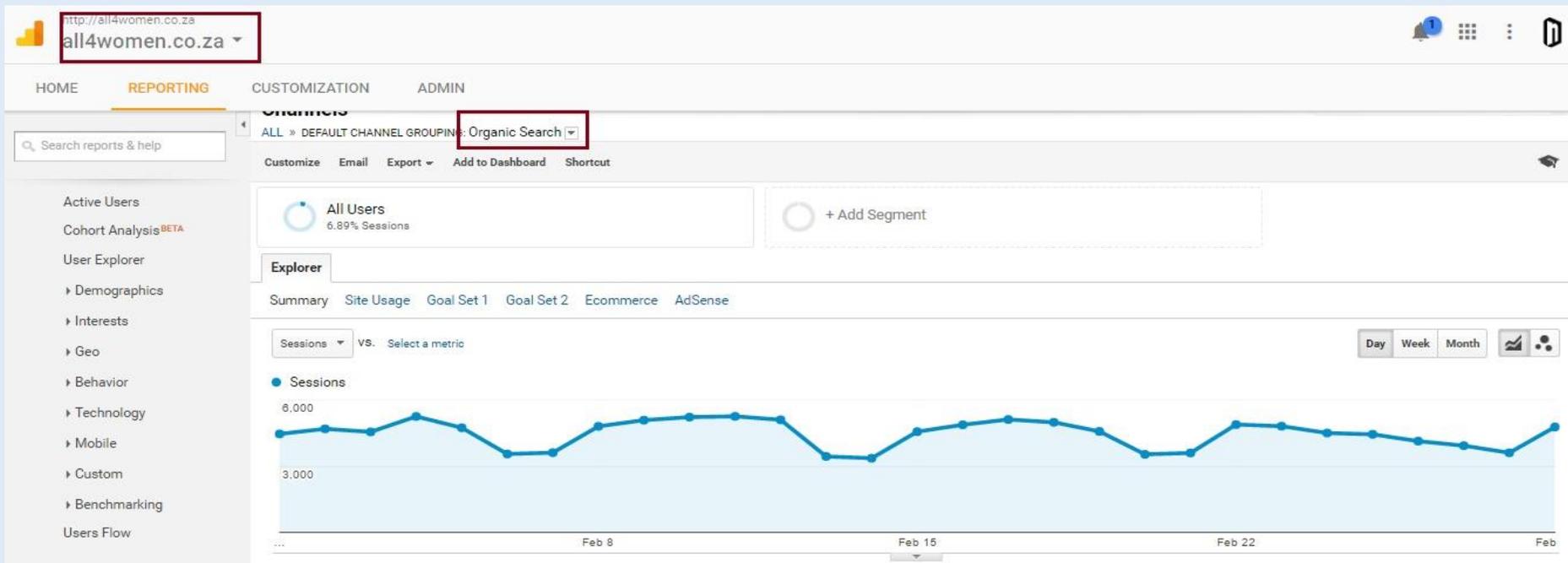
This job has been awarded on Oct 08, 2014 to:  
**Nettechnocrats**

### Feedback for: Nettechnocrats

Job Status  
Complete

Rating from all4women  
★★★★★ 5.0

"We continue to be happy with this service provider and will keep using them."



#### 4. Nixeus Technology, Inc.

**4801 Little John Street, Suite. E, Baldwin Park, CA, 91706**

**Client:** Established 2009 in Los Angeles, California – Nixeus Technology is an American company, brand and manufacturer specializing in computer monitors, peripherals and consumer electronics. Their products are trusted and used by Fortune 500 companies, Financial Institutions, Universities, NASA, and various government agencies.

**Challenge:** Tony was very desperate to get website of 1<sup>st</sup> page of Google and not only this along with Google Analytics traffic, he wanted Alexa traffic too (only from US). The website was in Joomla and navigation was not good considering SEO checks.

**Solution:** With frequent discussions and brainstorming, we suggested client to go with WordPress (best SEO compatible CMS at that time) and since client wants to update products in future too, so this CMS works very well with the same. The SEO team had interacted with our technical experts and both putted their heads together to add a wow factor to the website making it both search and user friendly.

**Tony** was happy with the outcome in terms of website layout, ranking and traffic; even Alexa ranking was improved and specific to US only.

And this is not the end; **Tony** is still working with us and sees what he has to say *"Good work so far, great communication. Have been using their service for over 3 years! "*