



## Services

- Digital Marketing Strategies (DMS)
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- SMS Marketing
- Social Media Optimization (SMO)
- Web Analytics

## Case Study

# Search Engine Optimization (SEO) - Perfection Furnace and Carpet Cleaning

Canada based home cleaning company was looking to promote its recently introduced products through SEO methods. The company offers superior customer service. The company has introduced a new product known as Prochem for cleaning carpets. It consists of a vacuum hose with a brush attachment to snake out each vent is used to clean furnaces and chimneys.

### Problems

www.perfectcleaning.ca assigned to DART the task of gaining

prominent positions in Google, Bing and Yahoo. The client wanted to achieve for high volumes and increased traffic flow to their website with the use of generic keywords. DART had to make improvements in the site's technical aspect, as well as in the data content.

### Methodologies

DART designed a comprehensive organic search marketing, search engine optimization (SEO) program for the client website. DART initiated



### DART's SEO Services

Search Engine Optimization (SEO) Services at DART entails 45 processes for SEO, unique competitor analysis and keyword research. DART provides anchor text suggestions, creating search engine friendly URLs, Google XML sitemap creation, image & hyperlink optimization, in-depth keyword research & discovery service, target keywords/phrases, title tag optimization, W3C validation, working on HTML source code, and Yahoo sitemap submission.





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the campaign with a handful of keywords targeted at business priority products. As the website gained popularity, the site started responding to the large number of keywords. DART then defined a methodology to add extra content to the website to attract traffic and increase the visitors engagement

for its products. The DART team then conducted an extensive keywords research with strong focus on pre-qualified visitors.

### Results

The website now appears on the top page in Google search on typing the keywords, “cleaning a

furnace”; as shown below. Other keywords like “Edmonton Carpet Cleaners”, “Carpet Cleaning Company Edmonton”, and “Edmonton Rug Cleaners”, also yield top searched results. The client reported higher organic traffic within a short period, resulting in increased topline.

