



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) - Hamilton Accounting Solutions

Canada based Accounting Solutions is a small firm that takes care of the accounts and financials of its client business. The firm provides the basic service of recording the transactions from the bills provided by the clients. Thereafter, the firm prepares all the accounting books (balance sheet, profit & loss statement, cash flow statement amongst others) of the client organization as required by the accounting laws. Apart from this, the client provides the client with expert advice. Hamilton undertakes business analysis, and provides tax saving suggestions.

Problems

www.myhamiltonaccountant.com wanted better visibility on the first page of Google search. Their goal was to generate more traffic within

the limited budget. Whereas the top law firms have optimized their websites and were performing better in the online market the small firms found it difficult to cope with the market challenges. The client was looking for a cost effective solutions to survive in the highly competitive market.

Methodologies

DART identified that the site was built without proper keyword strategy and the site was not audited for SEO. DART created an optimization strategy for each of the pages. Thereafter, DART added keyword-rich content to each page. DART also created a new global navigation panel and implemented it in the client website. This was supported by a link popularity campaign to increase the number of links



DART's SEO Services

DART offers unique competitor analysis and keyword research as part of its SEO implementation. DART adopts an ethical, cost effective optimization technique to promote visibility of client website. DART's professional team regularly carries out research to look for the latest techniques that will help keep the client organization's website name on the top of Google search.





Services

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

Case Study

coming into the home page and important category pages. Further, DART performed its 45 points on-page SEO process which resulted in the site acquiring higher ranks in searches.

Results

The website now appears at the top in Google search on typing the keywords, “hamilton account solutions”; as shown below. Other keywords like “accounting solu-

tions hamilton”, and “pension tax credit hamilton” also yield top searched results. DART’s efforts resulted in higher organic traffic within a short period, resulting in increased topline.

