



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

Importance of Keyword Research – Pure Electrics

Pure Electrics is a professional registered electrical contractor based in Australia. The aim of the company is to offer unmatched services to meet all the electrical requirement of its clients.

Problems

The client www.pureelectrics.com.au wanted higher visibility on the first page of Google search for some of their targeted keywords. The site was not ranked in the Top 10 on Google for several important keywords related important product categories. The client wanted DART to list out potential keywords before engaging our services

Methodologies

The goal of the engagement was to identify best of the keywords to plan for on-page SEO which ultimately should bring more traffic to the site. Selection of competitive search terms help securing rankings and prevent the site from sliding in rank as more competitors

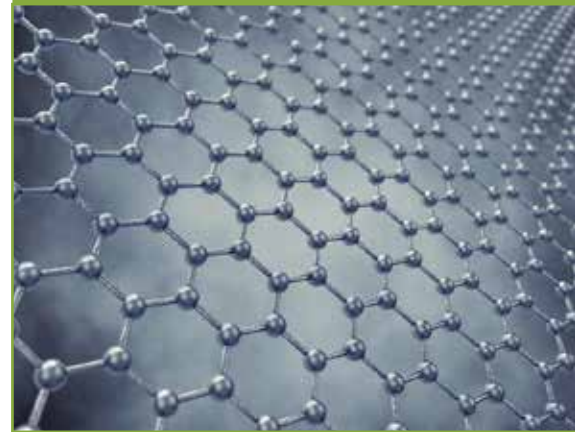
moved into the market. DART developed relevant keywords and implemented for each of the pages.

Keyword Research Tools Used

Keyword research is the first step in search engine optimization process. Developing the right list of keywords is directly connected for winning the any search marketing campaign. DART Analyst had adopted a process in combination with the following set of tools

- Google AdWords tools
- Keyword density tool
- Keyword Spy
- SEO tool

With the use of above tools our Analysts have listed out probable keywords suited for the site. Further, we have adopted our in-house developed process to list out best of the keywords. Later, the client agreed to engage DART for further SEO process.



DART's Keyword Research Services

DART has developed well defined keyword research process to suit SEO, PPC and Social media promotion. DART believes that identifying the right keywords is the first step toward online promotion. DART undertakes keyword research on a periodical basis to get the best results out of online promotions.

