





## The Challenge

With the growing demand and the need for a strong digital presence, Illinois Tech India turned to Dot Com Infoway for help in Search Engine Optimization (SEO). Illinois Tech India needed to improve their organic traffic, increase the web enquiries for Summer and Fall 2017 admissions, build authority and brand awareness.



## The Analysis

Dot Com Infoway conducted an exhaustive website audit that address numerous technical issues and SEO opportunities in the website. DCI delivered a comprehensive and prioritized list of recommendations that entailed how to:

1. Implement search engine and user friendly URL structure
2. Implement Schema.org for the website
3. Removal Tag Clouds from the Footer
4. Implement Link Sculpting
5. Optimizing the key pages for SEO



## Solution

Dot Com Infoway created an integrated digital marketing strategy that included SEO and Google Adwords campaigns to increase the brand visibility, traffic and enquiries.

We increased the site's overall search visibility by optimizing the titles and meta tags of the website.

DCI developed an onsite content strategy for their site and blog and created a content marketing plan that focused on placing quality content on authoritative blogs for increased brand visibility across the target audience.

## 2 1 3 The Results

As a result of DCI's recommendations, the organic traffic increased by 85.68% during February 2017 to July 2017 compared to the same duration in 2016. DCI's onsite content strategy helped increase the page engagement for key pages. Around 40% of the admission enquiries for the website were received through the organic channel.

When exploring for a good SEO and Digital Marketing agency for our company, we didn't know where to begin or what to expect. We evaluated about four agencies and finally decided to outsource this task to Dot Com Infoway. A wise decision indeed!

Their work on our website and internet marketing has brought significant organic traffic to our website. More so, the lead quality is well qualified, which is pretty remarkable - but like anyone else, we would always like to see more!

Dot Com Infoway did everything - with almost no time or effort by us! The best part was that we could completely trust their professional advice.

## Traffic

The organic traffic is increased by 85.68%

