

CASE STUDY

Lucintel



Driving traffic despite a competitive market of small and large players.

“We met the challenge of improvement in keyword rankings in SERP and maximized the website traffic.”

The Client

Lucintel is a premier global management consulting and market research firm, headquartered in Dallas, TX. The company has several market reports across practices, including Aerospace & Defense, Banking & Finance, Healthcare as well as many other verticals. The company also provides consulting services on business strategies ranging from Due Diligence, SWOT Analysis, Product innovation and Growth Strategy among several others.

The Objective

Lucintel was looking for speedy improvement in its SERP positioning across major search engines (Google/Yahoo/Bing). By improving traffic to its website, it wanted more leads and enquiries for its market reports as well as consulting services.

The company was also looking to re-design its website, to make it look more contemporary, professional and in-line with its image of being one of America's leading consulting firms.

The Challenge

The consulting industry is very competitive, with several large and boutique consulting firms performing SEO for themselves. The challenge was to begin from scratch and gain good ranking on competitive keywords.

The Solution

To drive visitors via improved search engine rankings, the SEO team at Techmagnate amalgamated a series of optimization steps to ensure an improvement in ranking and incoming traffic on www.lucintel.com.

The team started with a detailed analysis of the website to identify the SEO loopholes within the website and worked on resolving them to ensure that the website structure is search engine friendly. Some of the primary refinements that were undertaken by the team were:

- URL re-writing
- Folder Structure Enhancement
- Implementation of content on targeted pages
- Modifications in design layout of website to make it more user friendly

Moving on, the team undertook relentless SEO/Social Marketing activities that served to increase the search rankings for the website on several keywords which also resulted in increase in traffic.

The Results

We met the challenge of improvement in keyword rankings in SERP and maximized the website traffic.

Our strategic, relentless and timely SEO efforts helped www.lucintel.com benefit from:

Keywords	Google Rankings Before Optimization, 1-Mar-2010	Google Rankings After Optimization, 31-Aug-10
Aerospace Consulting	Not in 100	1
Advanced material Consulting	Not in 100	1
Aerospace market	Not in 100	2
Wind Consultants	Not in 100	2
Wind Consulting	Not in 100	2
Chemical Consulting	Not in 100	3

Improved Traffic Inflow.

The SEO process for Lucintel website was started in March 2010. Within 2 months the keyword rankings had improved and Traffic through organic search (non-paid visits) has increased.

	Traffic Analysis	
Timeline	1st March '10 to 31st August '10	1st September '10 to 31st December '10
Traffic	Total: +98.83% SE Traffic: +114.71% Referring: +39.70% Direct: +109.39%	Total: +65.96% SE Traffic: +111.12% Referring: +88.53% Direct: +26.27%

“SEO keyword ranking improved within 2 months of hiring them Techmagnate as our vendor for our website www.lucintel.com. I strongly recommend them for SEO services.”

- Client Feedback

Lucintel has seen huge improvement in goal conversions, generating more leads, sales and profits.

Traffic Stats - 1st March 2010 to 31st December

