



## CASE STUDY

---

**Search Berg's tried and tested SEO strategy helped 3Alpha go from having no online presence to ranking on the first few pages of Google's SERPs!**

# A Little About 3Alpha LLC

3Alpha LLC is a BPO, ESO, and FPO service provider that's known for its result-driven and premier quality outsourcing services. The company specializes in providing data management and digitization services, including affordable data conversions and e-commerce data entry solutions. Their experienced accounting professionals are well-versed in both domestic and international accounting standards.

From expediting data conversions to harnessing their data management capabilities for clients, the company provides BPO, ESO, and FPO solutions and other services that include:

- ✓ Accounting and bookkeeping
- ✓ Engineering services
- ✓ Data and digitization
- ✓ Data conversion

# Assessing Marketing Challenges

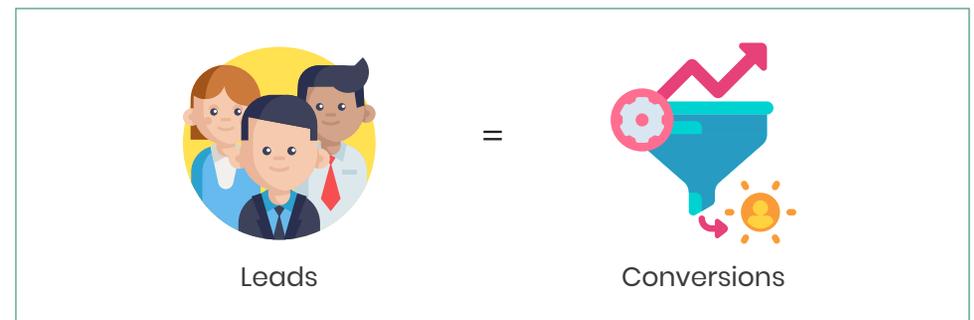
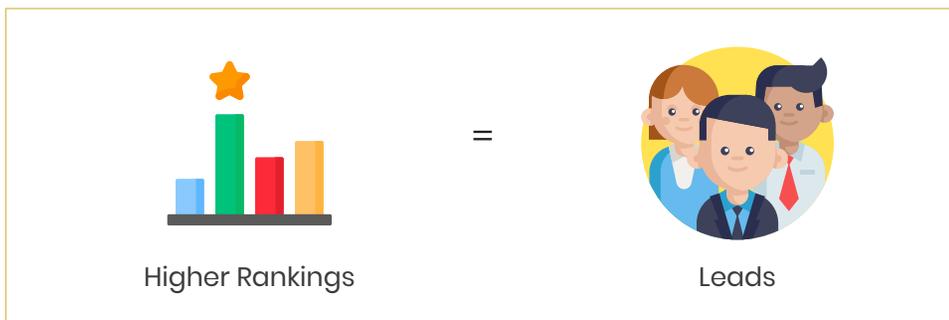
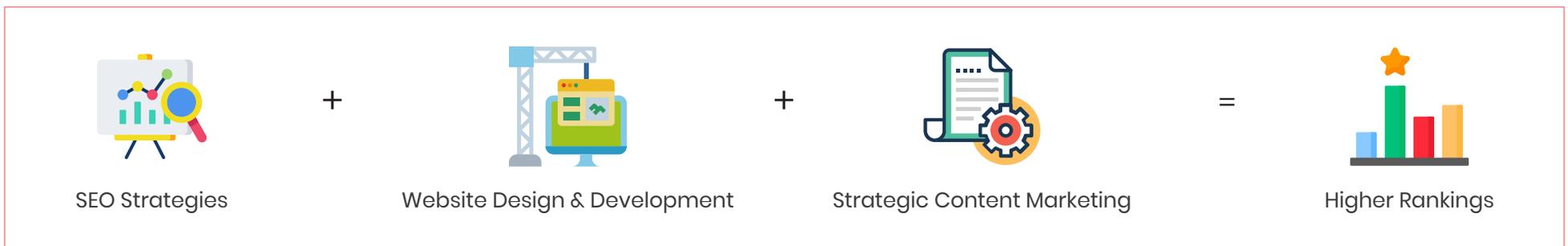
The demand for B2B BPO, ESO and FPO services has skyrocketed in recent years, saturating the market beyond anything we've seen before. Despite offering high-quality services to manage financial accounts and streamline businesses' operations, 3Alpha LLC was **making little headway** in the industry.

3Alpha LLC wanted to reach a customer base that was already familiar with the services they provided by **improving their online visibility**.

# Creating The Blueprint For Success

Given their limited success through conventional marketing strategies, the company decided on digital marketing to increase client outreach and improve conversion rates—and that’s when they reached out to Search Berg.

Our strategies revolved around combining SEO activities and content marketing activities to increase rankings so that their website ranks higher for more leads and get better conversions.



# Devising A Compelling SEO Strategy With Search Berg

Search Berg's SEO specialists conducted a thorough competitor analysis to identify key marketing areas that could be exploited for 3Alpha LLC.

With a focus on increasing on-site conversions, our SEO strategies were made to highlight client purchase intent and maximize the website's ROIs. This was done through:

- ✓ Website design and development that launched 3Alpha with a high-functioning, mobile-friendly, and keyword-optimized website.
- ✓ A content marketing strategy that highlighted the issues faced by the target audience and presented 3Alpha's services as the solution.
- ✓ Visually appealing infographics to grab the attention of the target audience.

The results? See for yourself!

# A Few Things Our SEO Efforts Accomplished

Our monthly progress reports showed that 3Alpha **was ranking high** for keywords that it never ranked for before! In just one month, 3Alpha had gone from nowhere on Google to **page 15** of the search engine results. These improvements persist as we continue working on the 3Alpha's SEO.

S. No.	Keywords	Before SEO	After SEO
01	Affordable data conversions	Not in 200	15
02	data digitization services	N/A	28
03	logistics data entry	N/A	30
04	logistics data entry services	N/A	45

*Table 1: Keywords and rankings for 3Alpha*

# Website Impression And Total Number Of Clicks

Our website design and development services put 3Alpha LLC on the map. The keyword-optimized landing pages were **slowly but surely gaining traction.**

We restructured the website's navigation to make it user-friendly and added stronger calls-to-action to improve the overall conversion rates. As you can see, the results weren't disappointing!

Figure 1 shows there were a total of **3.36k impressions** for 3Alpha LLC's website in just 30 days!



Figure 1: Website impression and total clicks in one month

# Diverting Traffic To 3Alpha's Website

The total number of visits to the website also improved substantially within 30 days of launching the campaign. There were a total of **32 users** on 3Alpha's website in 30 days with a bounce rate of **57.75%**, as seen in Figure 2.

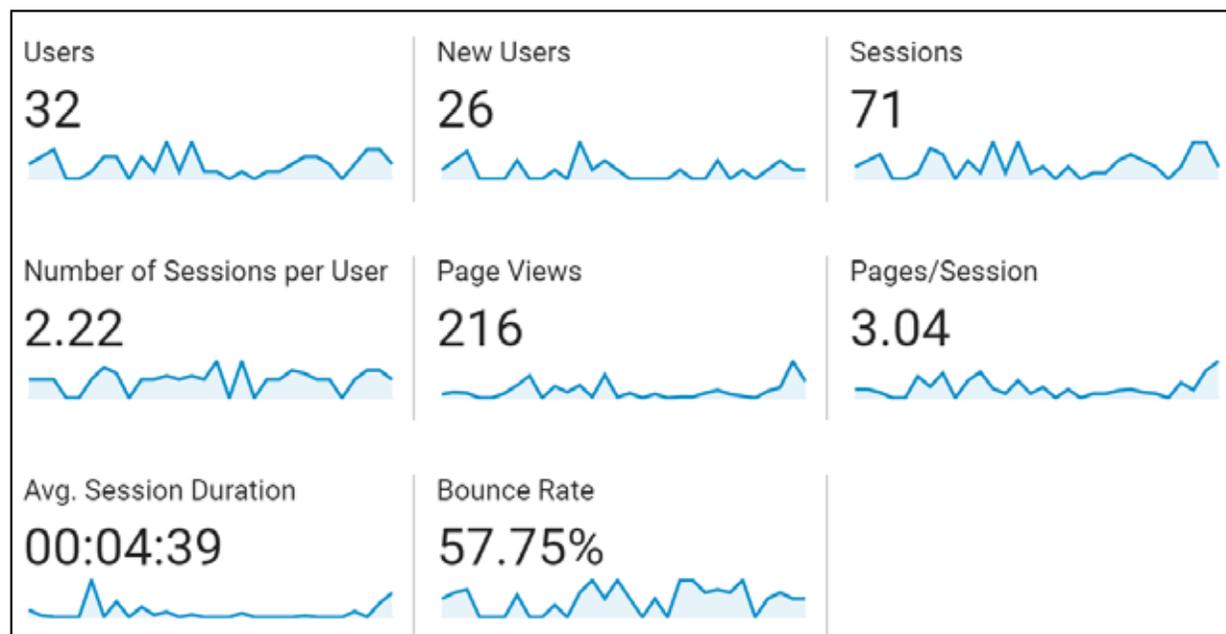


Figure 1: Website impression and total clicks in one month

# Total Number Of Views On Each Webpage

The 3Alpha LLC website's homepage had **37 visits** in the 30 days, as seen by the page by page breakdown shown in Figure 3.

In addition to that, there were **13 visits** to the website's 'Blog Page' in just 30 days!

Page ?	Page Views ? ↓	Unique Page Views ?
	216 % of Total: 100.00% (216)	193 % of Total: 100.00% (193)
1. /	37 (17.13%)	34 (17.62%)
2. /blog/	13 (6.02%)	9 (4.66%)
3. /contact-us/	9 (4.17%)	9 (4.66%)
4. /how-outsourcing-booking-services-can-help-you-generate-more-customers/	9 (4.17%)	7 (3.63%)
5. /bookkeeping-practices-that-will-improve-your-small-business/	7 (3.24%)	7 (3.63%)

Figure 3: The overall page views on the website

# Generating More Leads

We also improved the overall number of new and returning visitors to 3Alpha's website within 30 days of launching the website and SEO campaign. Figure 4 shows that:

- ✓ The website received 26 new visitors in 30 days— a 76% increase from before.
- ✓ The number of visitors that returned to the website went up to 8 in 30 days.

1. New Visitor	26 (76.47%)
2. Returning Visitor	8 (23.53%)

Figure 4: The number of new and returning visitors on the website in 30 days



# An Engaging Content Marketing Strategy

Next came our content marketing strategy that included the use of infographics, [blogs](#), and articles to relay information relevant to the customer journey.

We wrote long-form and keyword-optimized content related to common issues faced by B2B clients when it comes to managing finances and accounts.

The result? Various leads were driven to the website!



# Some Of Our Published Work!

Check out some of our published content for 3Alpha to see what we wrote for them:

## INFOGRAPHICS

Stunning and informative infographics!



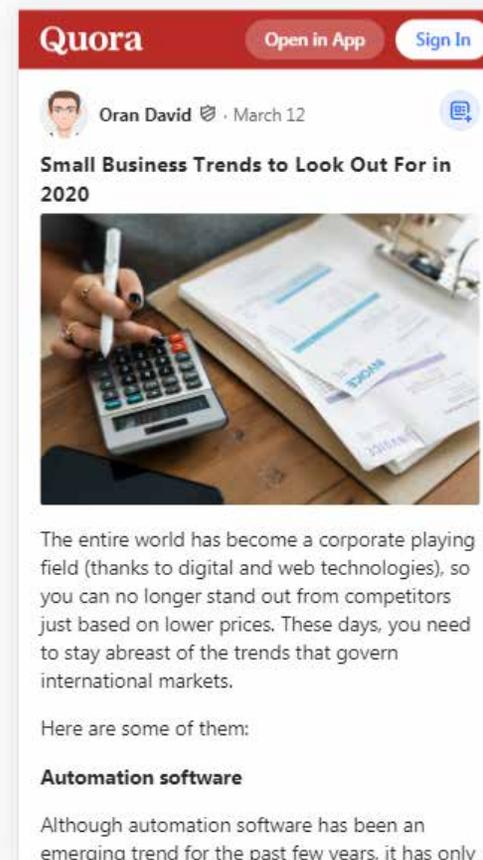
# BLOGS

Detailed, engaging and keyword-rich blogs!



# ARTICLES

Interesting and educational articles posted on popular third party websites!



# Hire Search Berg To Dominate SERPs!

Going from nowhere to the 15th page of Google's search engines in just 30 days is nothing short of a milestone—and that wouldn't have been possible for 3Alpha LLC without collaboration with Search Berg. Our team of SEO specialists is still working with 3Alpha to provide even more promising results than before.

[Search Berg](#) provides effective SEO solutions to businesses spread across all industries. We guarantee results by improving your overall online marketing strategy.

Ready to get started? Give our SEO specialists a [call!](#)