



Cygnnet Infotech

Customer Solution Case Study

Site name:

www.projectsandleads.com

Client Profile

A comprehensive link building campaign was initiated to get rankings on generic keywords.

The Client is an online data analysis system providing information and analysis on existing and future construction project opportunities, industry and country trends.

Situation

The main aim of the Proleads was to increase the business by attracting new customers in the 7 niche industries being Oil, Gas, Petrochemical, Civil, Power, Water and Heavy Industry.

The Solution

Being in a competitive industry, the main challenge for us was to rank high for important industry related keywords.

The website was redesigned by the Cygnnet Infotech making it Search Engine Friendly.

Onsite optimization was done; Meta tags, titles, descriptions, site copy, etc were prepared.

A comprehensive link building campaign was initiated to get rankings on generic keywords.

Comprehensive Keywords analysis was done to ensure that all the important keywords were covered.

The end result was an increase in the site's Page Rank from "0" to "4" within one month's period.



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Snapshots

GCC Project information and analysis –Ranking *1
Dubai projects information – Ranking*1
Gcc projects – Ranking*5
Gcc projects Dubai –Ranking *1
Power projects information—Ranking *2

Cygnnet Infotech

At Cygnnet Infotech, our approach is extremely customer oriented and we aim at providing innovative software solutions to our customers. It reflects in our approach, our thinking, and the manner in which we deal with our clients and the world at large. Here is why you should partner with us:

- Cygnnet Infotech is an ideal choice for a strategic alliance. Since our inception, we have gained a wealth of expertise by implementing, upgrading, customizing, and maintaining business and technology milieu.
- Three mainstays of our Services are **Client Satisfaction, Transparency, and Quality**. By engaging our services, you move a step closer to Microsoft skill sets, well-established project management techniques & integration capability, geographic reach

At Cygnnet Infotech we provide business oriented approach by utilizing the approach and insights of service providers and specialists from across the globe

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