



# Cygnnet Infotech

## Customer Solution Case Study

**Site name:**

[www.techspg.com](http://www.techspg.com)

**Industry:** Business / Services,  
Accounting, Finance, HR  
Administration, Data Processing.

### Client Profile

**SEO Services to increase the visibility of the website.**

**Challenge was to reach to all the clients to provide them with the Outsourcing services offered by the SPG Technologies.**

The Client is an outsourcing company that focuses on Accounting, Financial, HR and Administrative Data Processing Services.

### Situation

The main aim of the Client was to have a pronounced visibility so that it could be the preferred choice for anyone wishing to outsource services.

### The Solution

By keeping in mind the above objective we planned a regional SEO campaign catering to localized needs.

We created the optimized Meta content for the site including the keyword density optimization.

Traffic driving key words were searched and worked upon. The complete Search Engine Marketing was launched.

### Snapshots

We have achieved the key word rankings on the first page of Google within a month. The ranking of the keywords goes in the following way:

- Hire outsource accounts (Ranking \*1)
- Outsourcing Tax Processing (Ranking \*3)



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- Outsourcing diligence services (Ranking \*5)
- Finance and outsourcing (Ranking \*7)
- Outsourcing finance processing (Ranking \*4).

The Search Engine Marketing launched by the **Cygnnet Infotech** achieved the target.

The Client is getting good no of calls by the marketing efforts. And the clients business has grown rapidly.

### 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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