

## Case Study on Digital Marketing Service for DataBaGG



## The Client

The client is mainly recognized as an online storage service based on cloud computing platform. It is an autonomous online application that enables you to store your data in the Cloud.

## Business Need

Client wants to spread awareness and increase reach and downloads of DataBaGG software. The client secured 3 downloads each due to poor optimization

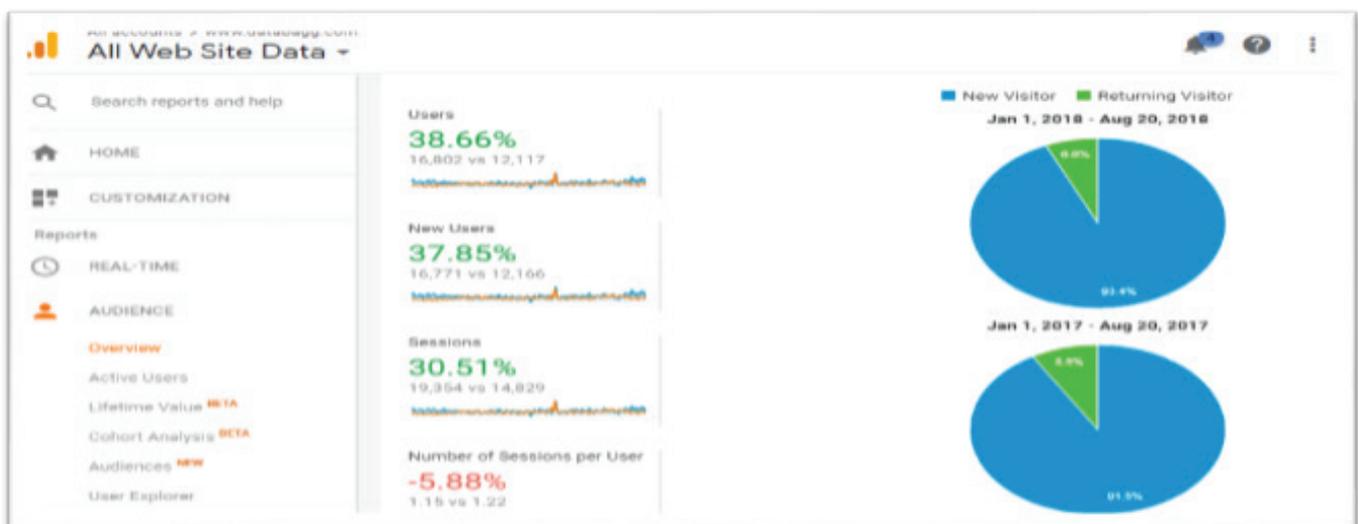
## Technical Solution Provided

We initiated with SEO optimization of the website with off page and on page along with Social media optimization.

- Whole website design for the SEO Client.
- Google Play Store Downloads links attached to the website and its promotion on social media.
- Onpage and Offpage optimization of the website.
- Creation of Onsite and Updates at regular intervals
- Creation of PAD file and submitting in the software related platforms
- Creation of Youtube Video and its promotion

## Business Results

The client's website traffic increased and downloads increased to 200 per month.



Google Analytics Visit Data	Jan 01- Aug 20, 2017
Total Visit	12117
Direct Traffic	2592
Referring Traffic	557
Social	404
Search Engines Traffic	8746
Other	1
Pageviews	26670
Pageviews/Session	1.8
Avg. Time on Site	2:11

Google Analytics Visit Data	Jan 01- Aug 20, 2018
Total Visit	16802
Direct Traffic	4008
Referring Traffic	888
Social	1450
Search Engines Traffic	10754
Other	0
Pageviews	32391
Pageviews/Session	1.67
Avg. Time on Site	1:47

S.No	Keywords	1 Jan, 2017	20 Aug, 2018
1	Online Data Sharing	97	1
2	Online Data Synchronization	91	1
3	Online Data Storage	71	4
4	online video storage	Not in 100	5
5	unlimited cloud storage free	Not in 100	6



Databagg



Download DataBagg - An Online Data Storage Drive

5,015 views

18 2 SHARE

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