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SEO Case Study: Boosting a Clients Online Presence:



WSFX.IN

Industry: Finance

Learn how we helped a client in the Finance Industry to improve their visibility, and ranking and drive more traffic to their website.



Client Background

WSFx Global Pay Limited (formerly known as "Wall street Finance Ltd.") Drawing on more than three decades of experience in the forex industry, WSFx Global Pay has established itself as a dynamic and reliable Foreign Exchange partner for travelers in various sectors, catering to both B2B and B2C markets.



A Dedicated and Focused Team

We collaborated with the WSFx Team to understand their brand vision, USP, and values, to create an effective SEO strategy for them.



In-Depth Website Analysis

Using our proprietary tools, we identified gaps in the website's structure, content, and metadata to optimize it for search engines.



Custom Creative Solutions

We devised an innovative approach that catered to our client's niche TG to build a foundation for their website.

Strategy Implementation

Our strategy involved an extensive overhaul of the client's website content, blog content generation, and UI/UX to make it more search engine-friendly and user-friendly.

Keyword Research & Optimization

We organized a workshop with the WSFx team to gain deeper insights into their business and focused product. Subsequently, we developed a list of proposed keywords for WSFx designed to yield the desired results.

Link Building

We built high-quality, relevant backlinks to the website to increase domain authority and improve search rankings and crawlability.

Re-development of complete website

Yes, you heard correctly. We recommended that the client undergo a complete website redevelopment since the current platform they had chosen was not SEO compliant or SEO-friendly. We demonstrated this to their in-house development team.

Blog Integration

We incorporated a blog for WSFX, leading to a substantial increase in traffic generated through the production of high-quality blog content.

Results and Metrics

The strategy resulted in significant improvements in WSFX's online visibility, ranking, website traffic, and blog traffic.



Organic Traffic

Website traffic increased by 30% in the first 6 months all organic



Ranking

85% of the keywords were ranking in first and second page of Google



Conversions

25% Growth in overall website conversion

Challenges Faced

The process was not without its challenges. This was happening first time with us.

Website Re-development

When the WSFx team initially approached us for their website's SEO, we assessed their site and convened a meeting where we communicated that the existing website development efforts were not beneficial. We advised them to either redevelop or entirely change the website platform. This recommendation was substantiated with evidence presented to their technical team.

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Content Development

The creation of unique and engaging content that resonated with the client's target audience was a challenge. We conducted extensive research and implemented feedback from the client to ensure that the content delivered on their expectations.

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SEO Implementation on website

Although the WSFx team internally managed the website, we successfully provided guidance on every aspect and step involved in implementing all SEO changes live on the website.



Lessons Learned

Our experience with this case study taught us invaluable lessons that we can apply to future projects.

1 Collaboration

Closer collaboration with clients leads to better outcomes. It is important to understand their goals, provide regular feedback and keep them informed of our progress & red flags on timely basis.

2 Communication

Clear communication is important in ensuring that all members of the project team are on the same page (SEO Team & Dev Team), and that project milestones are reached efficiently.

3 Flexibility

Flexibility is crucial in creating effective SEO strategies and tactics that cater to the unique needs of each client.

Future Recommendations

We have recommendations for how our client can continue to build on our initial successes and keep growing their business.

Detailed Content

- a. Develop an informative page detailing their product, elucidating every aspect comprehensively. Highlight our unique selling points (USPs) and other relevant information.

Content Marketing

- a. Create and publish content (blogs) on their website
- b. Targeting secondary list of keywords through their blog to attract their TG

Web Maintenance

- a. Regularly update the website with fresh content
- b. Improve server speed and focus on page loading time
- c. Implement responsive design to improve mobile compatibility



Client's Feedback

"I would say Cations is one of the finest digital marketing agency. Out of 5 agencies approached, this is the first agency that found that there is a problem in our website and SEO cannot be done. They helped us with revamping our website with SEO enablement and helped us to improve our overall performance."



Conclusion

Our collaborative efforts with WSFx encompassed various critical aspects, from recommending a comprehensive website redevelopment for SEO optimization to guiding the internal team through the implementation of these changes. The process involved creating detailed information pages for their products, articulating each element, and emphasizing unique selling points. The success of these endeavors underscores the importance of a strategic and cooperative approach, resulting in a more SEO-friendly and informative online presence for WSFx.