



Optimization

Date: 12th April 2017

Keyword:

bulk email service provider in mumbai

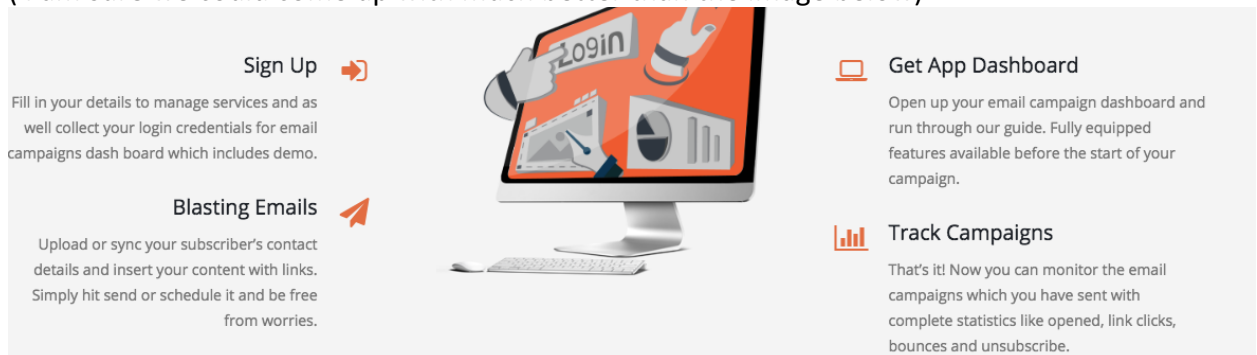
bulk email marketing services in mumbai

email marketing mumbai

Website URL : <https://www.gingerdomain.com/bulk-email-marketing-services-mumbai/>

Action:

- Provide credentials for demo account
- Capturing users details by offering: Registering with us entitles the user to get upto 10K free credits* (Its upto us then we do keep monthly 1000 sending limit for that account)
- Showing the process using UI how easy to get started. Check image below for reference: (I am sure we could come up with much better than the image below)



- FAQ's
- Testimonials
- Restructuring the page without changing the content (use of icons/shortcodes)
- Check site : <https://sendpulse.com/features/email>

Keyword:

SEO Company in Mumbai
SEO Mumbai
SEO agency in Mumbai
SEO agencies in mumbai
SEO Services
best seo company in Mumbai
top seo company in mumbai
SEO in Mumbai
SEO packages
Seo packages in mumbai

URL : <https://www.gingerdomain.com/seo-company-mumbai/>

Actions :

- Website bottom bar (ref : <https://www.savit.in>)
- Showcasing Packages
- Effective Testimonials
- Case Study (Rankings of website achieved)
- Showcasing we offer whitelabel services for SEO
- Restructuring existing content
- On page exit showcasing a popup by offering to give there mail id and we will mail a guide of "5 Simple tricks to boost traffic on your website upto 200%"

Keywords:

b2b database providers in india
b2b database india
pan india database
database selling companies in india
database providers in india
marketing database india
pan card database

URL : <https://www.gingerdomain.com/internet-marketing/b2bb2c-database/>

Actions:

- Selling each category in a price range of INR 2000 to INR 5000
- Offering coupon code upon exiting from page of discount.
- Live chat on website
- Representing the entire data in a simpler format in one single page on website.
- If possible ideal would have been in-search option only within the page so that user can quick search and see what they want.

Note: In last 3 months there has been 608 users on this page and the average time spent by them on the page is about 0.58 seconds. Out of these 608 ,165 were direct remaining 443 were organic/referral.

Moving ahead we should be aiming atleast 5-10% conversion as these people have searched on google and landed on our web page.