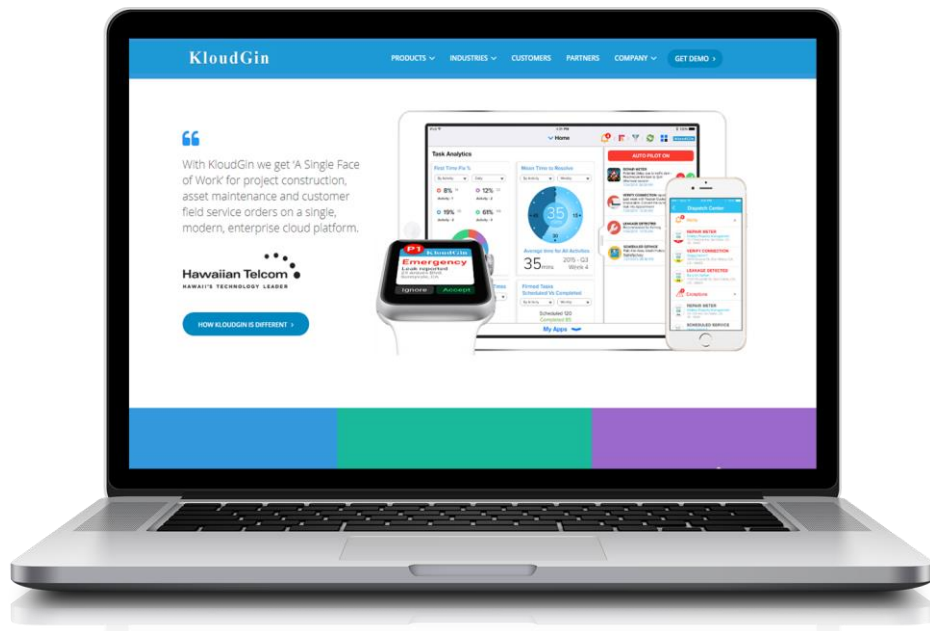




A SEO Case Study of kloudGin.com

About The Client

KloudGin is one of the leading software company in the United States and India. KloudGin is a next generation Artificial Intelligence-based software with complete field service, asset & management software cloud solution helping companies of all size and also assist in manage scheduling and service to cash process — quotes, sales order, service contracts, projects, mobile work order management, vendor management, and purchase orders.

Target Audience is **Worldwide Small & Big Industries.**

We started managing their Search Engine Optimization, especially for Organic Search, since **Feb - 2018.**

Website: <https://www.kloudgin.com/>

The KloudGin logo consists of the word "KloudGin" in a white, sans-serif font, centered within a solid blue rectangular background.

Challenges

- **KloudGin** was struggling to be on the first page and gain organic traffic.
- KloudGin wanted to rank with highly competitive search terms for these keywords like field service management saas, field service management cloud, FSM Software, asset maintenance cloud etc.
- Improving ranking and organic traffic was a very tough task, due to highly competitive, technology & cloud based keywords in the world.
- KloudGin had bad user-experience, and zero organic traffic & high CTR.
- KloudGin were fighting with tough competitors like **Salesforce, Capterra, Oracle etc.**
- Improve trust level for visitors like Ratings, Products description, support etc.

Challenges (contd.)

- 500+ unnecessary links were broken & still happens.
- 100+ unnecessary links was already indexed in search engine.
- We had tough challenge to monitor on search engine activities & spamming by competitors.
- It was very tough to rank technology keywords for newly website in search engine.
- Targeted small & big industries audience only.
- Competents were Salesforce, Oracle, Capterra etc. for the same keyword.
- Content and product was not fully optimized on their website.
- User Trust Level was very bad due to lack of zero ratings, content, etc.

Strategies



Website analysis and
Keywords research to
identify the top 100 keywords
in relation to industry



Fixed On-page SEO changes,
meta tags, XML sitemap,
Google Webmaster & analytic
setup & Image Optimization



Manual submission to
top search engines, Article
promotion, Blogging &
Press Release



Ads Posting, Business Listing,
Web 2.0 profile creation,
Products submission &
Infographic



Videos promotion, Images
promotion, Reviews sharing ,
PDF & PPTs submission &
Competitors analysis

Achievements

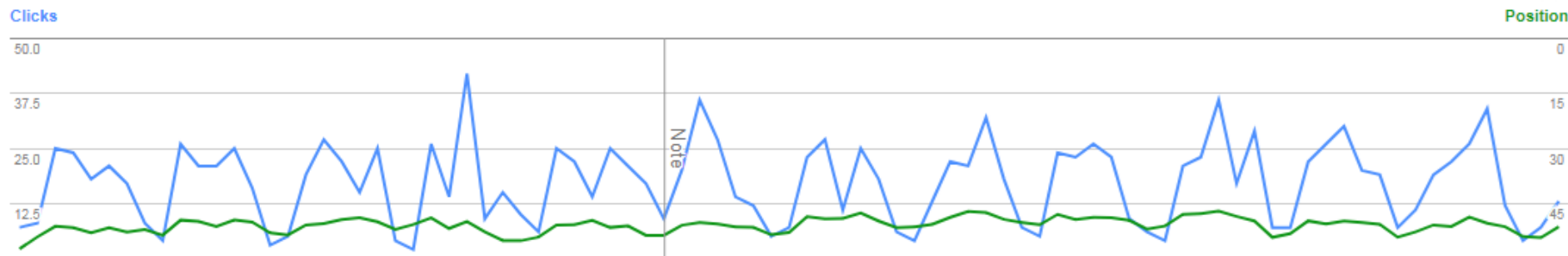
- Increased the competitive keywords rankings tremendously
- Increased 0 to 1000+ organic traffic per month
- Increased Unique & genuine visitors
- Bounce rate improvements
- Improved page views & sessions
- Improved Google rankings
- Built Authority on Search Engine
- Performed On-site Maintenance
- Increased 2000+ Impression per day



Improved Rankings

We worked on 40+ keywords, built authority and ultimately influenced their search result ranking in 5-6 months.

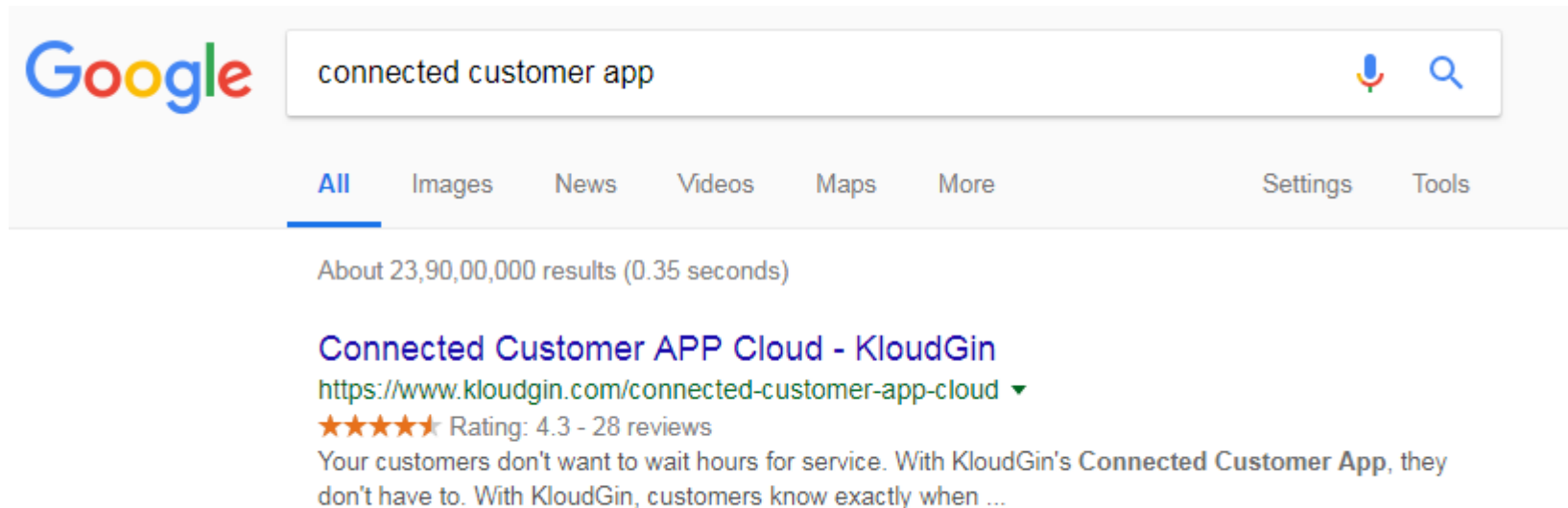
Now, **16** of their keywords rank among the **top 10**. And **11 keywords** rank among the **top 3**. And **9 keywords** rank **Number 1**.



9 Keywords Rank at 1st Position

Keyword 	SERP Features	kloudgin.com	
		10 Oct 	Diff
2. intelligent connected customer cloud	★ 	★ 1	
3. connected customer app	★ 	★ 1	
4. procurement sourcing management cloud	★   	★ 1	
5. intelligent asset management cloud	★   	★ 1	
6. cloud connected customer	★   	★ 1	
7. cloud procurement sourcing software	★   	★ 1	
8. kloudgin ai assistant	★  	★ 1	
9. intelligent cloud field service	★  	★ 1	

Real Screenshot of Ranking



A screenshot of a Google search interface. The search bar contains the text "connected customer app". To the right of the search bar are icons for voice search and a magnifying glass. Below the search bar, the "All" tab is selected and underlined. Other tabs include "Images", "News", "Videos", "Maps", "More", "Settings", and "Tools". Below the tabs, it says "About 23,90,00,000 results (0.35 seconds)". The first search result is titled "Connected Customer APP Cloud - KloudGin" in blue. Below the title is the URL "https://www.kloudgin.com/connected-customer-app-cloud" in green, followed by a downward arrow. Below the URL are five orange stars and the text "Rating: 4.3 - 28 reviews". The description of the result reads: "Your customers don't want to wait hours for service. With KloudGin's **Connected Customer App**, they don't have to. With KloudGin, customers know exactly when ...".

Google

connected customer app

All Images News Videos Maps More Settings Tools

About 23,90,00,000 results (0.35 seconds)

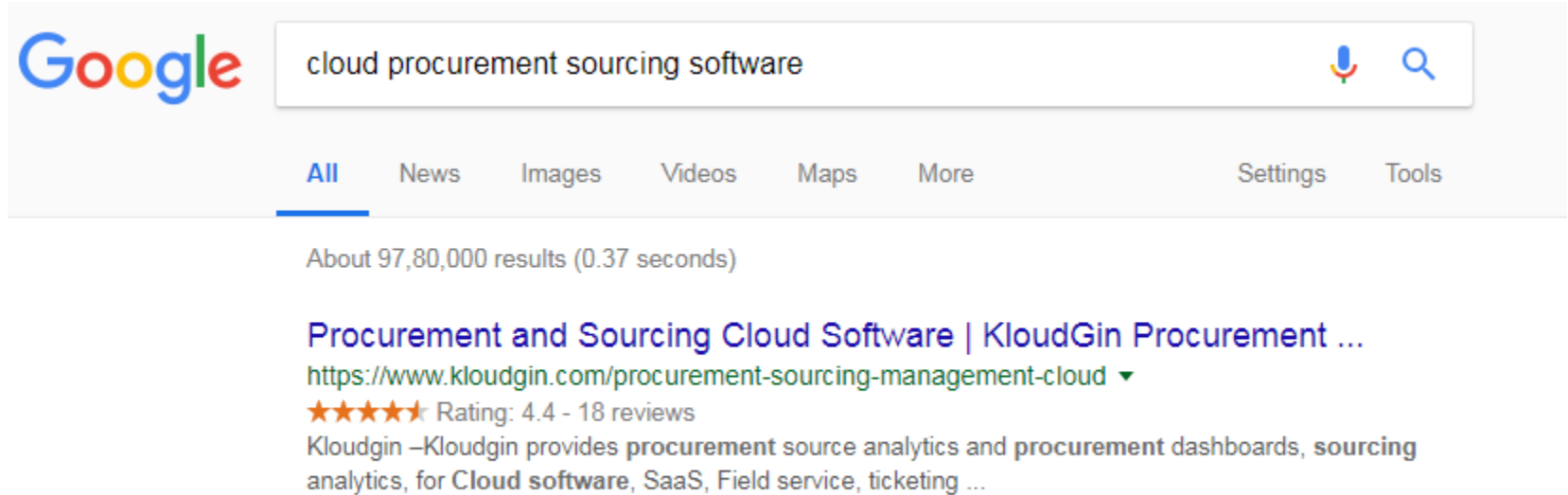
Connected Customer APP Cloud - KloudGin

<https://www.kloudgin.com/connected-customer-app-cloud> ▼

★★★★★ Rating: 4.3 - 28 reviews

Your customers don't want to wait hours for service. With KloudGin's **Connected Customer App**, they don't have to. With KloudGin, customers know exactly when ...

Real Screenshot of Ranking (contd.)



The screenshot shows a Google search interface. The search bar contains the text "cloud procurement sourcing software". Below the search bar, the "All" tab is selected, with other tabs like "News", "Images", "Videos", "Maps", and "More" visible. To the right of the tabs are links for "Settings" and "Tools". Below the tabs, it says "About 97,80,000 results (0.37 seconds)". The first search result is for "Procurement and Sourcing Cloud Software | KloudGin Procurement ...". The URL is "https://www.kloudgin.com/procurement-sourcing-management-cloud". It has a rating of 4.4 stars from 18 reviews. The description says "Kloudgin –Kloudgin provides procurement source analytics and procurement dashboards, sourcing analytics, for Cloud software, SaaS, Field service, ticketing ...".

Google

cloud procurement sourcing software

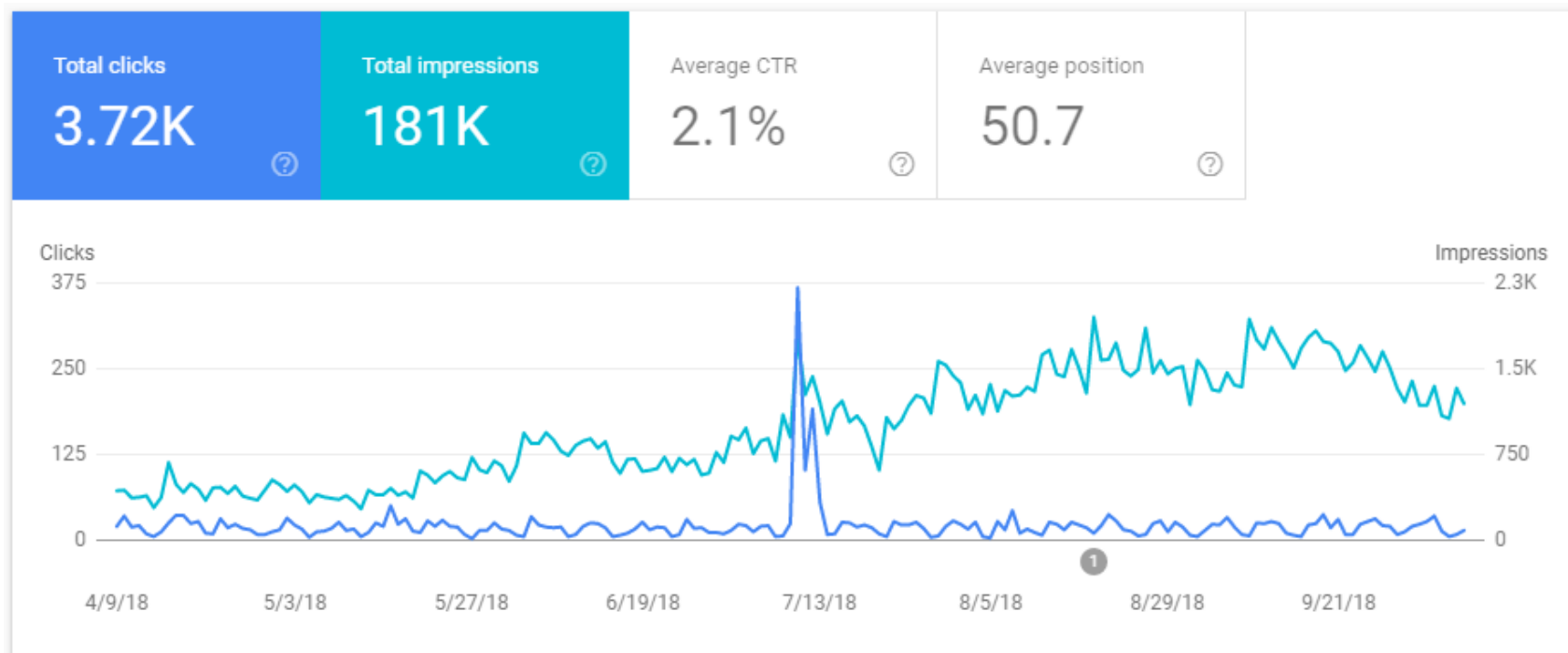
All News Images Videos Maps More Settings Tools

About 97,80,000 results (0.37 seconds)

Procurement and Sourcing Cloud Software | KloudGin Procurement ...
<https://www.kloudgin.com/procurement-sourcing-management-cloud> ▼
★★★★★ Rating: 4.4 - 18 reviews
Kloudgin –Kloudgin provides **procurement** source analytics and **procurement** dashboards, **sourcing** analytics, for **Cloud software**, SaaS, Field service, ticketing ...

Improvement In Organic Traffic

Achieved 4 to 20+ Clicks & 400+ to 2000+ Impression Per Day



100% Improvement Organic Search in 5-6 Months



Analytics

All accounts > www.kloudgin.com

All Web Site Data ▾



Search reports and help



HOME



CUSTOMIZATION

Reports



REAL-TIME



AUDIENCE

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences NEW

User Explorer

► Demographics

Day 0 Day 3 Day 6 Day 9 Day 12 Day 15 Day 18 Day 21 Day 24 Day 27 Day 30 Day 33 Day 36 Day 39 Day 42 Day 45 Day 48 Day 51 Day 54 Day 57 Day 60 Day 63 Day 66 Day 69 Day 72 Day 75 Day 78 Day 81 Day 84 Day 87

Plot Rows



advanced

☐	Acquisition Channel ▾	Users ?	Revenue Per User (LTV) ?	Revenue (LTV) ?
		10,376 % of Total: 100.00% (10,376)	\$0.00 % of Total: 0.00% (\$0.00)	\$0.00 % of Total: 0.00% (\$0.00)
☐	1. Organic Search	4,557 (44.17%)	\$0.00 (0.00%)	\$0.00 (0.00%)
☐	2. Referral	3,906 (37.86%)	\$0.00 (0.00%)	\$0.00 (0.00%)
☐	3. Direct	1,373 (13.31%)	\$0.00 (0.00%)	\$0.00 (0.00%)
☐	4. Social	478 (4.63%)	\$0.00 (0.00%)	\$0.00 (0.00%)
☐	5. (Other)	2 (0.02%)	\$0.00 (0.00%)	\$0.00 (0.00%)

Show rows:

10 ▾

Go to:

1

1 - 5 of 5





Blue Astral

THANK YOU!



Call - 1-800-227-9410



info@blueastral.com



San Jose