

Case Study

<http://www.inviteu2.com.au>



Project Details:

Client Name: Temora Brookes
Website: www.inviteu2.com.au
Country: Australia
Client Since: May 2010

Overview:

The **InviteU2 platform** has been designed specifically for busy people who are limited by time to meet new people. A sophisticated dating agency in Brisbane, InviteU2 makes use of cutting edge technology to allow members to manage their dating schedule instantly via the **Events Calendar**

It was also the goal to create dating experiences that were unique, fun, sophisticated and had a relaxed and unintimidating atmosphere. The aim of all **InviteU2 events** is to see guests expand their current social circle and in the process, increase the likelihood of meeting their future partner.

InviteU2 takes care of every element of its events, from concept, itinerary, location and guests - all members need to do is join, book an event, and then show up and enjoy themselves!

Challenge:

InviteU2 approached KVR Online Marketing team in the year 2010 to enhance their sales, make their brand in Brisbane – Australia region and to rank well for the main keywords with the following key objectives:

- Initiate the campaign keeping online marketing aspects in mind.
- Get good rankings for the best keywords.
- To get good and targeted traffic for the website.
- Benchmark the website with the competitors so as to compete with the industry.



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KVR online marketing team analyzed the following challenge before creating the strategy:

- To analyze the best keywords to as industry trends.
- To give the content the marketing touch that should incorporate the right keywords with the right density.
- To integrate the keywords within the website pages.
- To provide the Social Media presence on Facebook, Twitter, LinkedIn and Australian based websites.
- To integrate the blog platform.

Strategy:

We accepted the challenge and had a critical task where we need to manage around 15 best keywords for the home page with existing website design. Parallel to the same a strategy was developed to market the website in social media and Australian based event websites. We took this difficult decision to run the Internet marketing campaign with providing the detailed strategy to the company team.

KVR Team began a systematic and rigorous campaign that includes:

- Analyzing and researching for all the potential keywords that are industry related and helps in increasing the ROI for the website.
- The team analyzed the keywords and undertook all the major ON Page changes that include Content Optimization, Robots file, Meta tags Optimization and Sitemaps.
- Strategy was build for aggressive and ethical link building campaign. Efficient link building results in link popularity of the website.



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- Posting the unique content continuously on major Articles, Blog and Press Release websites.
- Strategy was used for effective social media presence on Facebook, Twitter, LinkedIn and Australian based event submissions websites.
- Email Campaign and Newsletter review to Australian based clients.

Activities Done:

- Search Engine Optimization (On-page and Off-page)
- Usability Enhancement
- Blogging
- Facebook, Twitter and LinkedIn Profile Enhancement
- Creative Copywriting for website and Blog
- Event Posting on Australian Based Websites
- Email Marketing and Newsletter blast



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Accomplishments:

Website:

<http://www.inviteu2.com.au/>

Optimization of the website to improve the usability and repute with search engines. The website managed to get ranked for many good keywords mentioned in the last section of this document.

Inviteu2 Blog:

<http://www.invite-u2.blogspot.com/>

Some of the Event Submission Micro Profiles:

<http://eventful.com/users/InviteU2>

<http://www.eventsetter.com/pr/Inviteu2/events/-1>

http://www.hotfrog.com.au/Companies/InviteU2_3035976

<http://www.localbusinessguide.com.au/business/inviteu2-dating-events-brisbane/>

<http://www.over40andsingle.com/linkdir/detail/inviteu2-6702/>

http://www.events4singles.com/intro_agencies.htm

Twitter:

<http://twitter.com/#!/InviteU2>

Facebook:

<http://www.facebook.com/pages/InviteU2/135712713127537>

Link-e-din:

<http://www.linkedin.com/company/inviteu2-pty-ltd>



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Results:

Top Keyword Ranking on Google Search Engine

Keywords	At the start of Project	Current Ranking on Google.com.au
Events Brisbane	Not in 1 st 100	9th
Dating Brisbane	Not in 1 st 100	14th
Singles Brisbane	Not in 1 st 100	12th
Introduction Agency Brisbane	Not in 1 st 100	13th
Singles Events Brisbane	Not in 1 st 100	2nd
Singles Dating Brisbane	Not in 1 st 100	6th
Dating Etiquette	Not in 1 st 100	14th
Dating Adventures Brisbane	Not in 1 st 100	3rd
Dinner 4 Six Brisbane	Not in 1 st 100	5th
Dinner Dates Brisbane	Not in 1 st 100	5th
Book Event Brisbane	Not in 1 st 100	7th
Dating Service Brisbane	Not in 1 st 100	7th
Make Friends Brisbane	Not in 1 st 100	6th
Dating Activities Brisbane	Not in 1 st 100	2nd
Meet Singles Brisbane	Not in 1 st 100	7th

We began to achieve top search engine rankings for many of the keywords within the first five months of the campaign.

Our team successfully managed to attain 90% of the keywords on top search rankings which demonstrates KVR Web Tech ability to manage highly competitive and complex campaigns involving highly competitive keywords.

Google Analytic Showcase:



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Over the period of one year of optimization, the client has got 3215 hits from organic search results i.e. Approx 250 Australian Visits per month with a good bounce rate.



The website has got 3,700 relevant visits via 239 referring websites being optimized.



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Referring sites sent 3,700 visits via 239 sources

Site Usage Goal Set 1 Views: [Grid] [Refresh] [List] [Filter] [Zoom]

Visits 3,700 % of Site Total: 38.78%	Pages/Visit 3.88 Site Avg: 3.96 (-1.98%)	Avg. Time on Site 00:03:06 Site Avg: 00:03:27 (-10.06%)	% New Visits 60.03% Site Avg: 57.02% (5.27%)	Bounce Rate 39.78% Site Avg: 41.09% (-3.18%)
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Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. events4singles.com	1,108	5.28	00:04:22	68.95%	19.95%
2. webedir.com	444	1.70	00:00:31	99.77%	75.23%
3. facebook.com	439	2.70	00:03:09	71.75%	56.49%
4. linkedin.com	144	2.51	00:02:22	81.94%	56.25%

Top 4 sources are:

- Events4singles.com – Part of Link Building Campaign
- Webedir.com – Part of Directory Submission Campaign
- Facebook.com – Part of Social Media Campaign
- LinkedIn.com – Part of Social Media Campaign

About KVR Webtech

For further details contact us at info@kvrwebtech.com



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