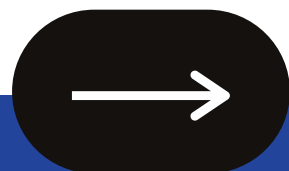
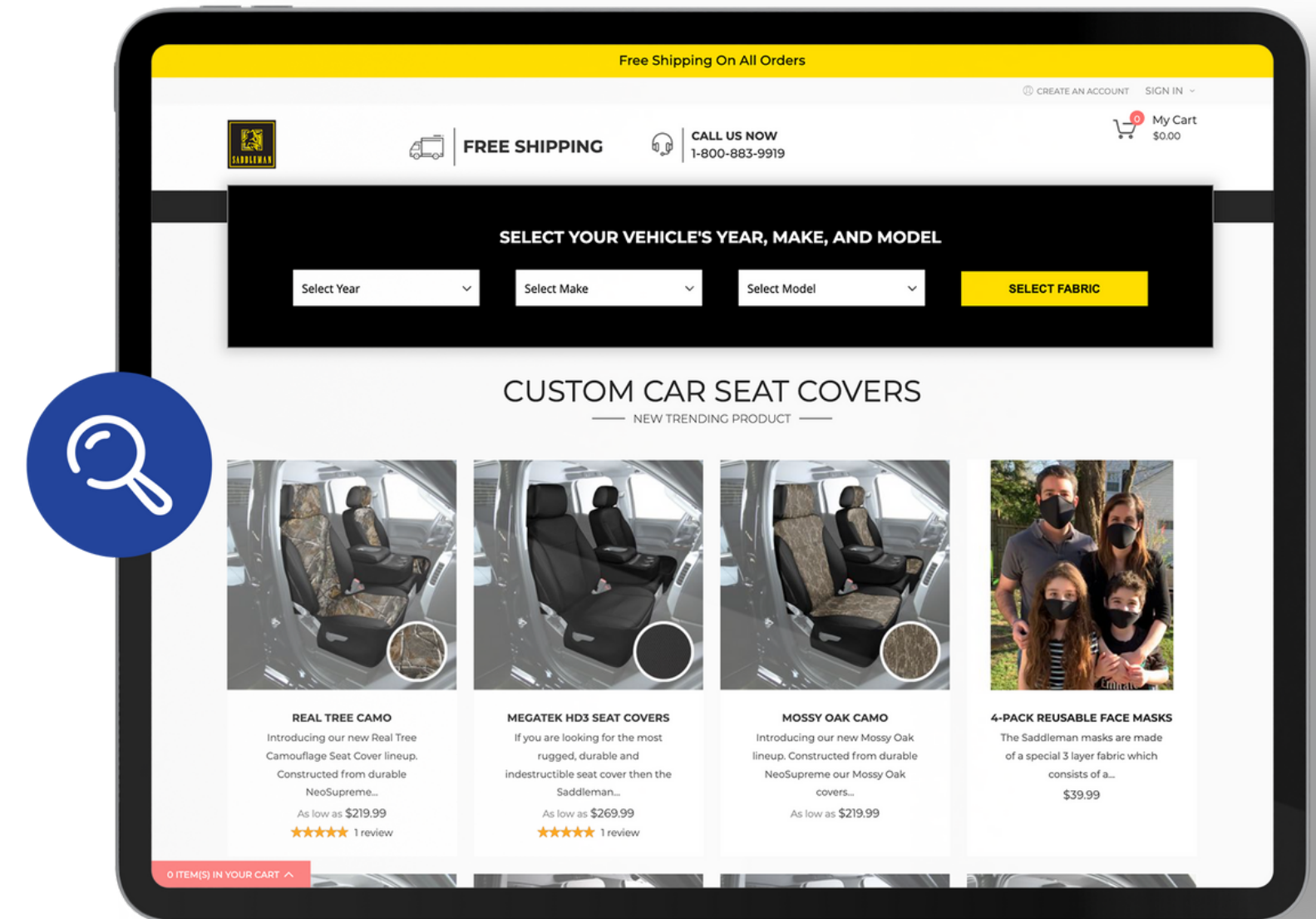


SEO Optimisation for Saddlemen

How Techies India Inc. services helped a B2C company **increase its revenue by 343%** through Search Engine Optimisation strategies.



Client Testimonial

“ I never had an idea that Search Engine Optimization could solely make such a huge impact on my business. Not just the rankings were up, most of my search related keywords were among the top 3 search results. Massive surge in traffic on my website and conversions made be amazed. I am much more than happy with Techies for their SEO services and now I trust them more than anything. My strong recommendation is Techies India Inc. ”



Tal Mamo
Saddleman Founder

Results Over 10 Months



343% Increase in Revenue

90 PT Website Loading Speed

342% Increase in Overall Traffic

Results Over 10 Months

354% Increase in New Users

25 Top 10 Ranking Keywords



Background

Incorporated 40 years ago, Saddleman manufactures a diverse line of seat covers for cars and trucks in the US. After moving to an eCommerce model, Saddleman was frustrated by slow growth in the online market. They sought increased visibility, a rise in traffic, and a rise in sales.

Challenge

Saddleman came to Techies with a website riddled with duplicate content, a lack of technical SEO, keyword cannibalization, and poor quality backlinks. They also struggled with slow website loading speeds on mobile and desktop as well as an unproductive content strategy.

Our Four Major Goals



**Generate
Revenue**



**Improve
Website Speed**



**Increase
Organic Traffic**



**Build Quality
Backlinks**

Our Key Strategies

1

Optimize all digital assets, remove duplicate content & URLs, and build schema markup

2

Create a new content strategy replacing under-optimized and thin content pages

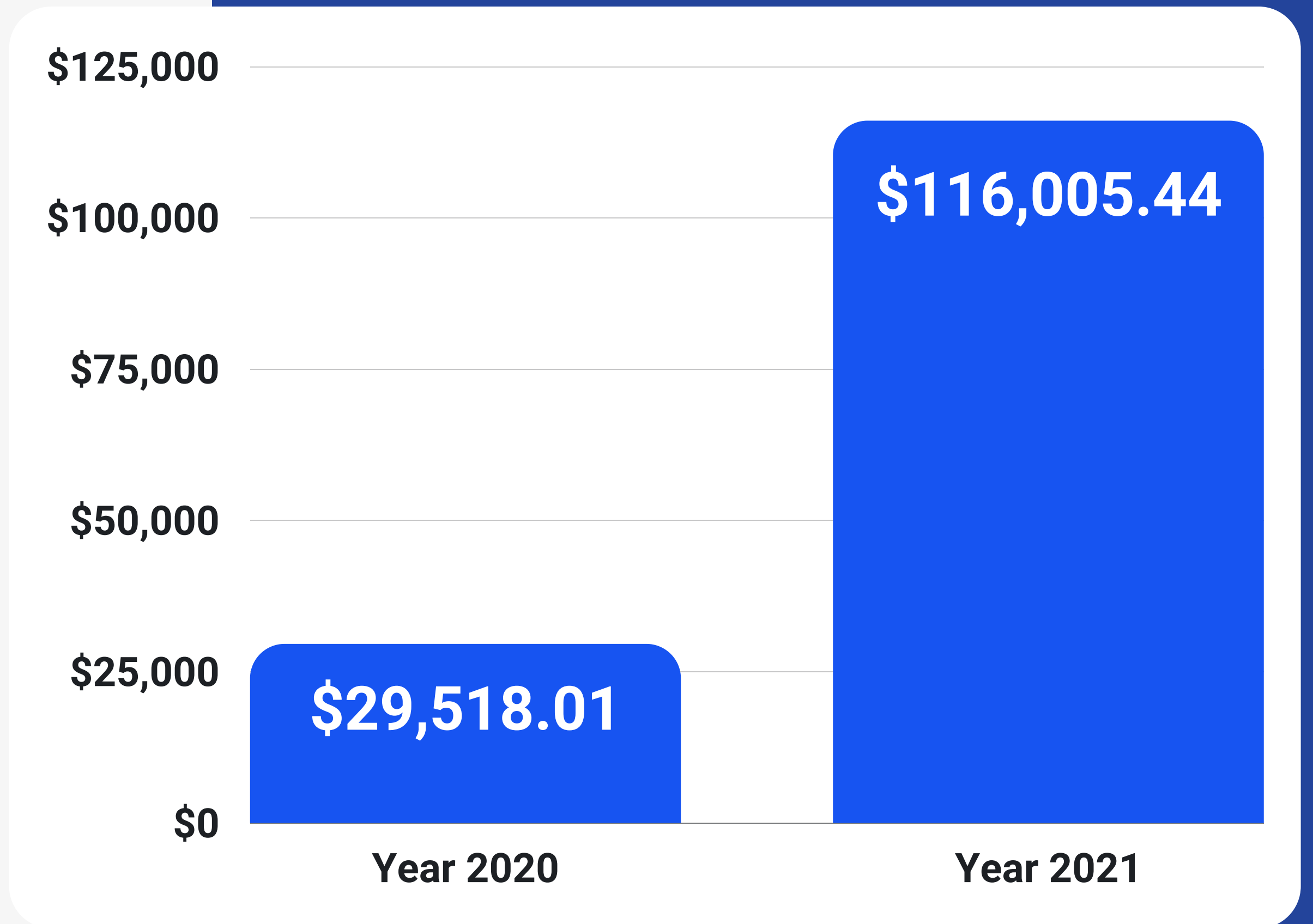
3

Analyze competitor strategies and reassess Saddleman's unique value proposition

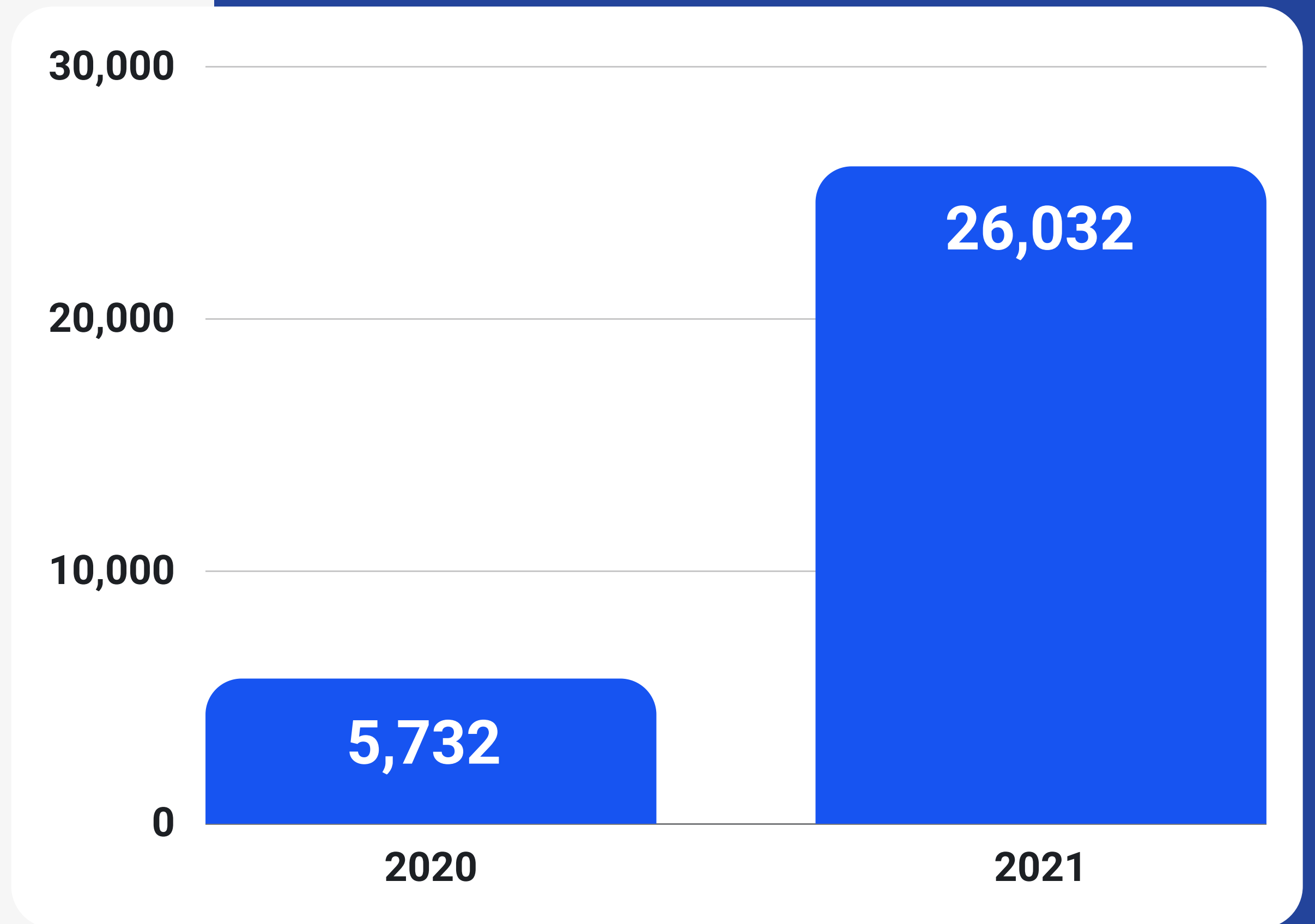
4

Generate quality content, and backlinks for improved keyword rankings in the SERPS

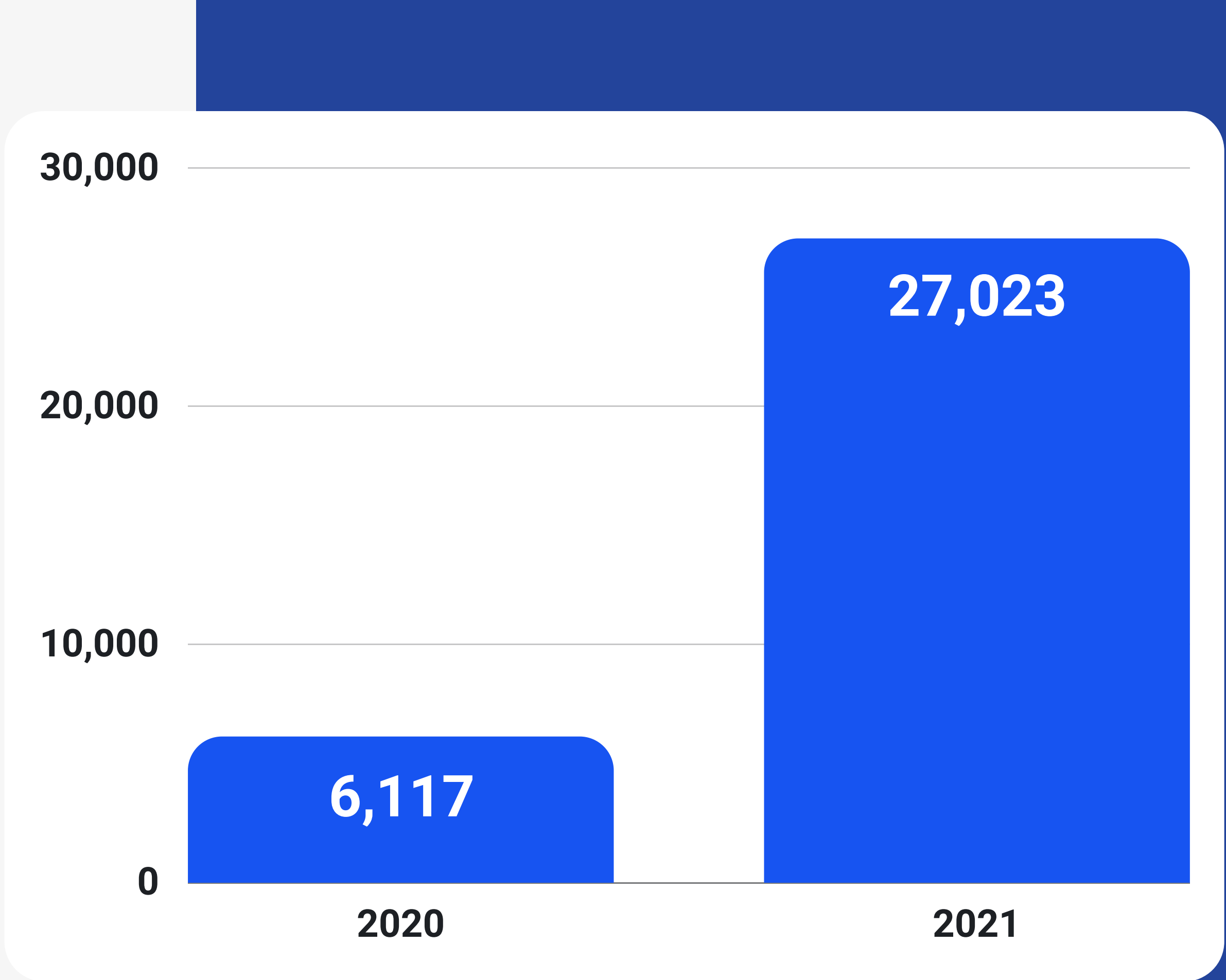
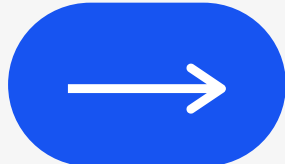
Increase in Revenue



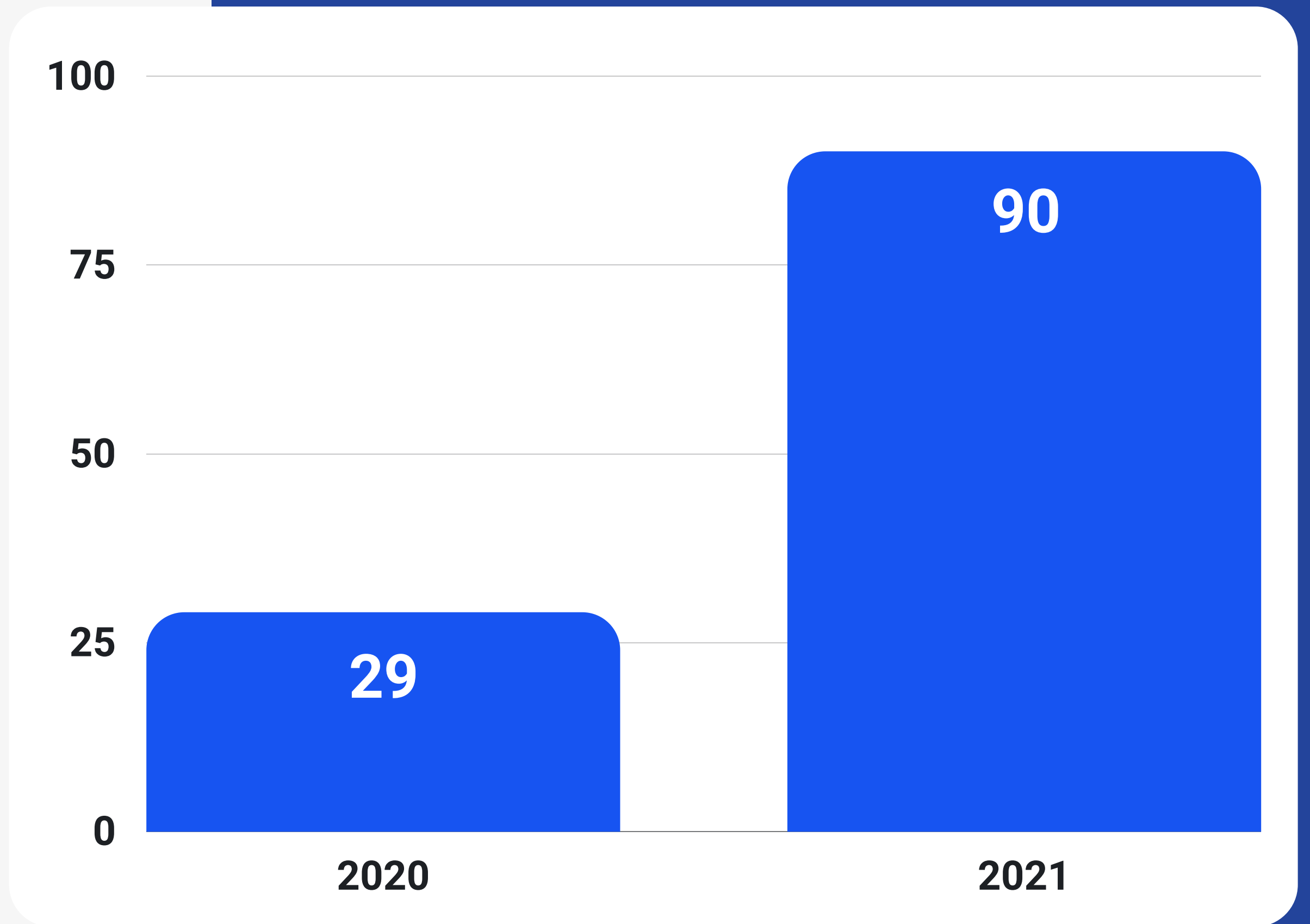
Increase in New Users



Increase in Overall Traffic



Increase in Website Speed



Meet the Team



Mohit Malik

Social Media
Marketing Manager



Sagar Bedi

Marketing Specialist



Indransh Gupta

Marketing Specialist

About Techies

You deserve *more* from your digital team.

Techies elevates your digital presence and productivity for more profit.

We provide: High quality. Quick action. Consistent follow-through.

We value: Transparency. Honesty. Trust.

We don't stop at development. *We are growth catalysts.*

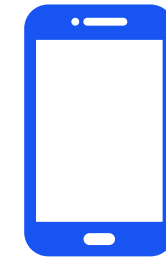
Good enough isn't good enough. Excellence is our standard.

We help you define your vision, exceed your goals, and capitalize on your momentum.

From custom eCommerce development to exponential ROAS,
we deliver results that excite.

Every time.

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