

Digital Catalyst
augmenting growth

Case Study

Parenting Website – Content Marketing

How We Helped

Increased Website Visitors from 40-50 unique/day to 10,000+ unique/day





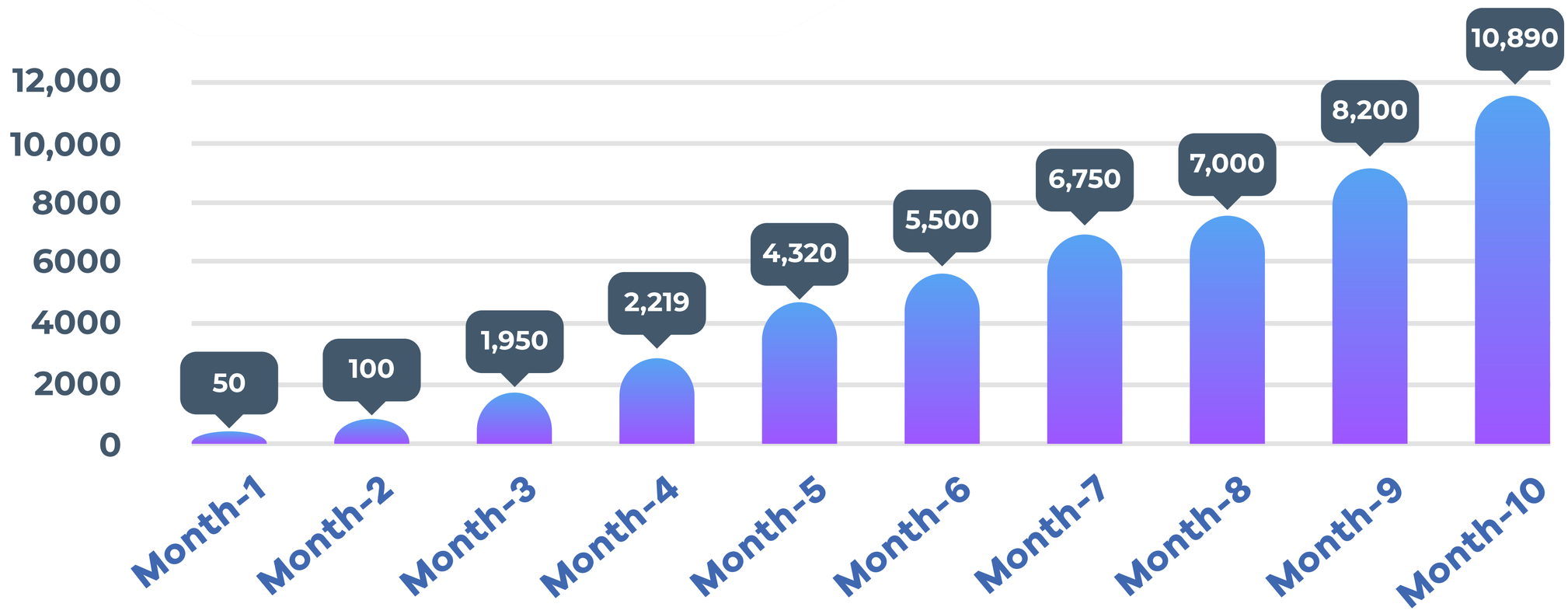
Present Status

- Search Traffic: 75%
- Social Media: 5%
- Referrals: 5%
- Direct: 10%
- Bounce Rate: 2.5%

Steps We Took

1. Get rid of low value articles that were not adding any value to the website (we deleted 10% of them)
2. Enhance existing articles which had potential to rank on search engines
3. Rewrite the titles of the articles
4. Title and meta tag update
5. Select topics to be covered in next 6 months
6. Design editorial calendar
7. Plan social media posts
8. Training to writers
9. Optimize load time

Results



About Us

Established in 2014, **Digital Catalyst** has been the growth partner for businesses of various categories ranging from multinationals to startups across the globe.

We approach our clients as partners and become a part of their growth journey by implementing bespoke marketing strategies.

An experienced team of domain experts from different walks of digital marketing is eagerly waiting to help you best leverage digital mediums.

Like What You See ? Get In Touch With Us!

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