



## Services

- Digital Marketing Strategies (DMS)
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- SMS Marketing
- Social Media Optimization (SMO)
- Web Analytics

## Case Study

# Search Engine Optimization (SEO) – Online Cab Services

The client company was founded in 1989 in the US, and has built a reputation as a leader within the transportation industry. The company arranges transportation for its clients, providing the best possible service at the most competitive price. The company offers a wide range of transportation to suit various needs of clients. The fleet of new model vehicles is meticulously maintained and operated by courteous and professional drivers trained in the art of customer satisfaction.

### Problems

The client wanted its website, [www.federallimo.com](http://www.federallimo.com), to gain

popularity, as most consumers book online cabs or cars. The client wanted to achieve a top spot in Google, Bing and Yahoo. The challenge was to list and achieve top ranking with their most popular keywords. Important Keyword/ Keyword Phrases, Title Tag, Description Tag and Meta Tags were missing.

### Methodologies

DART designed a comprehensive organic search marketing, search engine optimization (SEO) program for the client website. The DART team did a complete analysis of the website both from the crawlers as well as



### DART's SEO Services

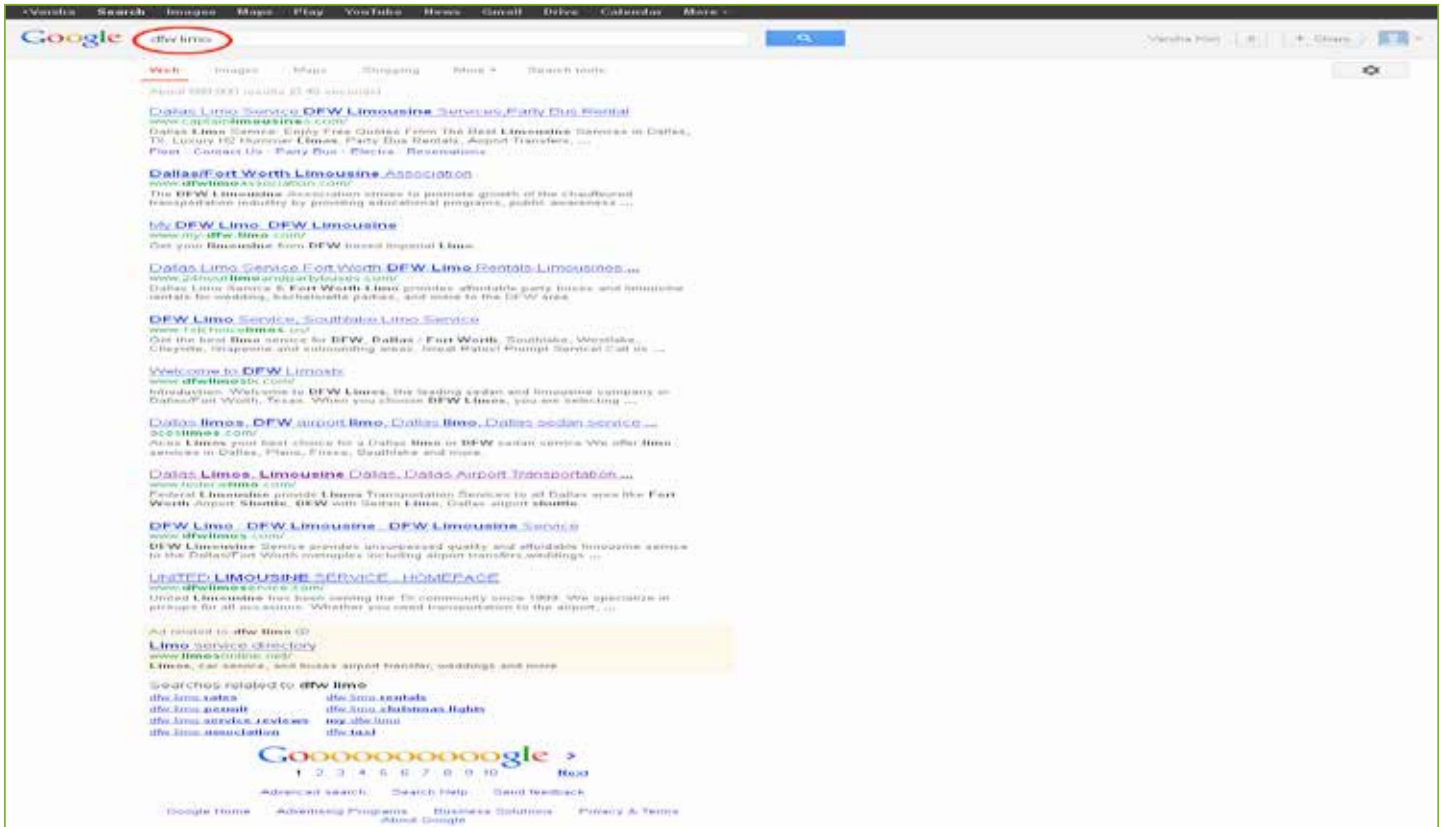
DART's Search Engine Optimization (SEO) service offers a unique set of 45 SEO processes that include competitor analysis, keyword research, optimization of keywords, landing page optimization, and content improvement. The DART team regularly undertakes research to look for better techniques.





- Digital Marketing Strategies (DMS)
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- SMS Marketing
- Social Media Optimization (SMO)
- Web Analytics

## Case Study



visitors point of view. Thereafter, the team determined all the important keywords. DART decided to put a marquee with important keywords & key phrases of the site on all the important pages, as the team at DART felt that the website required keywords rich content.

DART performed on-page optimization focusing on client keywords and achieved the desired result in two months time.

### Results

The website now appears on the top page in Google search on

typing the keywords, “dfw limo”; as shown below. Other keywords like “Limousine Dallas”, “Airport pickup dfw”, “Transportation to dfw”, and “Limo dfw” also yield top searched results.