



About the client:

Client came to us while net surfing. He was amazed by our affordable rates and services. He was also impressed by our testimonial and transparent service.

Website URL: <http://www.nds-gear.com/>

Website Niche: Technology/Computers

SEO Challenge:

The keywords provided by client were quite competitive and it was a real challenge for us to make the site come in top 5 positions in search engine result. Keywords were one word and the niche was gaming. Content writing for the gaming niche was again a hectic task for our writer. Client supported us on all aspects of the campaign

SEO Solutions :

- We analyzed the site thoroughly & suggested some changes in order to have more SEO benefits.
- We focused on informative and interesting content writing. Contents are loved by search engine.
- A special link building campaign was set up for the website promotion purpose.

- Some tactical changes were also made on website just to make SEO friendly.
- Campaign tracking & Conversion analysis were also professionally handled by our team.
- We used intensive social media promotion methods for the brand making campaign of the project to be successful
- Link building and regular link analysis were done with the help of news sites.
- The campaign took 7 months.

Targeted keywords	Rankings before campaign (July 24, 2010)	Current rankings (today)
r4	#105	#8
r4i	#95	#7
r4 sdhc	#85	4
r4ds	#85	#5
ez flash	#na	#7

What Tom L. says about us:

Unfortunately, in the modern day it is almost the norm to hear horror stories about companies and individuals who outsource their work abroad and receive sub-par results due to language barriers and communications issues resulting in work not being done. My experience with Content Axis proves that this certainly does not have to be the case. At the helm, Sunita is not only fluent in multiple languages but is one of the best in the world at what she does, which of course is search engine optimisation using white-hat only techniques. Indeed, how I found her was through the Netbuilders worldwide SEO contest where she achieved a 2nd place on her own without even utilising the vast SEO resources of her own company.

Tom L.

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