

Case Study

Bestar



Sun Media Marketing

Maximize your Visibility

Bestar

Bestar Case Study:

Bestar is a full-service accounting company in Singapore. For years, they have been providing corporate secretarial, bookkeeping, accounting, work pass application, payroll, taxation, business software consulting, and many other accounting services to a wide range of clients, including both businesses and individuals throughout the island. They have developed a reputation for professional excellence through the high quality of services we perform for our clients.



How We Helped

After getting success in Singapore Bestar Services has decided to spread its business over the internet So that it has launched a website. Bestar Services approached Sun Media Marketing to establish its company brand value on the internet and create online presence for the company. Bestar Services wanted Sun Media Marketing to develop marketing strategy that would result in good website traffic, decent number of backlinks and most importantly good number of customer exposure and enquires.

They wanted to build a reputation over the Internet Initially, we have started with the SEO audit of the Bestar Services website and analyzed the current situation of the website in terms of traffic and technical aspects. We have created an effective link build strategy to make website reputation on the internet. As per client our keyword research strategy is resulted in increased in organic traffic as well our niche level audience target strategy resulted in increment of inquiries for service offering.



Strategy & Tactics

- Focus SEO activities on specific Services pages to outrank their competitors.
- Created additional content on categories pages that was unique and specific to that category, and focused on targeted keywords.
- Rewrote Meta Tags with valuable search phrases from keyword strategy.
- Improved internal linking to allow link equity to key service pages.
- Drive users to the specific landing page they are looking for with keyword-optimized content for quick conversion.



The Results

Website Traffic

AUDIENCE OVERVIEW Last 30 Days

Metrics	Last 30 Days	Δ
Users	213	▲ 51%
Sessions	332	▲ 81%
Avg. Session Duration	5m 8s	▲ 82%
Pageviews	781	▲ 65%
Unique Pageviews	547	▲ 36%
Organic Search	205	▲ 52%

SESSIONS Last 30 Days (Nov 5 - Dec 5)



AVERAGE SESSION DURATION Last 30 Days (Nov 5 - Dec 5)



TOP SOURCES BY SESSIONS Last 30 Days

Source	Last 30 Days	Δ
Direct	155	▲ 146%
Organic Search	149	▲ 31%
Social	23	▲ 475%
Referral	5	▲ 150%

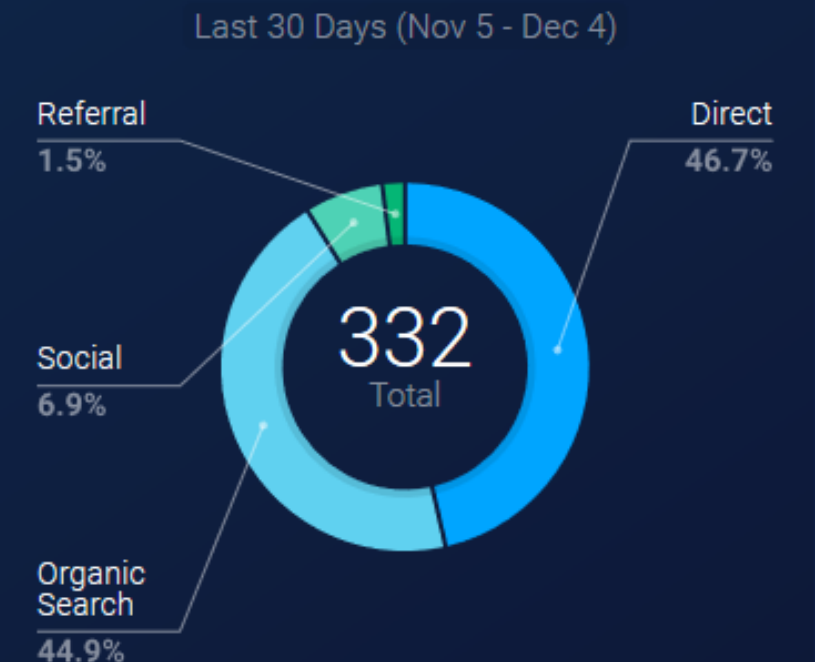
TOP SOURCES/MEDIUMS BY SESSIONS Last 30 Days

Source	Last 30 Days	Δ
(direct) / (none)	155	▲ 146%
google / organic	145	▲ 31%
facebook.com / referral	15	▲ 650%
m.facebook.com / referral	6	▲ 500%
bing / organic	4	▲ 100%

TOP PAGES BY PAGEVIEWS Last 30 Days

Page	Last 30 Days	Δ
/	313	▲ 177%
/contact/	51	▲ 21%
/blog/	40	▲ 167%
/company-incorporation-services/	32	▲ 45%
/services/hr-payroll-services/	32	▲ 191%

SESSIONS BY CHANNELS Last 30 Days (Nov 5 - Dec 4)



AUDIENCE OVERVIEW

Last 30 Days

Metrics	Last 30 Days	Δ
Users	213	▲ 51%
Sessions	332	▲ 81%
Pageviews	781	▲ 65%
New Users	205	▲ 52%
Unique Pageviews	547	▲ 36%
google / organic	145	▲ 31%
Goal Completions	42	▲ 20%
Avg. Session Duration	5m 8s	▲ 82%
Bounce rate	63.86%	▲ 4.34◇

SESSIONS

Last 30 Days (Nov 5 - Dec 5)

332

▲ 81% Previous: 183



NEW USERS

Last 30 Days (Nov 5 - Dec 5)

205

▲ 52% Previous: 135



PAGEVIEWS

Last 30 Days (Nov 5 - Dec 5)

781

▲ 65% Previous: 473

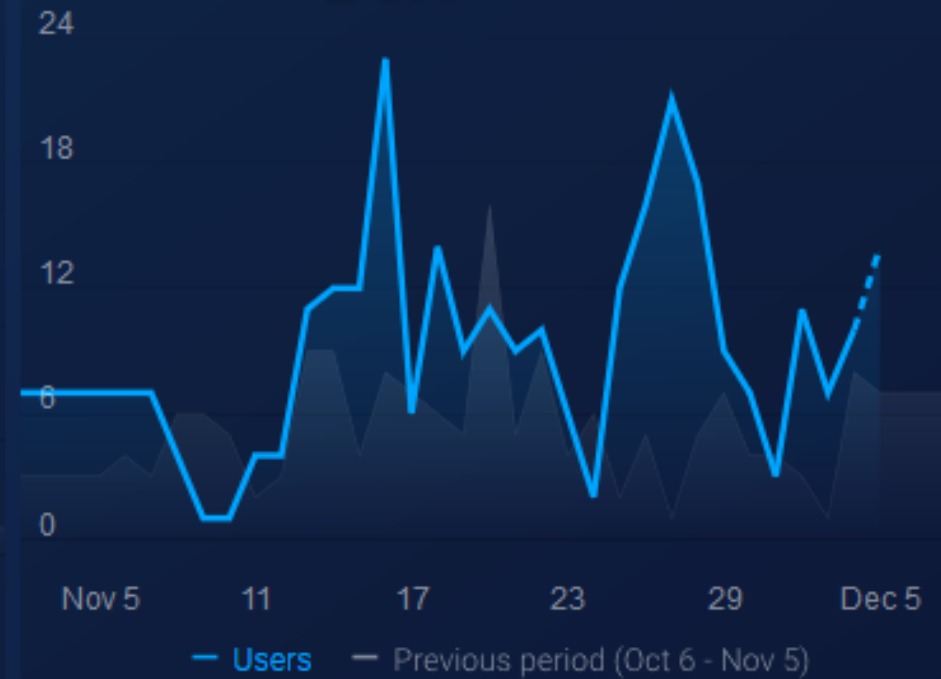


USERS

Last 30 Days (Nov 5 - Dec 5)

213

▲ 51% Previous: 141



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