

Case Study

Codezeros



Sun Media Marketing

Maximize your Visibility

Codezeros Case Study:

Codezeros is a Blockchain Development company based in the USA, Dubai, and India. They have delivered advanced blockchain solutions to clients across the globe. Their experience and knowledge in blockchain software development allow them to deliver custom & private blockchain development solutions for applications used in various industries. At Codezeros, they harness Cryptocurrency power to help their clients make better business structures by simplifying their logistical processes.



How We Helped

Codezeros approached Sun Media Marketing to establish its company brand value on the internet and create an online presence for the company. Codezeros wanted Sun Media Marketing to develop a marketing strategy that would result in good website traffic, a decent number of backlinks and a most importantly good number of customer exposure and enquires.

We have identified the lacking factors of the website by performing manual audits and analysis. And made a list of highly important factors who need to be optimized right away. We have optimized the issues that are found at the time of the audit. We have conducted a niche level keyword research for keywords such as “Dapps Development in India”, “Hyperledger Development Company” and other services related keywords.



Strategy & Tactics

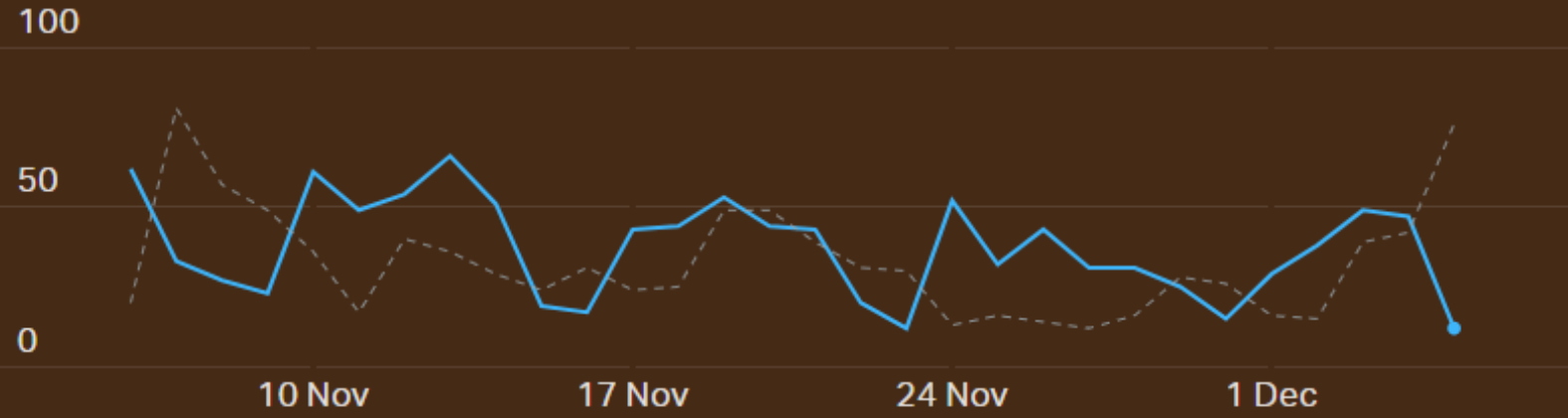
- Enhanced and optimized existing website pages to give visitors more reasons to inquire.
- Conducted a highly focused link building campaign to target pages.
- Developed content outlines for new website pages to be targeted in a future phase of the campaign.
- Created monthly blog topics related to Codezeros's services and trending industry topics.
- Conducted a guest blogging initiative focused on leading Tech websites.



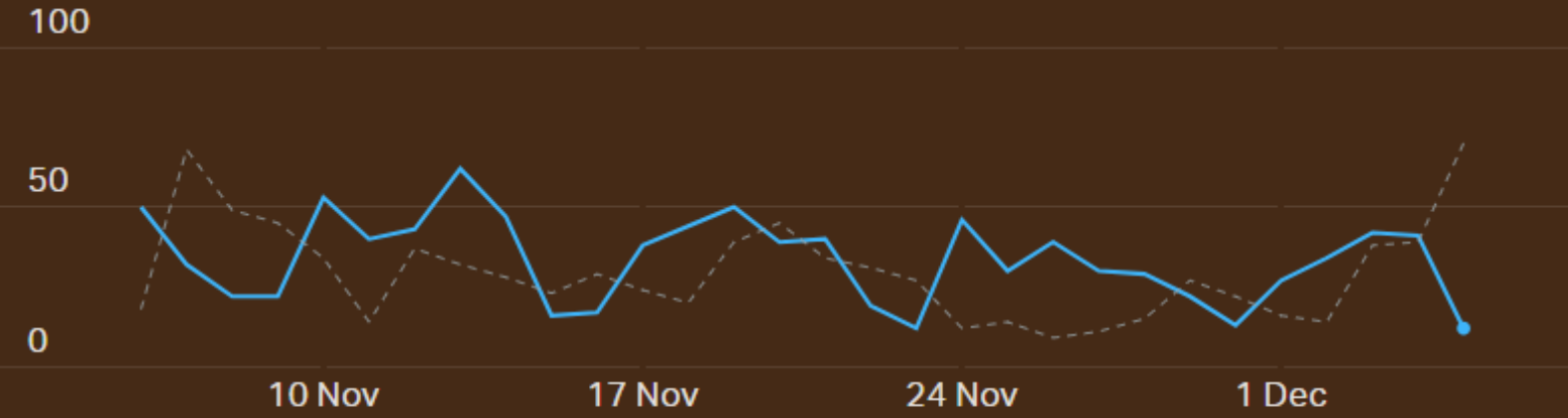
The Results

Website Traffic

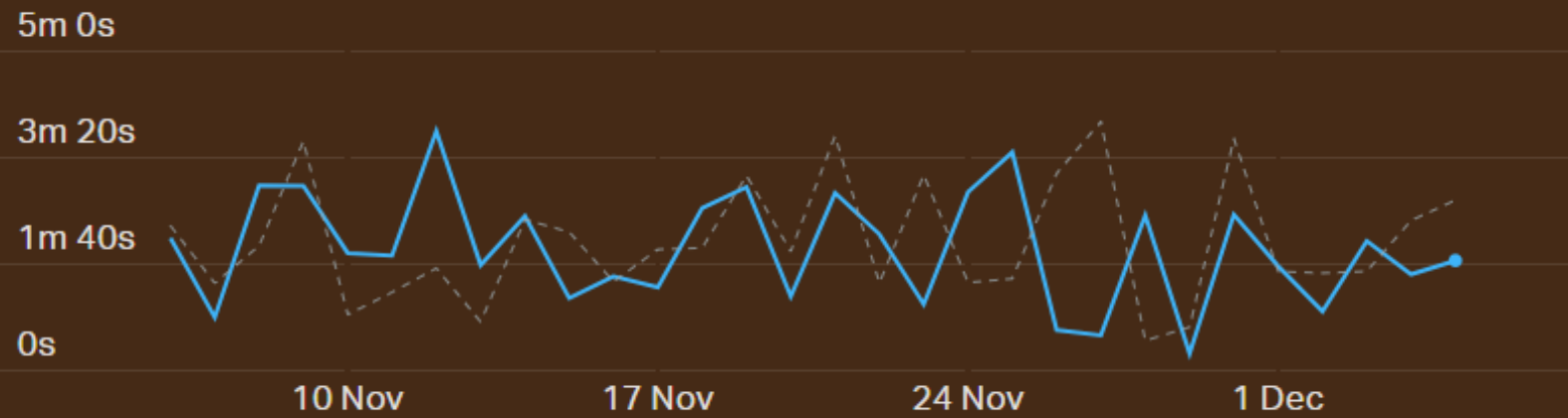
Sessions



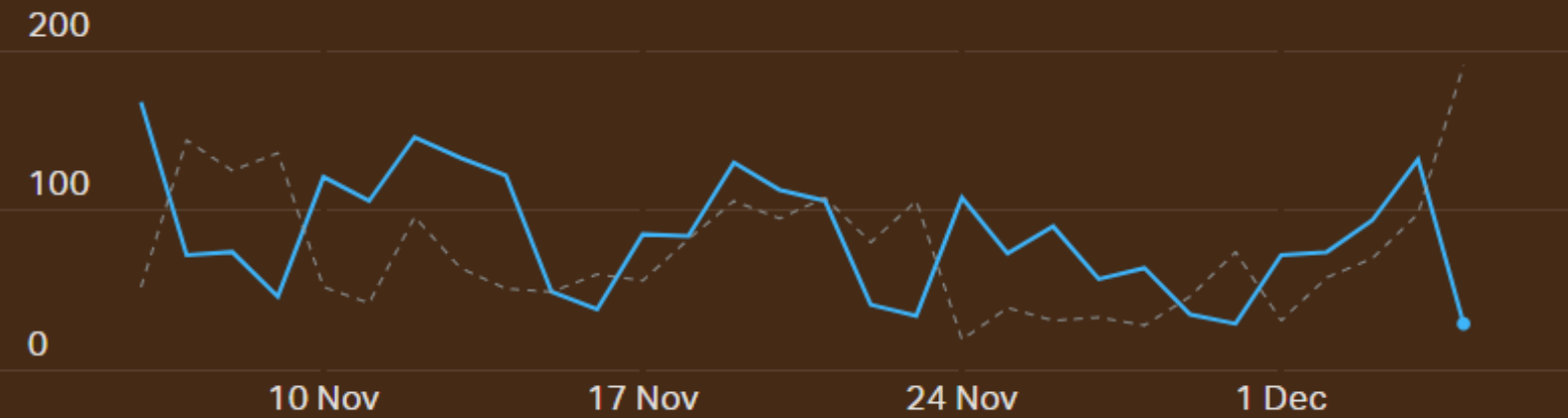
Users



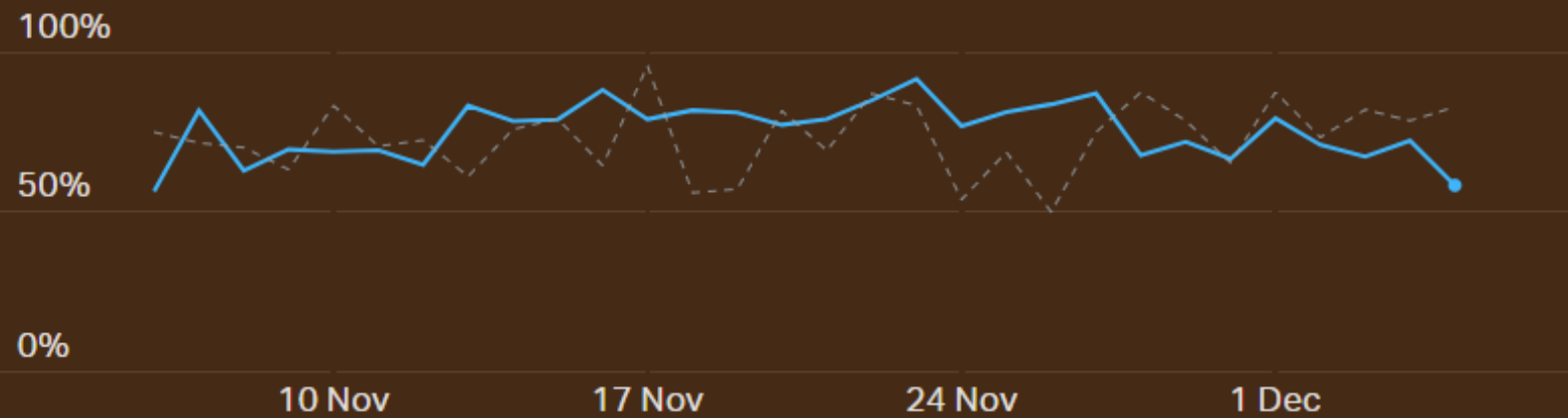
Session duration



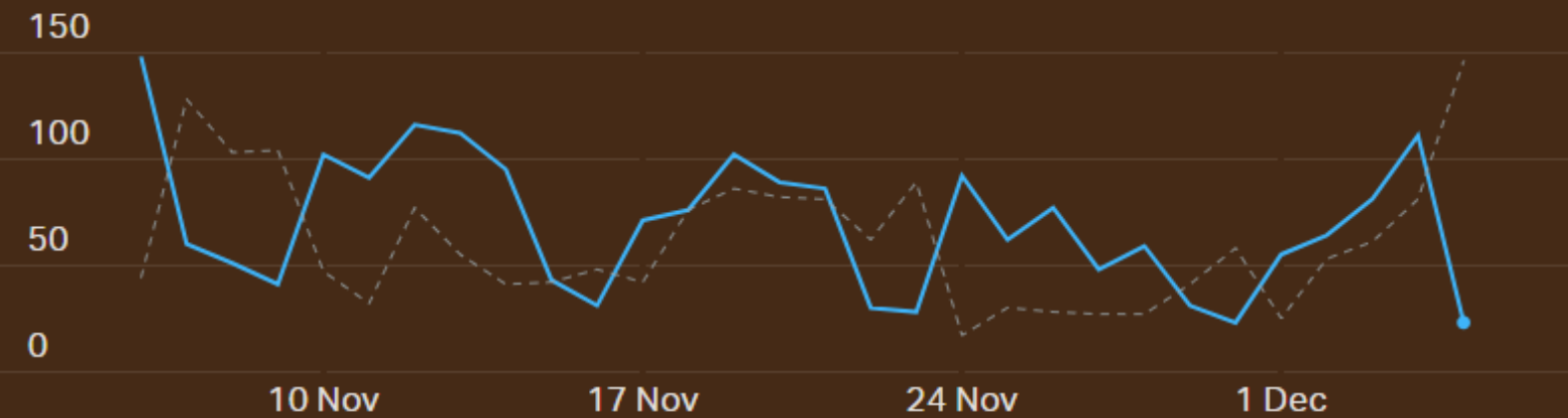
Page views



New sessions



Unique pageviews



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