

## Paycorp Case Study

**URL:** <http://www.paycorp.com.au>

**Platform:** Joomla Website

**Product:** Online Payment Gateway, Online Payment Service, PCI Compliant, Recurring Billing

**Campaign:** Search Engine Optimization

**Time Frame:** August 2010 - Till Date

### Background:

Paycorp is a leading provider of enterprise payment processing solutions to banks, corporate and industry specific vertical markets. Paycorp is certified as PCI DSS v1.2 Level 1 compliant which is the benchmark for the provision of payment processing services to multi-national organisations and enterprises.

### Challenge:

When it was the time to make website: [www.paycorp.com.au](http://www.paycorp.com.au) noticeable in the race of Search Engines, Company approached eSign Web Services for performance driven Landing page optimization and link building campaign. Company was looking forward for:

- Getting High ranks for industry relevant keywords
- Getting high traffic of potential and focused customers on the site
- Getting the website pages optimized for relevant keywords
- Implementing all important on-page changes on website that were missing
- To be completely optimized and suitable links created in order to rank on Search Engines
- Running an aggressive link building campaign to improve web popularity

### Our Strategy:

We accepted the challenge. Using a planned approach, our SEO team started off with:

- A Comprehensive keyword research was carried out and a complete site optimization plan was devised.
- Our SEO professionals choose highly relevant and high traffic keywords that could provide high ROI for link building.
- Website optimization was carried out to improve the relevance of site for industry related keywords and this was done by rewriting Title tags, Meta tags including hyperlink, ALT tags optimization, different sitemap file generation and Search engine submissions.
- On the other side our link building team initiated a link building campaign to improve the link popularity of the website targeting the finalized keywords. While link building stringent quality guidelines were followed.



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## Paycorp Case Study

### Results:

#### SEO Ranking Report

Report Overview			
Checked URL's	<a href="http://www.paycorp.com.au">http://www.paycorp.com.au</a>		
Brief Ranking Report			
KEYWORDS	GOOGLE AU	YAHOO AU	BING AU
Secure Payment Processing	2	1	4
Ecommerce Payment Processing	3	1	10
Moto Payments	3	3	1
Payment Processing	3	1	20
Web Payment Solution	4	1	1
PCI Compliant Service Providers	6	10	23
PCI Compliant Hosting	7	8	17
IP Payments	8	2	4
Batch Payments	10	21	26
Direct Entry Payment Gateway	12	2	3



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### Google Analytic Report



### Traffic Sources Overview



Before

■ Search Engines	588.00 (46.30%)
■ Direct Traffic	413.00 (32.52%)
■ Referring Sites	269.00 (21.18%)



After

■ Search Engines	4,935.00 (81.38%)
■ Referring Sites	509.00 (8.39%)
■ Direct Traffic	491.00 (8.10%)
■ Other	129 (2.13%)

### Conclusions:

- Website is ranking for all the targeted keywords on Google, Yahoo and Bing search engine.
- As a result of running effective On-page and Off-page SEO campaign, the traffic from referring sites improved tremendously.
- The traffic for the targeted keywords has shown remarkable growth, improving the overall page-rank of the site.

### Client Testimonial

"If you are looking to make your business grow quickly and significantly, then you want eSign Web Services. This team has provided us with intelligent insight into our company and showed us how we could increase. This has made this experience to be absolutely wonderful. Who would gladly suggest eSign Web Services to anyone who wants to grow. When you knew that you need to make a mark to keep that marketshare, then the only decision that you need to make is which program will be best for you."



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