



Vizitor is the best solution to optimize your visitor management system. Vizitor was designed to increase productivity in any sort of workplace, improve visitor experience, most importantly, keep the environment safe by eliminating the usage of paper entirely.

Problem

- ▶ Vizitor had no organic web presence.
- ▶ As it was a new brand, it needed to establish a presence on the web.
- ▶ Vizitor's competitors have a strong organic presence.
- ▶ Website optimization is required to improve search engine ranking.
- ▶ Vizitor was more reliant on Paid Ads than on Organic Ads.

Strategy

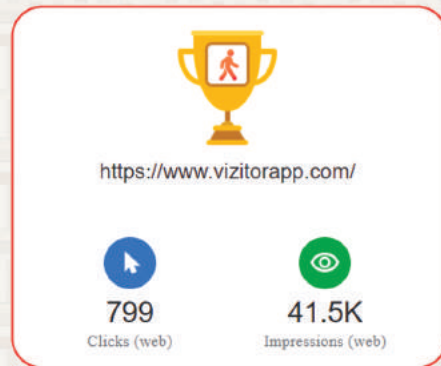
- ▶ Site Content Optimization reaches the greatest number of people feasible.
- ▶ Worked on the official blogs to analyze competitor data in order to identify the most popular and problem-solving topics.
- ▶ Created new pages to increase our website's chances of ranking.
- ▶ Built authority back links on significant web pages and pitched our article.
- ▶ PR activity assists us in obtaining influential links, convertible social proof, and other benefits.



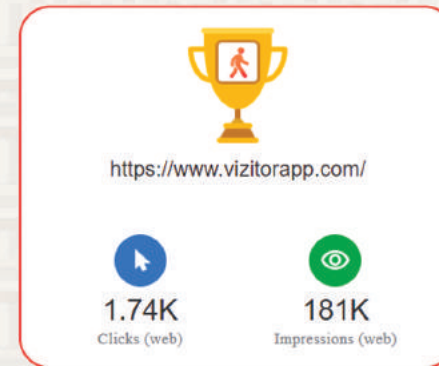
The Result

- ▶ We saw traffic and footfalls to the Baggout site increase by over **330%** in a short span of **4 months**
35% Lower bounce rate for Google visitors to job pages.
- ▶ **182%** Increase in organic traffic.
- ▶ **395%** Increase of new user registrations from organic traffic since launch of the new job experience on Google Search.
- ▶ **79%** Increase in **CTR**.
- ▶ Increased **CTR 30%** and over 6 months their clicks increased by **332%**.
- ▶ Overall, we saw a fantastic improvement of **51%** of organic traffic as compared to the last year for the **12 months period Sep'18-Aug'19 vs Sep'17-Aug'18**.

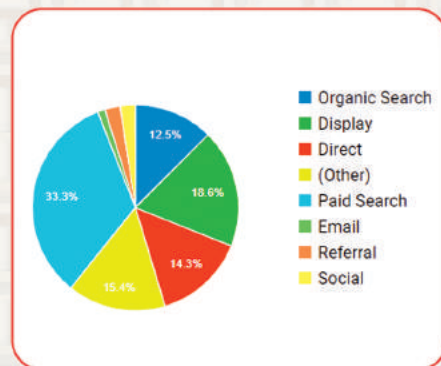
Google Analytics Goal Completion



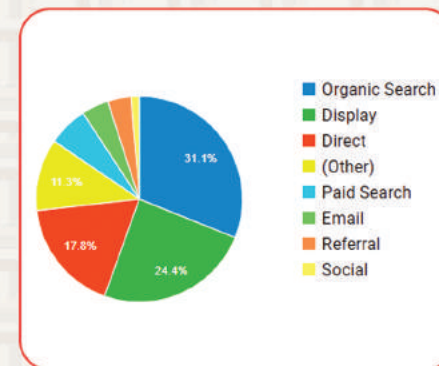
Before.....



After.....



Before.....



After.....



One of the good decisions we made in our early days is to start working on our SEO and organic growth, which is why today our organic search medium is leading our website traffic and growth.

Gaurav Saini

CEO, vizitor

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