

LANGUAGE TRANSLATION COMPANY

Trilliant Digital worked with a language translation company to increase leads organically

CASE STUDY

INTRODUCTION

A language translation company was seeking to be more discoverable by their target customers across the globe as well as improve social media engagement. Experts at Trilliant Digital gave the company an edge over their competition by rebuilding their website to the highest SEO standards and by setting up a captivating presence across various social media platforms.

BUSINESS GOAL

Organic lead generation and enhanced social media engagement



APPROACH

1. Website Analytics

Analyse the current website to identify sections with scope for improvement from usability, appearance and SEO perspectives.

2. Know the customer!

Comprehensive research of prospective customers, buying and searching (online) behaviour to provide input to the SEO process. Identify keywords and phrases used by the target audience, relevant to the company's offerings.

3. Website Revamp

Modify the company's website with learnings from steps 1 and 2, ensuring that the website architecture and code are search-engine friendly.

4. Be known

Harness the power of social media in generating brand awareness as well as leads by creating an active presence across various platforms such as Facebook, Twitter, LinkedIn, Youtube and Vimeo



Results



A sizeable jump in search engine rankings for relevant keywords



Big boost in site traffic. 2X the number of page view



Increased engagement on social media



Conclusion

By rebuilding the client's website to the highest SEO standards and establishing an engaging social media presence across platforms, Trilliant Digital has helped put the company in the spotlight. Their offerings can now be found easily by an international customer base, helping generate valuable leads.



Reach US

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