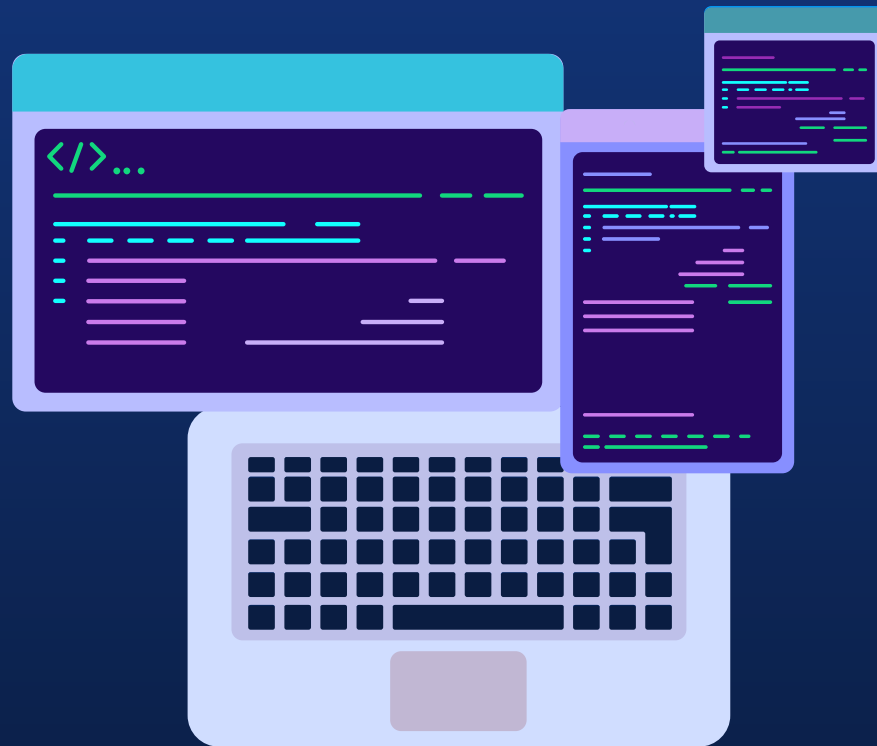


Lead Management System

(SEO, Social Media & Advertising)





Lead Management

About Us

Netgen IT Solutions is a India based technology company serving global clients spread over Europe, USA, Australia and other geographies.

We specialise in Web Designing & Development, Website & Server Management, Product Development, and Mobile App Development.

The Client

The Client provides Inventory Management Solutions for tracking of assets and management of movable and immovable inventory.

Technology Used

- Search Engine Optimization
- Google Ads
- Facebook Ads
- Local SEO 3 Pack
- Social Media Marketing
- Content Marketing
- Email Marketing

Business Challenge

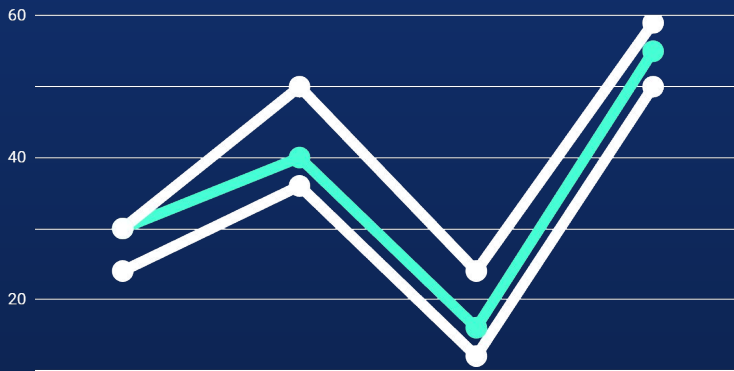
- Create a search-friendly website
- Maximize visibility
- Improve user experience
- Increase organic traffic
- Increase leads/conversion



Solutions

- Website structure refinement
- Created a landing page for lead generation
- To take advantage of existing value URL strategy was created
- To support keyword strategy various sections of old website were removed and merged.
- Ensuring the site content was properly organised.
- To enhance user experience integrated site-wide keyword strategy was developed
- Creating fresh content and publishing it on Social media.
- Blog posting and Press releases
- Promote across social media platforms

Predicted Results Every Month



+15 leads generated

+70% organic traffic

+60% Conversion