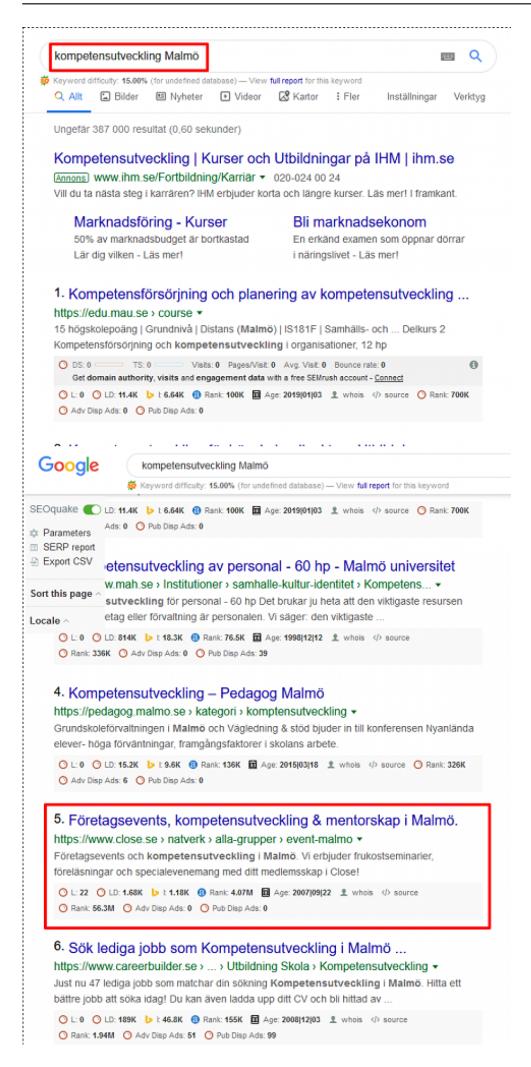
# **Nevermynd Helps Close to Increase Organic Traffic and Keyword Ranking**

Nevermynd is a leading SEO and Web Development company based in Sweden. They help Close to increasing organic traffic and keyword ranking.



**Stockholm, Nov 8, 2019** (<u>Issuewire.com</u>) - Close was founded in 2001 and it is Sweden's leading executive network. They arrange professional network meetings focusing on skills development, exchange of knowledge, and executive training for Swedish leaders and executives.

To increase organic traffic and keyword ranking, they started working with, Nevermynd a Sweden based <u>SEO and Web Development company</u>.

### Skill They Used

#### **Initial Review & Analysis**

Competition Analysis, Broken Links Check, Keyword Analysis, Google Penalty Check, Mobile Responsive Check, Initial Rank Report

#### On Page Optimization

Header Tags Optimization, Title & Meta Tags Optimization, Robots.Txt Creation/Analysis, Image & Hyperlink Optimization, Proper URL Structure Analysis, Page Speed Optimization Analysis, Google Webmaster Tools Set Up, Google Analytics Set Up, Internal Link Structuring & Optimization, XML Sitemap/Analysis and creation, HTML Site Map Creation, Check Mobility Issues, Resolve Webmaster Crawl Errors

#### Schema & Structured Data Mark Up

Schema on Contact Address, Schema on Blog

#### **Local Search Optimization**

Google My Business Setup & Verification, GEO Tagging, Local Business Directory / Citations

#### **Content Marketing**

Guest Blog Attempt, Article Writing, Press Release Writing, Classified Writing, PPT Creation, PDF Creation

## Off Page Optimization

Infographic Creation, Infographic Distribution, Press Release Submission, Video Submission, PDF/Doc Submission, Q & A Submissions, Company Profile Listing, Image Sharing, Business Ad Posting, Social Bookmarking, PPT Promotion

#### Challenges

The primary goal of Close is to increase web traffic and leads to their website. The inner web pages had bad rankings in the search engine results because of lowered keyword appearance. They framed a digital marketing strategy and performed a search engine optimization audit to boost the <a href="keyword">keyword</a> ranking position and website traffic.

#### Solution

They began with the analysis of the close website to get page rankings and visitors. They conducted the

keyword research method to know the most achievable keywords utilized by the audience and respective positions. With a thorough keyword research process, they were able to build a rich set of long-tail and location-based keywords to be added in meta descriptions, titles, and header tags.

<u>Close</u> requested them to boost their website traffic, they audited contents and applied the created keywords utilizing the Google keyword planner tool. They optimized their H1 tag, Alt tag, and canonical and image tag to boost natural traffic. They built a sitemap and created Google my business page for best and fast business listings in the search engines.

They keep track of the improvement of the website after on-page optimization using Google analytics and webmaster. Their SEO analysts provided a highly optimized website through effective keyword optimization and promoted the website through blogs and articles.

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See on IssueWire: https://www.issuewire.com/nevermynd-helps-close-to-increase-organic-traffic-and-keyword-ranking-1649607809991913