

PlobalApps' Walk of Fame Through SEO: In Collaboration With Mohite Digital Services



MOHITE
DIGITAL SERVICES

Pune, Jun 10, 2020 ([Issuewire.com](https://www.issuewire.com)) - The eCommerce industry is booming at an accelerated rate ever since the concept came into existence. Everyone wants to start selling smartly, socially, and digitally. In this age, Etsy, Shopify, and the like are bursting with sellers wanting to create their own eCommerce websites and selling everything ranging from groceries to tarot cards and crystals. One such startup aiding in this process of creating your own eCommerce platform is Plobal Apps.

Plobal Apps enables consumers to design their own eCommerce apps with a quick swish and swoosh. Whether you're a refined coder or you have no clue how to make a mobile application, PlobalApps allows you to design your mcommerce application your own way, in a short span of time, and with amazing features. This platform currently supports Shopify and enables you to build your mcommerce app within a few clicks.

It's an innovative business idea, right? But the startup, no matter how well-devised their entire strategy of conducting business and contributing to the upscaling eCommerce industry, their lead generation was facing problems. That is when Mohite Digital Services stepped into the picture.

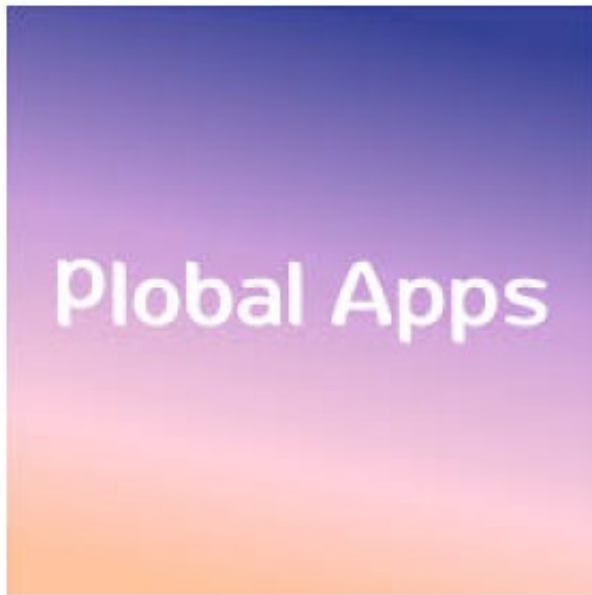
PlobalApps collaborated with [Mohite Digital Services](#), an SEO Expert Agency, to work on their lead generation and to say it lightly, witnessed remarkable changes. Plobal Apps achieved a whopping 89% yearly growth rate in the organic acquisition.

These results were obtained by Mohite Digital Services through meticulous auditing of where the problem lied and then, through devising a careful strategy to solve it. [Plobal Apps](#) is a great concept and has a good business strategy. But where they lacked was their Search Engine Optimization. Even though they have a great landing page, it was of no use if they didn't reach their target audience, which mainly resided in the United States.

Once this problem was identified, Mohite Digital Services, run by Mr. Vinod Mohite, started auditing Plobal Apps competitors' websites and conducting necessary keyword research to build the startup's search engine presence. Once this step was complete and relevant data was extracted, it was applied intricately to the Plobal Apps website. The content on their website was modified to fit the SEO guidelines regulated by Google, without disrupting the user experience. This also included a careful use of meta tags (tags that are displayed in the search engine results) to gain a maximum click through rate (CTR), and hence, higher lead generation.

Apart from successful on-page optimization of the Plobal Apps website, the team at Mohite Digital Services developed an off-page optimization strategy which targeted relevant websites to post backlinks and generate better CTR. While many off-page optimization strategies are focused on the number of backlinks posted, the team at Mohite Digital Services focused on a rather qualitative approach. This strategy was guided by relevance, high-performance keywords, and user experience. This enabled higher keyword ranking and drastically changed the engagement rate, lead generation rate, and the Plobal Apps comprehensive business growth chart.

Mohite Digital Services is well-known for its expertise in the domain of Search Engine Optimization and are capable of customizing their SEO strategy according to the client's needs of the hour. They believe that with a well-devised and patient approach, a viable SEO strategy can generate mind-boggling results, just like the growth trajectory undertaken by PlobalApps. It is safe to say that this partnership to augment the Plobal Apps SEO was a stellar success.



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