Guwahati, Assam, India

SEO STRATEGY BOHNIMAN SYSTEMS

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Introduction

Based in Guwahati, Assam, India, the company has successfully executed various projects for both government and private sectors since 1999.

Goals

SWOT Analysis

Helps to provide the current position

Competitor Analysis

Helps to provide glimpse of the competition

Strategy

Helps to execute the plan in order to improvise

Result Analysis

Helps in reviewing the outcome of the strategy

SWOT Analysis

Strengths

Domain authority of 49 and
around 499 backlinks

Weaknesses

Over optimization and no usage
of local SEO

Opportunities

Improving organic search results
by using advanced SEO tools

Threats

Negative SEO attacks from
competitors and increasing cost
of high ranked keywords

Competitor Analysis

SEO Mantra

National Presence and budget friendly packages. Uses proper content strategy including SEO and SEM

TechVariable

Tech driven solutions and hybrid service offerings

DigiChefs

Strong creative campaign and enterprise clients

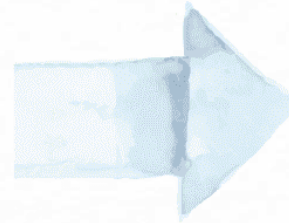## Axon Web

Limited expertise in technical SEO

Strategy

Goals

On-Page SEO

Local SEO

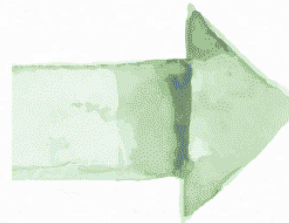Focus on keywords that are particularly searched in Assam

Use high search volume and low competition keywords

Use long-tail keywords
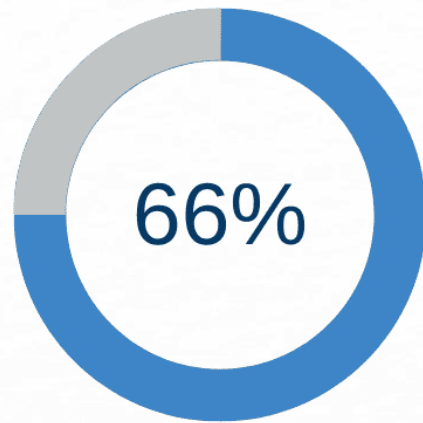
Technical SEO

Improve site speed and responsiveness
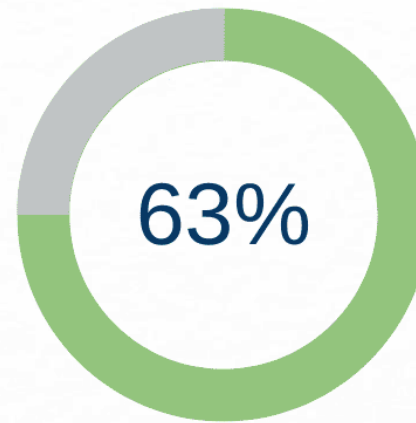
Compress Images

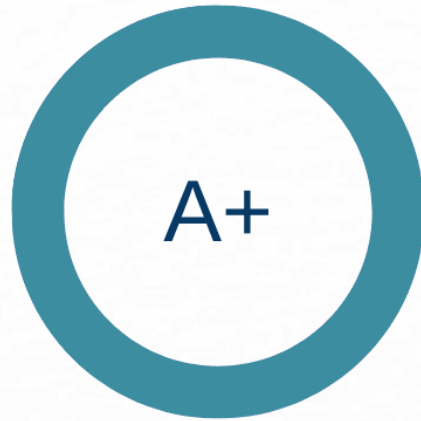Fix broken links

Use less javascript

Result Overview

66%

On-Page SEO

A stable SEO score
which can rank in top
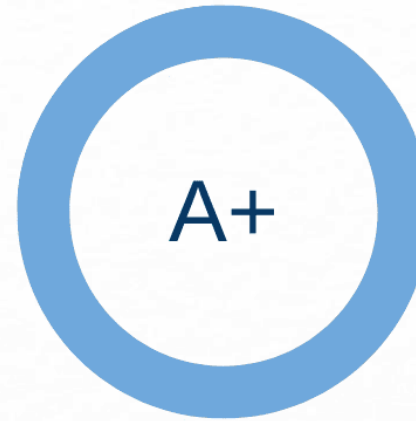5 SERPs

63%

Overall Score

The above score fall
in the range between
60 to 80 which is
considered good

Result Overview

Usability

A+

A top notch score in usability significantly reduces the bounce rate

Performance

A+

Its responsive and provides a great user experience

THANKS