



Oyelabs

Think Beyond Technology

SCROLL DOWN

www.oyelabs.com

Introduction



Oyelabs **Empowers Entrepreneurs**
with Product development, Product
Strategy and Product Marketing



We have a team composed of passionate professionals who come from diverse backgrounds to offer simplified solutions to complex online marketing challenges.



Problem

Founders face **challenges** in converting their idea into software as many don't have knowledge of software development

Founders require help in increasing visibility of their solution



In-House Development Services



Mobile Apps And Web Apps



Machine Learning (ML) / Artificial Intelligence (AI)



Internet of Things (IoT)



Staff Augmentation



MVP and Prototype Development



Software and Business Consulting



Marketing Services



SEO :

Provide and implement specific SEO recommendations.



Content Services :

Create high-quality blog content



Offpage SEO :

Distribute links to platforms and conduct outreach for the purposes of building backlinks to your site



Conversion Rate Improvement



Graphics Creation



Social Media Management



Engagement process



Awards



Certifications



Our Footprints

We've made a lot of friends over the years around the world and we've shared in their success.



fromthestoretoyourdoor.ca



TALALEKA



Oyelabs in Numbers



200+

Projects Delivered



5★

Ratings on Clutch



99%

Customer Satisfaction Rate



180

Countries touched



Recent Happy Deliveries

The logo for Howdyy, featuring the word "Howdyy" in a bold, black, sans-serif font. The "H" is stylized with a small, curved line above it. The text is set against a bright yellow rectangular background.The logo for ELSSA, featuring a stylized blue arrow pointing upwards and to the right, followed by the word "ELSSA" in a bold, black, sans-serif font.The logo for Crave, featuring a red square with a white, stylized "C" inside, followed by the word "Crave" in a red, sans-serif font.The logo for my trolley, featuring a red square with a white, stylized "t" inside, followed by the words "my trolley" in a black, sans-serif font.The logo for afundy, featuring the word "afundy" in a red, sans-serif font. The "a" is stylized with a small, curved line above it.The logo for S, featuring a red square with a white, stylized "S" inside.The logo for Praango, featuring a black rectangle with a red, stylized "P" inside, followed by the word "Praango" in a white, sans-serif font.The logo for GFFV, featuring a yellow, stylized "G" inside a black rectangle, followed by the letters "FFV" in a bold, black, sans-serif font.The logo for Rabbit, featuring the word "Rabbit" in a black, sans-serif font. The "R" is stylized with a small, curved line above it.The logo for FastFast, featuring a green, stylized "F" inside a blue rectangle, followed by the word "FastFast" in a green, sans-serif font.

Check Our Portfolio



Rabbit

Fast Grocery Delivery

Rabbit is a platform in Greece's capital that allows customers to get groceries delivered to their door. Rabbit was created with the older population of Greece in mind, featuring search assistance and user haptics.

Area of Operations: Athens, Greece

Website: www.rabbitapp.co/



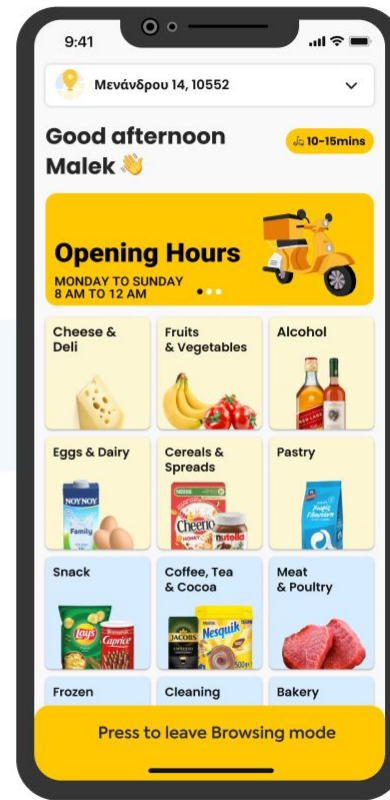
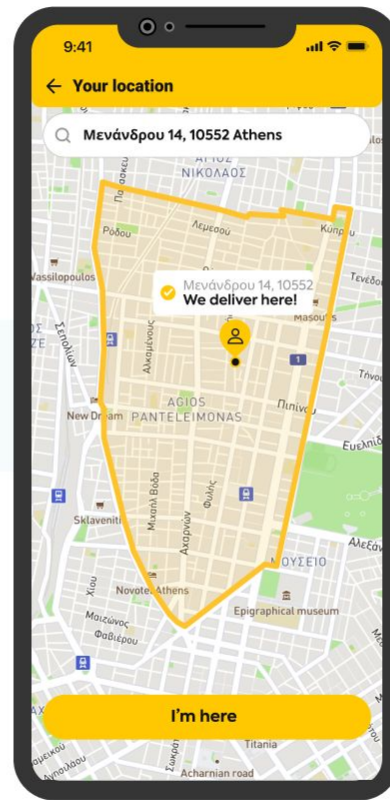
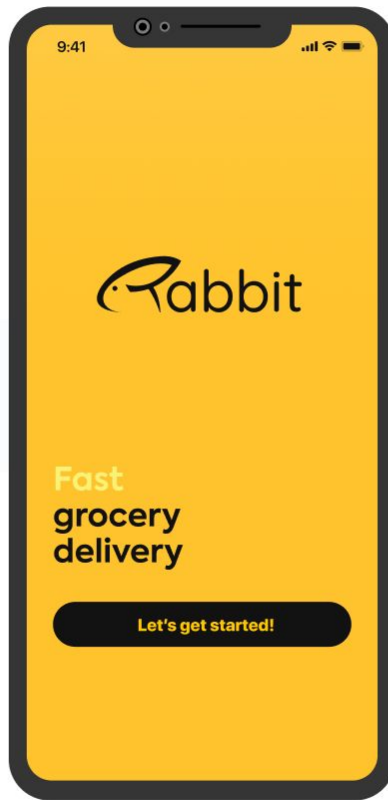
Available on the
App Store



GET IT ON
Google Play



Rabbit



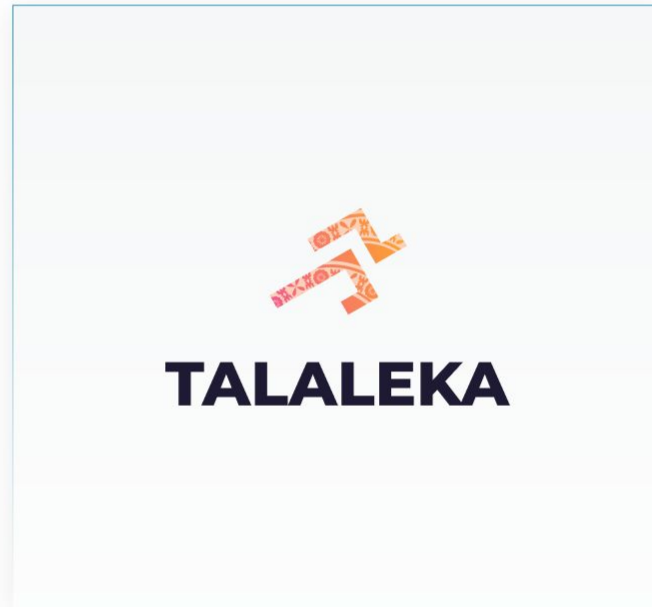
Talaleka

Personal and Business Assistant

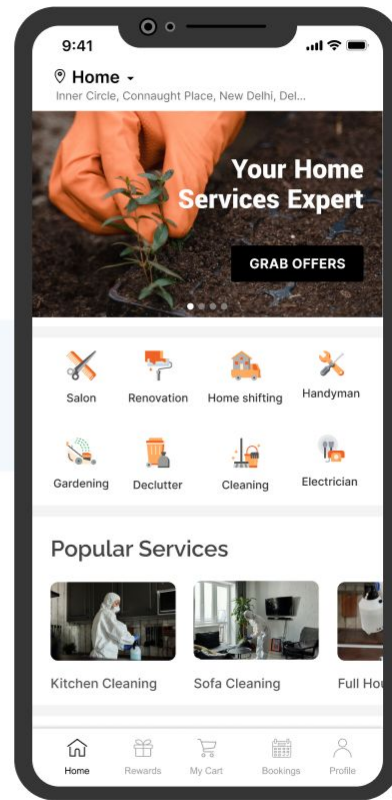
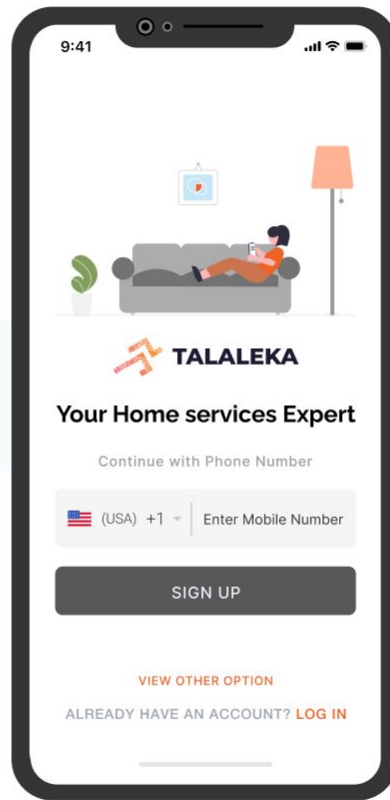
Talaleka is a business solutions company that outsources services and solutions to help small to medium businesses grow. Talaleka can be that outsourced errands services department, that attend to minimal tasks. The way we see it is, outsourcing certain departments ensures that everyone is achieving its full potential.

Area of Operations: Fiji Islands

Website: www.talaleka.com



Talaleka



Afundy

Grow Now Pay Later

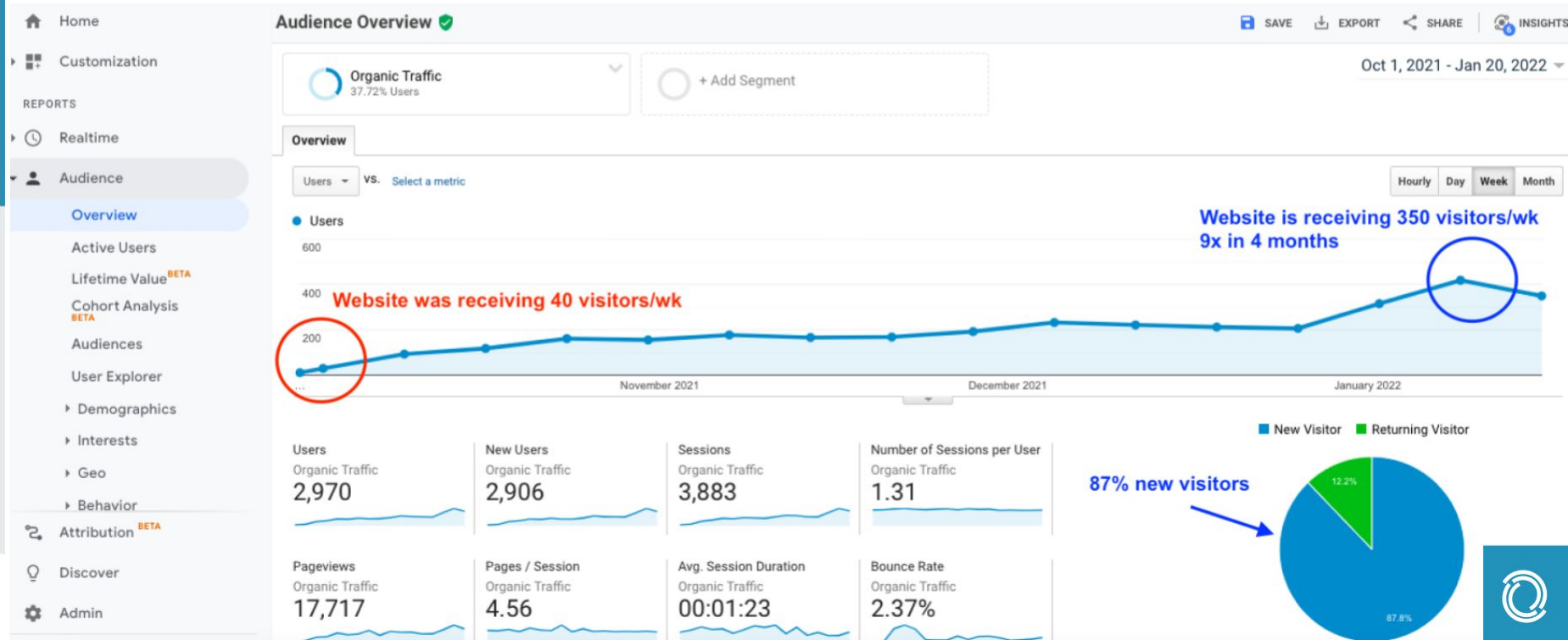
Based in the Middle East, afundy is a revenue-based financing provider, enabling online sellers to raise the required capital, without interest or equity, for the purpose to grow their eCommerce businesses.

Area of Operations: Saudi Arabia

Website: www.afundy.com



An Edtech Platform



What we improved

Reasons for low traffic

- Client was not focusing on new algorithm updates
- Most of the content was old, the new content was thin content
- No authority signals were present
- Brand discovery work was not done

How we optimized it

- We did the seo audit and optimized the overall website as per latest algorithm updates, focused mainly on helpful content update
- Revamped the old posts and created new in-depth content
- Created distribution channels for trust signals
- Worked on brand discovery by engaging with existing customers and leveraging user generated content.





Organic Traffic
37.72% Users



+ Add Segment

Primary Dimension:

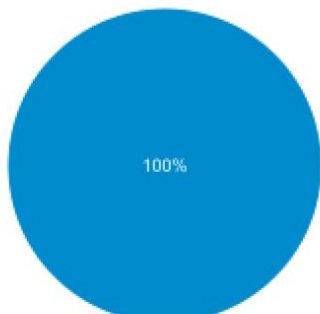
Conversion:

Top Channels ▾

Goal 1: calls scheduled. ▾

[Edit Channel Grouping](#)

Top Channels



- Organic Search
- (Other)
- Direct
- Display
- Paid Search
- Referral
- Social

Users

● Users



A School Website

All accounts > Universal Analytics
All Web Site Data ▾

Try searching "Top countries by users"



Audience Overview

SAVE EXPORT SHARE INSIGHTS

All Users
+0.00% Users

Traffic during admission season

Jan 1, 2022 - Dec 1, 2022
Compare to: Jan 1, 2021 - Dec 1, 2021

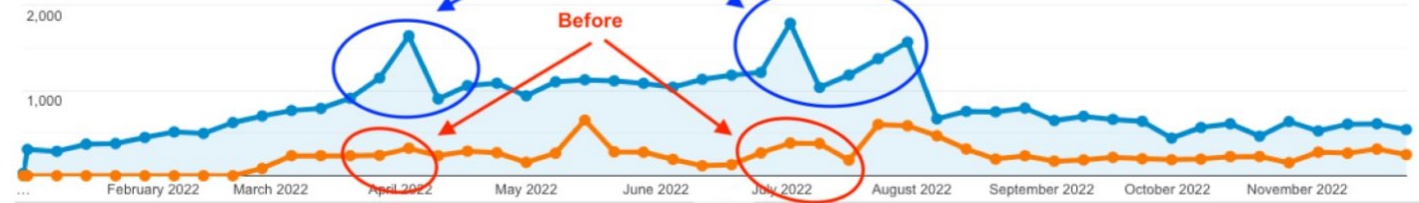
Overview

Users ▾ VS. Select a metric

Hourly Day Week Month

Jan 1, 2022 - Dec 1, 2022: ● Users

Jan 1, 2021 - Dec 1, 2021: ● Users



Users

288.15%
36,824 vs 9,487

New Users

287.70%
36,769 vs 9,484

Sessions

251.45%
45,053 vs 12,819

■ New Visitor ■ Returning Visitor

Jan 1, 2022 - Dec 1, 2022



How we increased the traffic by almost +290%

Reason for low leads

- Poor onpage seo
- Generic content not ranking anywhere
- Local listing not properly optimized
- Poor CTAs

How we optimized it

- Did onpage seo with proper meta tags, alt attributes, schema markups
- Revamped the website structure/ focused on silos
- Created targeted content for target audience, included long tail keywords
- Worked on CRO by creating effective CTAs, making it easier for parents to get in touch with school management



Testimony

Me and my team were hopeless when we got penalized by Google. But Oyelabs has served us a service of the highest class. We not only recovered our rankings but also improved our brand visibility. The SEO team of Oyelabs has shown great expertise in recovering our website and serving us more than we expected.

John Mccarthy

Oyelabs is truly an expert is SEO services. The team has shown great professionalism in delivering my desired results or I can say better than that. I am truly amazed with the quality of service I received.

Sachin Gupta



Within 4 months of availing the SEO services from Oyelabs we ranked on the first page of Google search results. The quality of service and expertise has made me and my team opt for a long time partnership with Oyelabs.

Stephen Anderson

Network



Testimony

We were trying to maximize our organic traffic as well as establish ourselves as the leader in corporate wellbeing. But lack of knowledge in SEO delayed our growth. Then we came to know about Oyelabs' top class SEO services. We contacted them and from the beginning they showed peak professionalism. They delivered more than they promised. A big thank you to the team.

Healthcare Charities Inc

Me and my team are extremely glad to inform you all that we received more than we have expected. We witnessed the results of sheer knowledge and expertise Oyelabs possesses. Their service in optimizing our website architecture has resulted in a mammoth increase of conversions. Our website has also improved search engine rankings significantly.

Martin Stuart



Contact



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Manager

