



## A SEO CASE STUDY OF VIRTUBOX

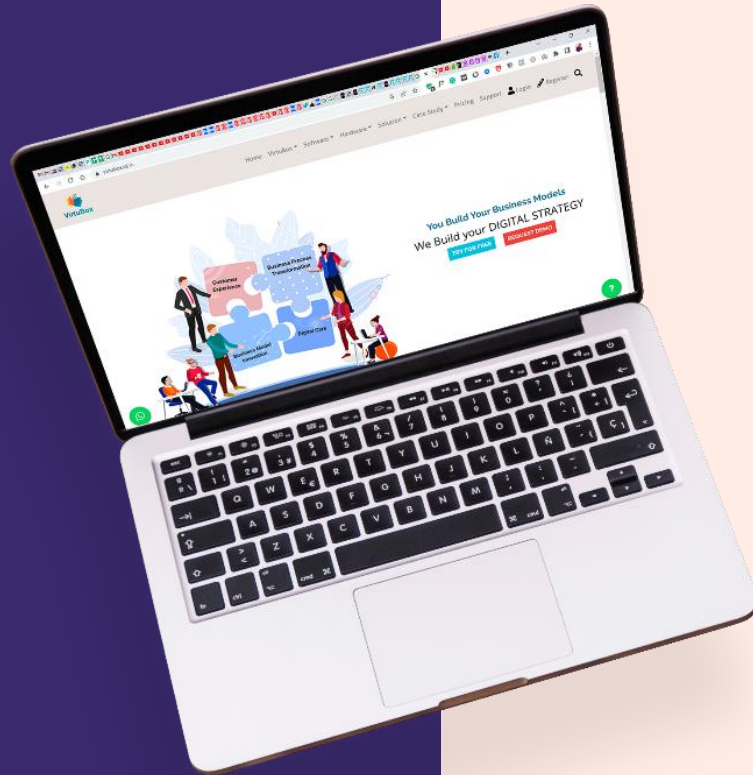


Wafi Media Marketing Solution has a storied history of success with search engine optimization campaigns. Over the years, we have evolved and incorporated new and exciting services. Today, we strongly advocate an integrated strategy for internet marketing, and our case studies demonstrate our services' level of success.

Our most recent successes include multiple services for a single client; these services are skillfully integrated so that the internet marketing campaign can be a success.

We wish that we could talk about all of our successes. The internet marketing case studies below are for clients with a combination of SEO services . Experienced strategists integrate these strategies, leading to success in all campaign areas.

# INTRODUCTION



VirtuBox is an innovative cloud-based digital experience platform with augmented and virtual reality for global branding/promotion, distribution/logistics & targeting audiences worldwide for marketing & customer support management. Our unique content management system (CMS) provides the user with a mobile app, kiosk, and website at once. It saves a lot of time and energy you put into custom made websites and apps. First of its kind DIY app and touch screen display solution.

We started managing their Search Engine Optimization, especially for Organic Search, since April – 2022.

Website: <https://www.virtubox.io/in/>

# THE CHALLENGE

Entrepreneur wanted to increase their online traffic. With a massive number of articles that were not indexed, SEO was the best tactic to accomplish this goal. Entrepreneur needed an SEO strategy and action plan to technically implement it.

Wafi Media Marketing Solution discovered the challenge of the site's platform, Vignette Story Server, an outdated CMS that was unoptimizable as all pages were created dynamically on the fly. We devised a plan and developed a strategy for Entrepreneur to optimize the main content including all current and past article archives programmatically, at the database level. In doing this, We illustrated a level of unmatched expertise regarding methodology and strategy that other SEO Companies lacked in their technical capabilities.



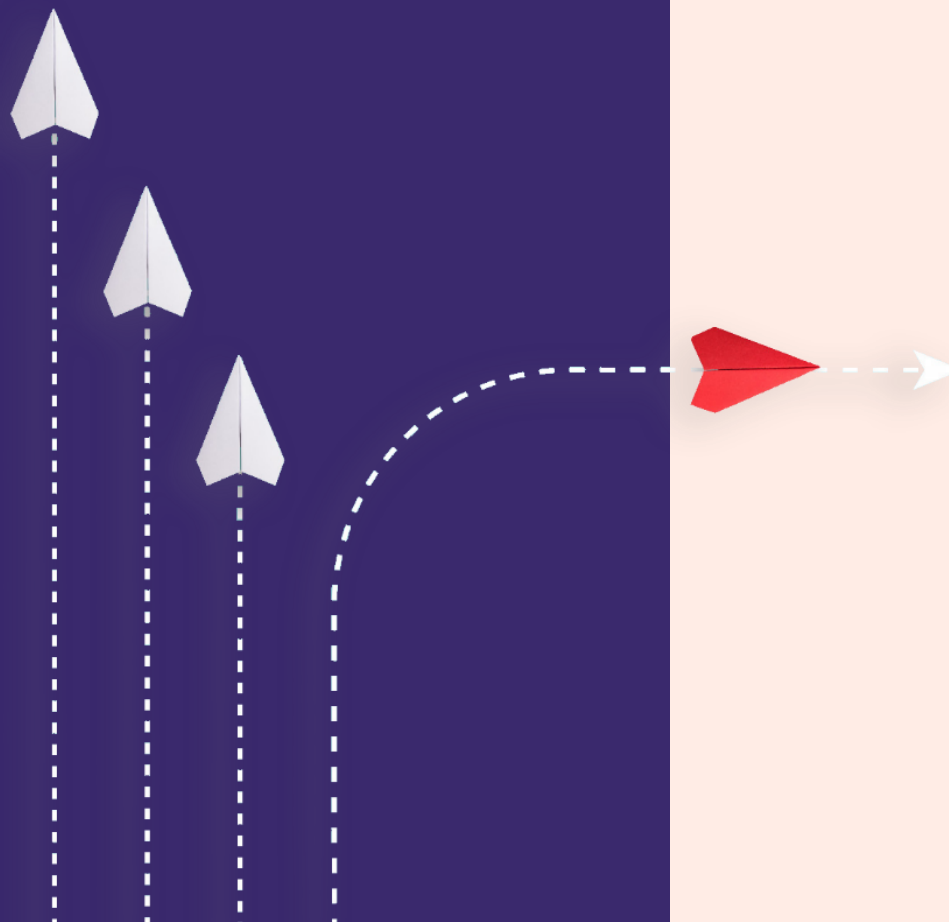
# CAMPAIGN OBJECTIVE



The SEO campaign's goal was to increase site traffic and generate traffic to drive more leads, as well as to improve rankings for the primary keywords of category and product pages.

After the client's approval, we focused on optimizing and promoting the primary keywords and categories like Kiosk Builder, App Builder, Website App Builder, Android App Builder, ios App Builder etc.

# THE STRATEGY



Wafi Media Marketing Solution proposed a Four-stage plan to Entrepreneur. Stage 1 consisted of optimizing all the main web pages. Stage 2 consisted of optimizing all the articles. Stage 3 consisted of integrating SEO into the business processes at Entrepreneur. Finally, Stage 4 Google Analytics 4 setup with a conversion tracking to Presenting this material in a stage-gate scenario provided Entrepreneur with a clearer road map, complete with milestones to their paramount goal: a consistent flow of new, optimized online content that would continue to bolster the strong position Entrepreneur's pre-existing online assets already had accomplished.

# THE RESULT

WAFI Media Marketing Solution managed the Google Website Traffic and since April 2022, there has been a **451% increase in Organic Traffic**.

Increased keyword positions on Google 37 keywords are coming on First page of Google search engine within 3 months.

- Improved page views & sessions
- Gave a unique user-experience
- Performed On-site Maintenance
- Target on demographics based visitor
- Increased interest based leads
- Bounce rate improvements



# IMPROVED RANKINGS

We worked on few keywords, built authority and ultimately influenced their search result ranking in 5-6 months.

Now, 37 keywords are coming on First position of Google search, 13 keywords are coming on Second Position of First page of Google search, 102 Keywords are First Page of Google search and 47 Keywords are coming 2 to 5th page of Google search.

## Performance

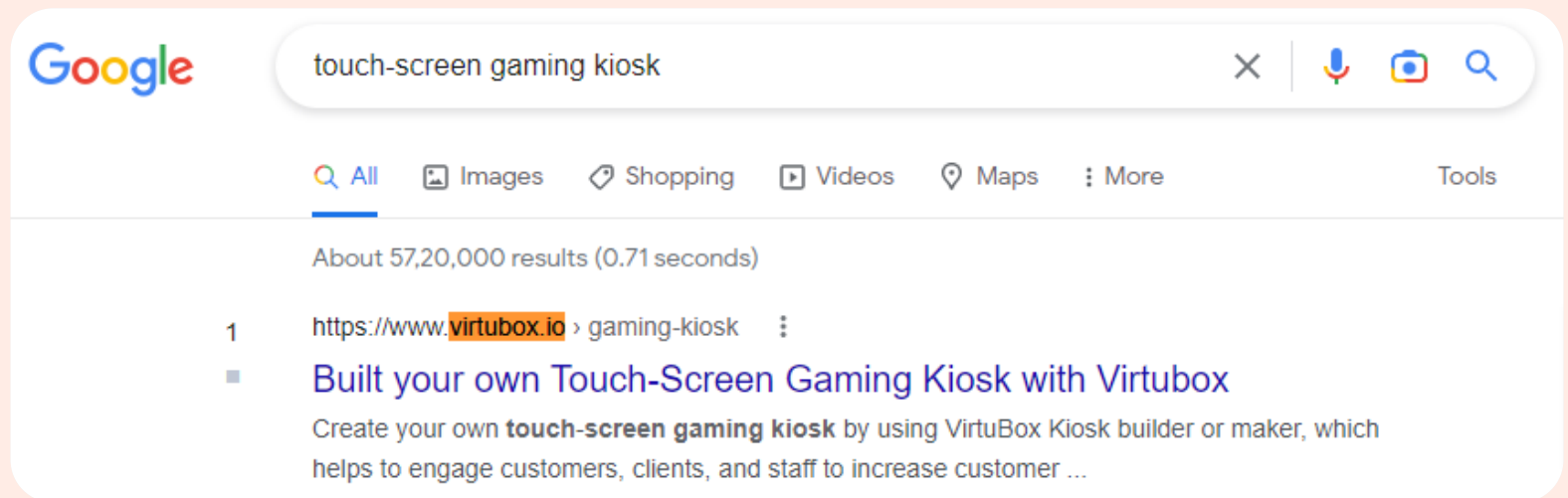
[Full report >](#)

— 7,505 total web search clicks




9/19/22 10/1/22 10/13/22 10/25/22 11/6/22 11/18/22 11/30/22 12/12/22

# REAL SCREENSHOT OF RANKING





# REAL SCREENSHOT OF RANKING (CONT.)



Google

virtuBox kiosk builder

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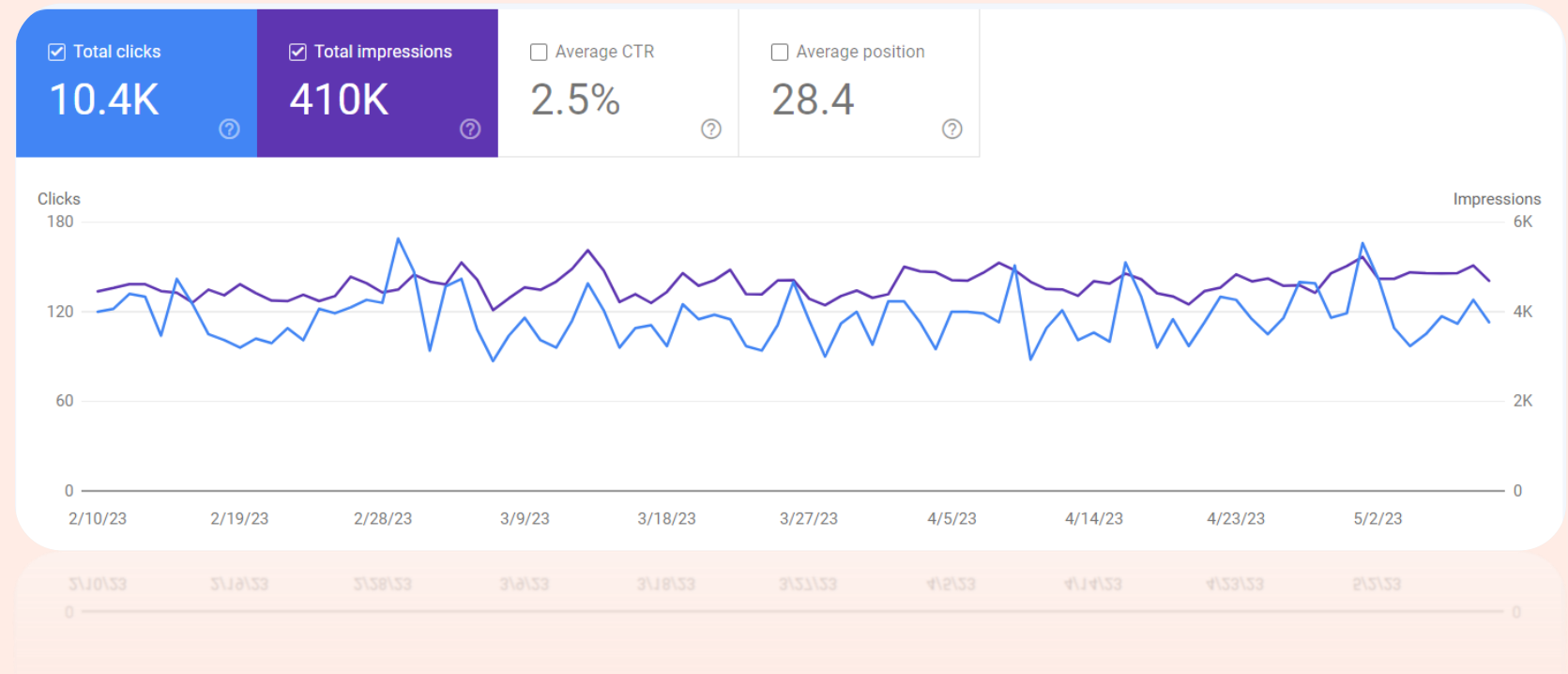
🔍 All Shopping 📺 Videos 🖼️ Images 📰 News ⋮ More Tools

About 62,300 results (0.81 seconds)

- 1 <https://www.virtubox.io> ⋮  
■ **VirtuBox: Website Builder | App Builder | Kiosk Builder**  
**VirtuBox** - Build a stunning website, a native mobile app for your Android and iOS devices, and create your own **kiosk** application in minutes.  
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# IMPROVEMENT IN ORGANIC TRAFFIC

**Organic traffic** is obtained from the appearance of the site in the results of a search that users perform in search engines, such as Google, Yahoo, or Bing. Organic traffic is free traffic, this aspect being what makes it the type of traffic that website owners want the most.



# IMPROVEMENT ORGANIC SEARCH IN LAST 3 MONTHS

