NETREFINE

CATEGORY: Information Technology

LOCATION: India, Rajasthan, Jaipur

BUSINESS BACKGROUND:

Netrefine is a complete IT related Service Company that suffices 360 ° versatile business needs in the data-age. It is a trusted company which provides different services and solutions to its clients. Netrefine provide 24/7 managed IT services, Cloud solutions, software services and business communication.

MARKET COMPETITORS:

In the rapidly evolving digital landscape, businesses are increasingly recognizing the importance of effective marketing strategies to gain a competitive edge. The information technology (IT) industry is highly competitive, with numerous online market competitors, to succeed from those competitors Netrefine has compete from all of these and succeed into getting a unique brand value online demand in the market with the help of team Kudosta.

PROJECT GOAL:

The IT industry is known for its rapid pace of change. So, Netrefine aims are to increase online visibility this includes improving search engine rankings, increasing website traffic, and establishing a strong social media presence. After that, Netrefine need to showcase their products and services effectively online. This involves creating compelling product descriptions, demonstrating their value proposition, highlighting unique features.

CHALLENGE:

Netrefine wants to expand their services in international level. So, expanding SEO efforts to multiple languages or targeting international markets introduces additional complexities, such as optimizing for different languages, cultures, search engines, and local preferences these are some challenges faced by team Kudosta.

STRATEGY & SOLUTIONS:

First of all based on analysis of competitor, team Kudosta start working on identifies any gaps or opportunities such as: Assess the quality and relevance of content compared to competitors, Evaluate website's overall user experience and examine social media presence.
And for international SEO Identify the most relevant and high-traffic keywords in each language to optimize content accordingly and build high-quality backlinks from relevant websites in each target country as well.

Some other solutions implement by Team Kudosta:

- **A**. Regular updating and posting blogs
- **B**. Site maintenance
- **C**. Build Internal linking
- **D**. URL inspection in Google search console
- **E**. Fixed broken internal and outbound links

RESULTS:

SEO Results Summary:

25.6%
New Users Increase

34.88%
Engaged Session Increase

21.1%
Organic Search

26.5%
Event Count Increase