

## Tagline:

Stimulating a digital game merchandiser through SEO best practices with the best analytical utilization.

## Project Details:

Project Name: Gamezstore

Application URL: <https://www.gamezstore.in/>

Country: India

Domain/Industry: Gaming

Client Name: Gamezstore

## Client Profile:

Gamezstore is an India based merchandiser who sells both used and new digital games. It sells digital games such as video games, PlayStation and Xbox. Gamezstore connects the gap between sellers and buyers, users and buyers for the used ones.

## The Problem:

As a digital game merchandiser, Gamezstore needed a strategy to introduce itself and connect its target audience with its newly launched website and lead the gaming industry.

## Goal:

Designing a strategy to stand tall among its top competitors in India and shake hands with its potential customers in a cost-effective way.

## Our Approach & Solution:

Nextwebi team focused on SEO best practices to be optimized by the search engines. Our prior steps were,

- Optimizing content and tags on the website
- Optimizing the overall website including images, CSS files to optimize the website for the fastening the loading speed of the site.
- Creating an XML sitemap to make sure the crawling of all the pages of the site by search engines.
- Creating a redirect mapping strategy
- Google listing for the better coverage of local potential customers.

Having the business and marketing goals of Gamezstore in mind, we optimized the website from design to each and every detail. Our team made sure that the on-page activities are good enough with its functions. Through technical SEO, we optimized images, various tags including alt tags, meta tags, CSS files. With our broad keyword research, we formed a set of keywords that help our target audience to find our webpage on the search engines. With the specified keywords list, we formed page title, description and meta keywords.

With tools such as Google Analytics and Search Console, we analysed our webpages, tracked the outputs for the better understanding. We made sure that Gamezstore's web traffic gets increased with time with the help of our customized reporting.

## **Result:**

Gamezstore is getting a good reach to its target audience that it could drive constant web traffic which helps in Gamezstore's sales in a big way. Rooted a strong base for Gamezstore in the country for the long-running profit.