DAB — DIGITAL AD BUREAU OF INDIA X **VIAS3D**

DIGITAL MARKETING FOR A

Democratize Design, Engineering and Manufacturing

ABOUT

Vias3D provides integrated engineering solutions using virtual design experience and data analytics in a variety of industries. Our objective is to prevent repetitive design-related business interruption and to provide cost effective, quick and safer designs with an experienced team. We can achieve your objective with proven software, data analytics, and virtual hardware technology that can be implemented for each business requirement with an experienced engineering team.

THE CHALLENGES

- There are no exact searches for the product so we had to search for contextual terms.

- Difficult to identify the target audience.

- Website in multiple countries.

- The speed of the website was low and the website was not mobile optimized.

THE SOLUTION

Search Engine Optimization Plan

On-Page:

We have published new article every month. Also, focused on optimizing existing blogs, case studies, white papers with proper internal linking, metadata optimization. In every solution and industry pages, we have added FAQ section of better distribution of answer of user's queries.

Off-Page:

Quality backlinks is done for passing for link juice as well brand promotion. We have focussed more on Article Publication, Q/A submission, PDF/PPT, Image/Infographics Submission, Content Syndication activities.

Technical SEO:

In this new trends of Search Engine Optimization,Technical SEO is one the most important aspects. Our focus was to improve/maintain website health by doing crawl budget optimization, Page Experience Enhancement, webpages response code monitoring etc.

OUTCOME
ORGANIC TRAFFIC

Organic Traffic has been improved by around 87.13% if we compare FY 23 vs FY22.

Bounce rate has been reduced by 58.28%.
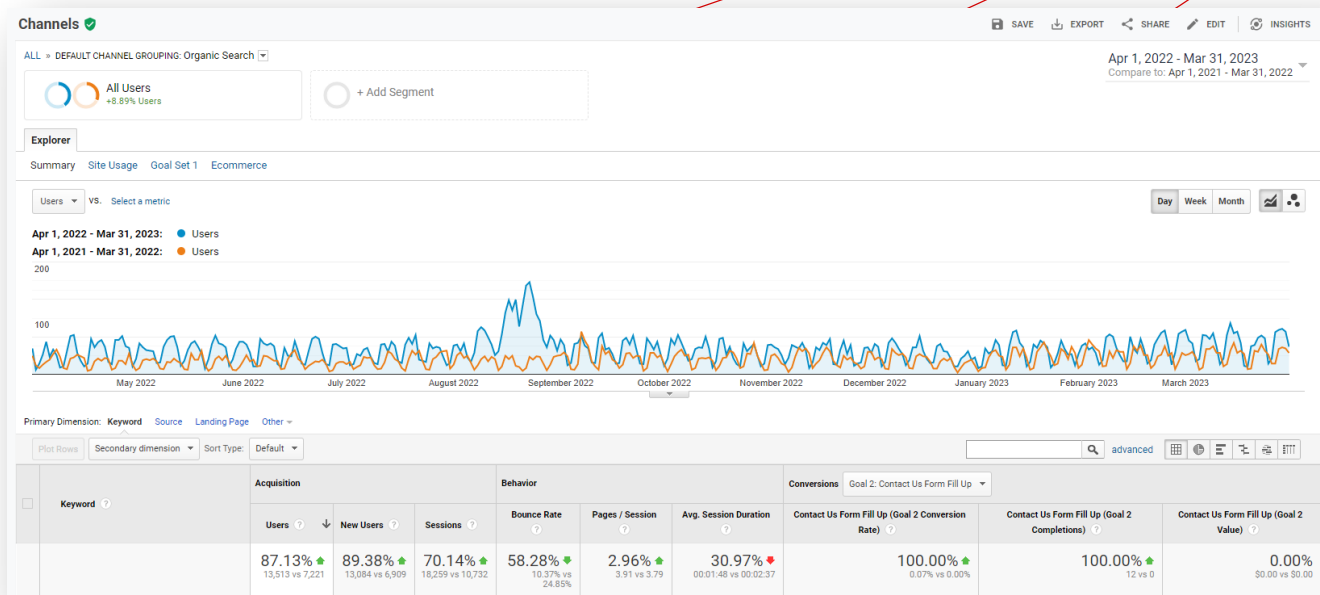
LANDING PAGE WISE PERFORMANCE

We have given solutions in terms of driving the business. In a website there will various category pages. We are focusing more towards profitable one. In the below mentioned screenshot, you can see significant growth for business solution pages.

Top 5 Solutions Pages (Jan-Dec 21, 22 VS Jan-Dec 21, 21)   VIAS3D US

For all the solutions pages traffic has been improved for US. Top 3 landing pages are:

3dvia (87.41% Increase) | CST Studio (245.83% Increase) | Tosca (1300%Increase)

Landing Page		Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session
US Traffic		102.30% ▲ 2,460 vs 1,216	13.46% ▲ 87.52% vs 77.14%	129.53% ▲ 2,153 vs 938	20.83% ▼ 41.34% vs 52.22%	1.12% ▲ 2.38 vs 2.36
1. /solutions/3dvia/						
	Jan 1, 2022 - Dec 21, 2022	253 (10.28%)	96.44%	244 (11.33%)	15.42%	2.69
	Jan 1, 2021 - Dec 21, 2021	135 (11.10%)	87.41%	118 (12.58%)	43.70%	2.07
	% Change	87.41%	10.34%	106.78%	-64.73%	29.59%
2. /solutions/simulia/cst-studio/						
	Jan 1, 2022 - Dec 21, 2022	249 (10.12%)	84.74%	211 (9.80%)	35.34%	2.32
	Jan 1, 2021 - Dec 21, 2021	72 (5.92%)	75.00%	54 (5.76%)	50.00%	1.74
	% Change	245.83%	12.99%	290.74%	-29.32%	33.71%
3. /solutions/simulia/tosca/						
	Jan 1, 2022 - Dec 21, 2022	140 (5.69%)	97.14%	136 (6.32%)	78.57%	1.31
	Jan 1, 2021 - Dec 21, 2021	10 (0.82%)	50.00%	5 (0.53%)	30.00%	1.70
	% Change	1,300.00%	94.29%	2,620.00%	161.90%	-22.69%
4. /solutions/simulia/opera/						
	Jan 1, 2022 - Dec 21, 2022	137 (5.57%)	89.05%	122 (5.67%)	32.85%	2.18
	Jan 1, 2021 - Dec 21, 2021	19 (1.56%)	89.47%	17 (1.81%)	36.84%	1.68
	% Change	621.05%	-0.47%	617.65%	-10.84%	29.58%
5. /solutions/simulia/abaqus/						
	Jan 1, 2022 - Dec 21, 2022	123 (5.00%)	80.49%	99 (4.60%)	26.02%	3.33
	Jan 1, 2021 - Dec 21, 2021	42 (3.45%)	64.29%	27 (2.88%)	40.48%	3.86

Top 5 Solutions Pages (Jan-Dec 21, 22 VS Jan-Dec 21, 21)   VIAS3D INDIA

For all the solutions pages traffic has been improved for India. Top 3 landing pages are:

3dvia (2200% Increase) | CST Studio (1171% Increase) | Tosca (2433% Increase)

		Sessions ↓	% New Sessions	New Users	Bounce Rate
	India Traffic	**551.43%** ▲ 684 vs 105	**54.81%** ▲ 86.99% vs 56.19%	**908.47%** ▲ 595 vs 59	**30.59%** ▼ 15.20% vs 21.90%
☐ 1.	/in/solutions/simulia/cst-studio/				
	Jan 1, 2022 - Dec 21, 2022	**138** (20.18%)	88.41%	122 (20.50%)	13.77%
	Jan 1, 2021 - Dec 21, 2021	**6** (5.71%)	83.33%	5 (8.47%)	0.00%
	% Change	**2,200.00%**	**6.09%**	**2,340.00%**	**∞%**
☐ 2.	/in/solutions/biovia/				
	Jan 1, 2022 - Dec 21, 2022	**89** (13.01%)	92.13%	82 (13.78%)	3.37%
	Jan 1, 2021 - Dec 21, 2021	**7** (6.67%)	42.86%	3 (5.08%)	14.29%
	% Change	**1,171.43%**	**114.98%**	**2,633.33%**	**-76.40%**
☐ 3.	/in/solutions/simulia/xflow/				
	Jan 1, 2022 - Dec 21, 2022	**76** (11.11%)	84.21%	64 (10.76%)	1.32%
	Jan 1, 2021 - Dec 21, 2021	**3** (2.86%)	33.33%	1 (1.69%)	33.33%
	% Change	**2,433.33%**	**152.63%**	**6,300.00%**	**-96.05%**
☐ 4.	/in/solutions/simulia/opera/				
	Jan 1, 2022 - Dec 21, 2022	**49** (7.16%)	85.71%	42 (7.06%)	2.04%
	Jan 1, 2021 - Dec 21, 2021	**3** (2.86%)	66.67%	2 (3.39%)	100.00%
	% Change	**1,533.33%**	**28.57%**	**2,000.00%**	**-97.96%**
☐ 5.	/in/solutions/simulia/abaqus/				
	Jan 1, 2022 - Dec 21, 2022	**44** (6.43%)	81.82%	36 (6.05%)	2.27%
	Jan 1, 2021 - Dec 21, 2021	**12** (11.43%)	58.33%	7 (11.86%)	8.33%