

Case Study

Princeton Taxi Service

Call (609) 672-7072

Princeton Taxi Service is committed to providing top notch and fast service for Princeton, Burlington, Cranbury, Ewing, Hamilton, Hightstown, Hillsborough, Hopewell, Lawrenceville, Mercer County, Montgomery, Pennington, Plainsboro, Skillman, West Windsor, Hamilton Station, Princeton Junction, Trenton, JFK and LaGuardia.

- ✓ 24/7 Service with Daily Discounted Rates
- ✓ Airport Pickup and Dropoff
- ✓ Private Car Service Available
- ✓ Rated #1 in Safety and Reliability

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Features

> SEO PROCESS: (SEARCH ENGINE OPTIMIZATION)

The SEO work of princeton taxservice.com explain below We have done both on-page and off page work for the client.

> ON-PAGE :

1. Collect the website and do the technical analysis. In the technical analysis process we are checking the robots.txt file, XML sitemap, canonical issue of the website, URL structure .if there are missing any parameter we are implementing that on the website
2. Find the target page according to the keywords and checked the current ranks status in Google search result. Then prepared the link building description (LBD), Blog, article. All the contents are unique and plagiarism free.

> OFF-PAGE:

We have prepared the unique content for the bookmark, classified and blog. For PPT and PDF prepared the presentation content according to the keywords then posted on different websites accordingly. On the off page work, we have done social bookmark, classified, document sharing, info-graphics submission, RSS feed submission, image sharing, video sharing, business listing.

> SMO: (SOCIAL MEDIA OPTIMIZATION):

In the SMO process, we have prepared the unique advertising content and eye-catching custom image according to their service and keyword by which the targeted visitor can easily attract the service and visit the website and book the taxi service whenever they required

> RESULT:

After continuing the same process the conversion rate is increased within 1 month and the client gets more traffic on the website and increases the booking call from the targeted customer, as well as all keywords, is placed also in the first page of Google search result.

About the Project

Princeton Taxi Service is providing the taxi, private car and limousine service for Princeton, Burlington, Cranbury, Ewing, Hamilton, Hightstown, Hillsborough, Hopewell, Lawrenceville, Mercer County, Montgomery, Pennington, Plainsboro, Skillman, West Windsor, Hamilton Station, Princeton Junction, Trenton, JFK and LaGuardia.

> CHALLENGE:

The basic requirement for this client is get the more traffic and taxi booking call from their targeted local area like Princeton, Burlington, Cranbury, Ewing, Hamilton, Hightstown, Hillsborough, Hopewell, Lawrenceville, Mercer County to their website. The client has given 10 main keywords according to the services which are not on the first page of Google because of high competition and client looking for all the keywords to be on the first page of Google search result and also looking for the taxi booking call.

> DOMAIN :

www.princeton taxservice.com

> LOCATION :

Princeton, NJ, USA