

# IMPROVING CUSTOMER ENGAGEMENT WITH HIGH-QUALITY SEO CONTENT

## Case Study

### CHALLENGES

- A wide range of categories - a total of 15,000 categories with unique titles and numbers
- 500, 300, and 100 word variations of texts with primary keywords
- Utilization of 10, 5, or 2 relevant secondary keywords without getting blacklisted
- Optimal keyword density without affecting the reading fluency of the text

### BUSINESS BENEFITS

- High-quality, SEO-enriched content
- Better ranking on SERPs
- Increase in the flow of visitors
- Improvement in customer engagement
- Increase in revisits

### ABOUT LUMINA DATAMATICS

Lumina Datamatics is a trusted partner of several Fortune 500 companies in the global publishing and retail industries, addressing their needs in content, technology and commerce.

As a strategic partner, Lumina Datamatics helps its clients improve their business competitiveness and achieve operational efficiency. The benefits delivered by its relevant solutions include reduced time to market for new products and services, increased efficiency in business processes, as well as deep reader and buyer insights.



### SOLUTION AND APPROACH

As an end-to-end e-retail service and solution provider with a strong focus on client requirements, Lumina Datamatics helps provide high-quality, unique SEO content by:

- Carefully researching each category to collect and compile information
- Accommodating up to 10 secondary keywords on each page to meet the keyword density
- Testing the SEO keyword density and arrangement using search engine technology
- Defining the keywords based on the structure and seamlessly incorporating them for maximum keyword coverage
- Ensuring quality control by rectifying factual and grammatical errors
- Obtaining client feedback through regular telephone conferences and implementing suggested changes

Lumina Datamatics has set down the following as an approach:

- Establishing a team of SEO specialists and experienced content writers and editors
- Ensuring the team had a personal interest in specific categories including fashion, films, antique jewelry, office supplies, and sporting goods
- Ensuring that each writer was allocated the category closest to his or her personal interest to get the best possible descriptions



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