



PRIMESYNC SOLUTIONS CASE STUDY

From Zero to 104 Keywords Ranked, Achieving Top Positions for BPO and KPO Solutions

primesyncsolutions.com



OBJECTIVES

Prime Sync Solutions faced significant challenges in establishing an online presence. The company had no keyword rankings or organic traffic and minimal content on their website, making it difficult to compete in the crowded BPO and KPO markets. Their goal was to rank for high-value keywords related to BPO and customer service, aligning with their service offerings, and improve overall visibility and lead generation.

- **Initial Rankings:** Zero keywords ranked organically.
- **SERP Features:** No featured snippets or SERP features.
- **Content:** Poor content that was confusing and inhuman.
- **Site Migration:** Website relaunch and move to Webflow

The primary objective was to significantly improve their search engine visibility, increase keyword rankings, and drive organic traffic to their website.

SOLUTION

We implemented a comprehensive Content and SEO strategy to address these challenges:

- **Content Strategy:** Developed a targeted content plan, including service page rewrites and detailed sub-service pages.
- **SEO Optimization:** Conducted a complete site audit, optimizing content for high-value keywords.
- **Content Creation:** Published additional service pages and blog posts to support SEO and content marketing efforts.
- **Website Relaunch:** Collaborated on the website redesign, ensuring it was optimized for SEO and user experience.
- **Social Media Campaigns:** Partnered with founders to create and launch campaigns aimed at expanding audience reach.
- **Sales Support:** Developed content assets and lead magnets in collaboration with the sales team.

RESULTS

June 2024 Metrics

Top 3 Keyword Rankings:

- BPO & KPO Solutions (#2)
- BPO Consultant (#2)
- BPO Customer Service (#5)

Top 10 Page Rankings:

- Customer Service BPO (#6)
- BPO Customer Support (#6)
- What is Customer Service in BPO (#6)
- BPO Consultancy (#7)
- BPO Benefits (#9)
- BPO Outsourcing Consultants (#30)

Successful Migration:

Completed move to Webflow and completed necessary technical SEO tasks. Published new site content and optimized on-page and off-page elements.

Backlinks:

Organically grew backlinks from 88 to 441, significantly boosting domain authority.

AT A GLANCE CHALLENGES

- No initial keyword rankings
- Minimal website content
- Website redesign needed
- Competing against industry giants like SupportNinja and Accenture

BENEFITS

Prime Sync Solutions experienced a rapid increase in keyword rankings and online visibility, establishing itself as a competitive player in the BPO and KPO markets. The strategy also enhanced lead generation and brand awareness.



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For more than a decade, Jack has created comprehensive content and SEO plans to help brands rank higher and faster.