



Empowering Businesses

Case Studies 2022

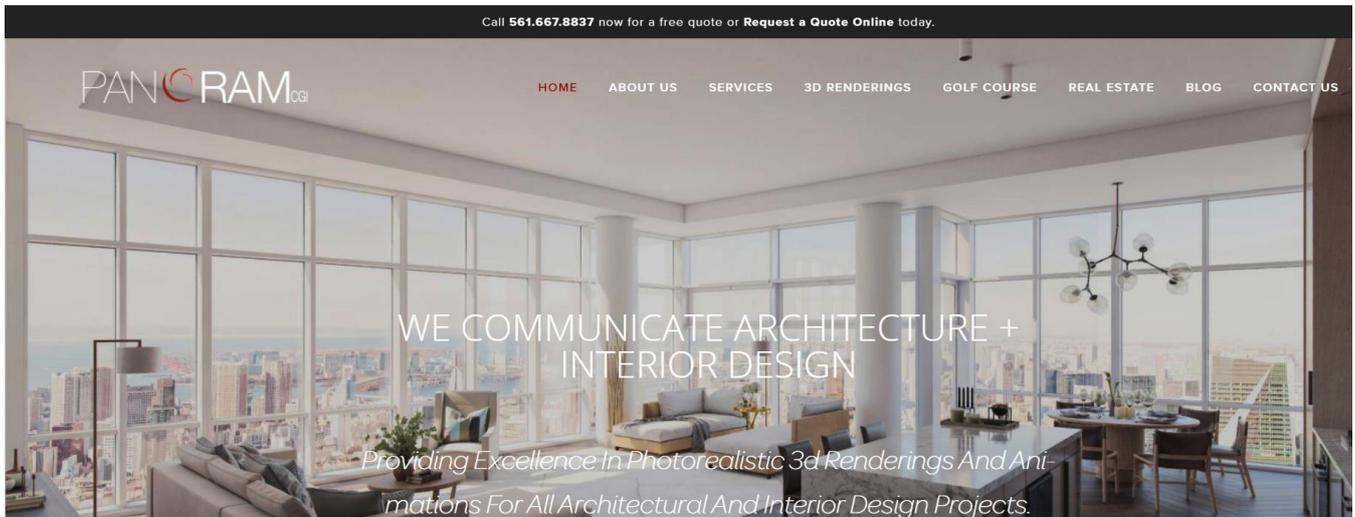
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 <https://www.shilabs.digital>

Client:Mr.Basil Industry: Architecture and InteriorURL: www.panoramcgi.comCampaign Type: SEO



SHILABS had the privilege to work for a renowned Architecture and Interior design site. The result of Panoramcgi.com project included an in depth white paper discussing the SEO industry and practices that lead to successful campaigns; In addition, Panoramcgi project produced a one hour broadcast "**Search Engine Marketing: The Primary Ingredient of your Marketing Mix.**" The E-broadcast was conducted by **Subhrajit Swain** CEO of SHILABS LLC.

The Challenge:

Entrepreneur wanted to increase their online traffic and had a huge number of articles. SEO was a natural tactic that could be used to accomplish this goal but it was something Entrepreneur had not looked at with any level of seriousness in the past. When Entrepreneur started investigating SEO, only 5% of their website had any type of search engine optimization implemented. Optimizing this archive for search would be a huge task and entrepreneur knew it. SHILABS LLC then explained to Entrepreneur that they would optimize the articles by building a spider for the XML article database and changing in the website design. In doing this SHILABS LLC illustrated a level of transparency other SEO providers did not match.

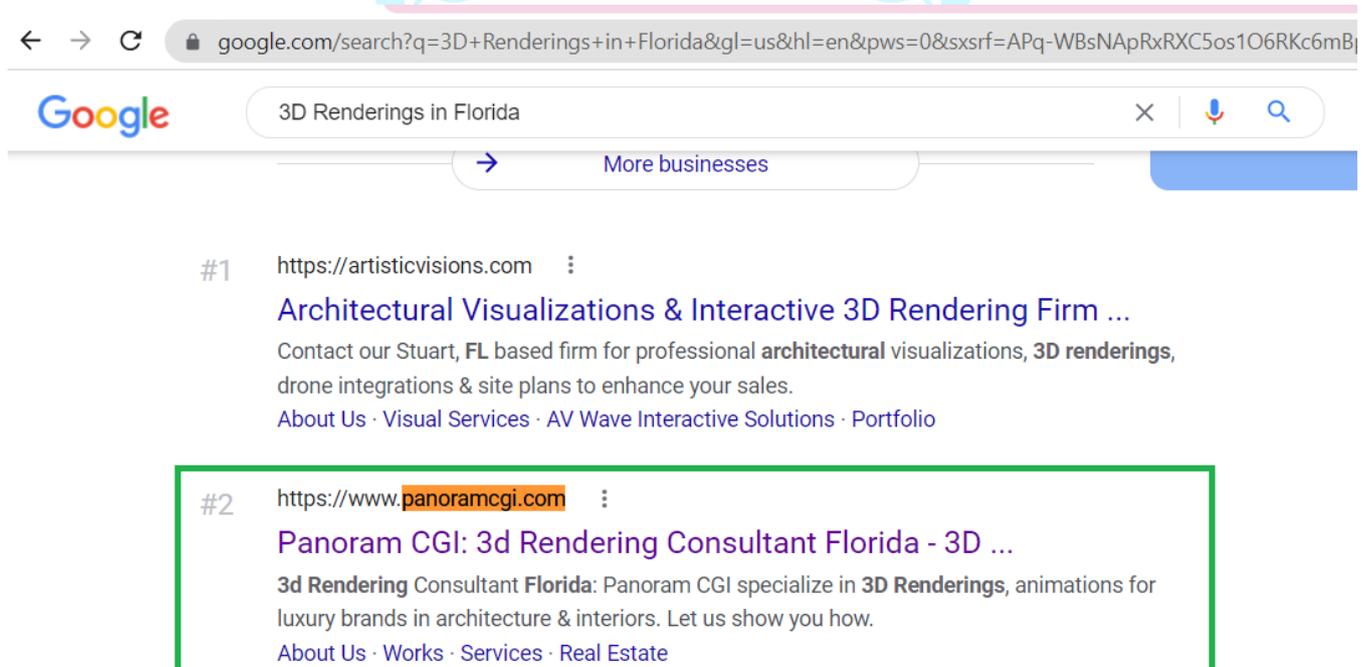
The Results:

The ROI of the stage 1 activities have been astronomical. In a typical month since the Optimization process has taken place Entrepreneur has seen an **estimated return of investment** (Calculated by determining the revenue from additional number of click-through since they began the SEO program, minus the SEO expenses incurred).

Keyword ranking report:

Keywords	Website URL	Rank in Target Market
Swimming pool renderings	https://www.panoramcgi.com/swimming-pool-renderings	1
Golf course renderings	https://www.panoramcgi.com/golf-course	1
Golf course graphics	https://www.panoramcgi.com/golf-course	6
3D Renderings in Florida	https://www.panoramcgi.com/	2

Snapshot:



The screenshot shows a Google search result for the query "3D Renderings in Florida". The search bar contains the text "3D Renderings in Florida" and the search button is visible. Below the search bar, there is a "More businesses" button. The search results are displayed in a list format. The first result is from "artisticvisions.com" and is titled "Architectural Visualizations & Interactive 3D Rendering Firm ...". The second result is from "www.panoramcgi.com" and is titled "Panoram CGI: 3d Rendering Consultant Florida - 3D ...". The second result is highlighted with a green border. The URL "https://www.panoramcgi.com" is highlighted in orange in the snippet. The snippet for the second result includes the text "3d Rendering Consultant Florida: Panoram CGI specialize in 3D Renderings, animations for luxury brands in architecture & interiors. Let us show you how." and links for "About Us", "Works", "Services", and "Real Estate".

← → ↻ google.com/search?q=3D+Renderings+in+Florida&gl=us&hl=en&pws=0&sxsrf=APq-WBsNpRxRXC5os1O6RKc6mBj

Google 3D Renderings in Florida × | 🔊 🔍

→ More businesses

#1 <https://artisticvisions.com> 
Architectural Visualizations & Interactive 3D Rendering Firm ...
Contact our Stuart, FL based firm for professional **architectural** visualizations, **3D renderings**, drone integrations & site plans to enhance your sales.
[About Us](#) · [Visual Services](#) · [AV Wave Interactive Solutions](#) · [Portfolio](#)

#2 <https://www.panoramcgi.com> 
Panoram CGI: 3d Rendering Consultant Florida - 3D ...
3d Rendering Consultant Florida: Panoram CGI specialize in **3D Renderings**, animations for luxury brands in architecture & interiors. Let us show you how.
[About Us](#) · [Works](#) · [Services](#) · [Real Estate](#)



The Challenge:

Escape Folsom had NO ORGANIC rankings when they began working with SHILABS LLC; however, they had no rankings within Google. When forming a relationship with SHILABS LLC, their goal was to get more traffic to the website and to take over the page 1 ranking.

The Strategy:

After a brief conversation with their team, we offered them a package which was designed to achieve their ranking goals and also fit the client's budget. In addition, we created customized SEO best practices. We also trained their content writers and page developers on SEO content best practices which are still in place today.

The Results:

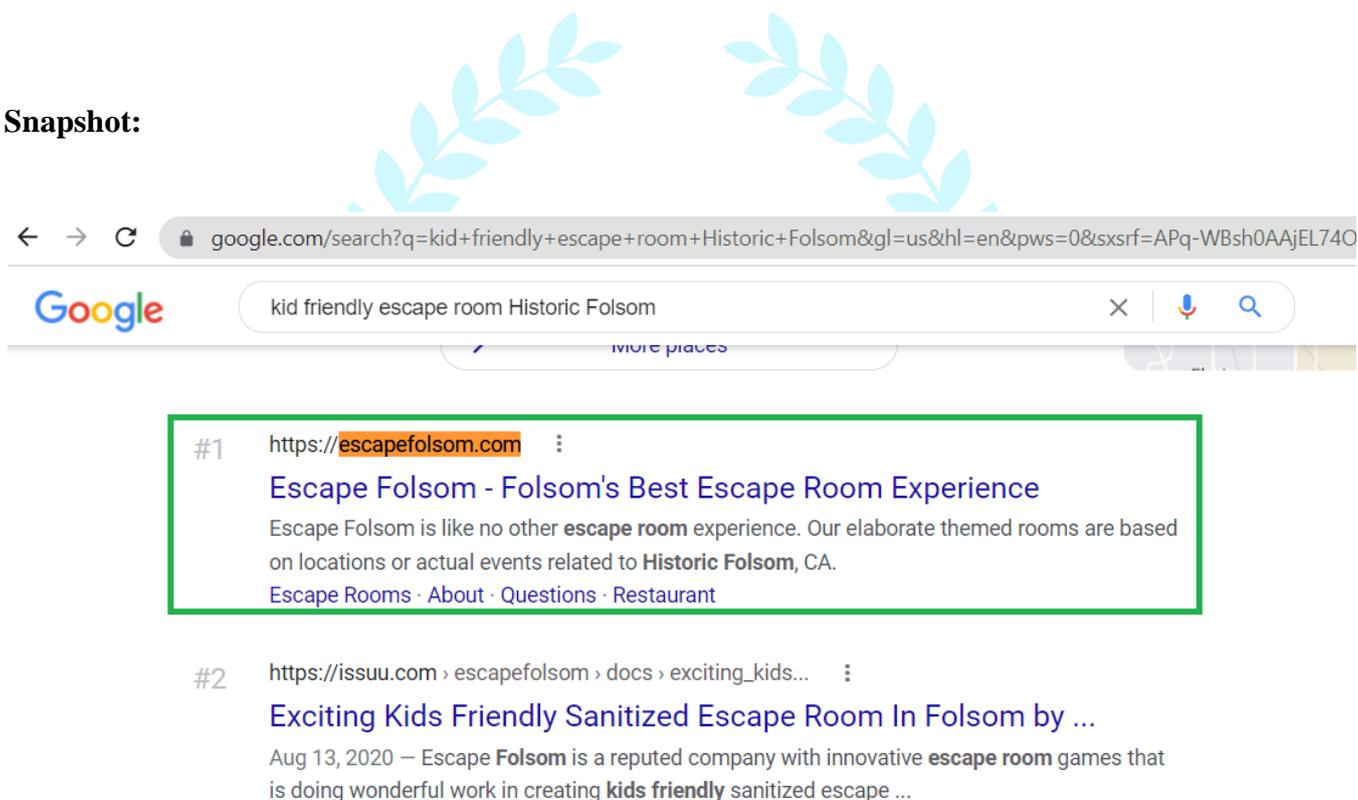
The ROI of the stage 1 activities have been astronomical. In a typical month since the Optimization process has taken place Entrepreneur has seen an estimated return of their spend money (calculated by determining the revenue from additional number of click-through since they began the SEO program, minus the SEO expenses incurred). This was a true and quick success story. Organic search engine rankings skyrocketed and thousands of previously not indexed pages were now being crawled regularly by search engine spiders.

- Unique visitors to the site doubled within the first two months after the optimization was completed
- 300% increase in organic search engine traffic.
- The client has given another site for SEO marketing.

Keyword ranking report:

Keywords	Website URL	Rank in Target Market
escape room historicfolsom	https://escapefolsom.com/	1
kid friendly escape room Historic Folsom	https://escapefolsom.com/	1
Historic Folsom escape room	https://escapefolsom.com/	1
family friendly escape room Historic Folsom	https://escapefolsom.com/	1

Snapshot:



The screenshot shows a Google search interface. The search bar contains the text "kid friendly escape room Historic Folsom". Below the search bar, the first search result is highlighted with a green border. The result is from the website "escapefolsom.com" and is titled "Escape Folsom - Folsom's Best Escape Room Experience". The snippet below the title reads: "Escape Folsom is like no other **escape room** experience. Our elaborate themed rooms are based on locations or actual events related to **Historic Folsom, CA**. Escape Rooms · About · Questions · Restaurant". The second search result is from "issuu.com" and is titled "Exciting Kids Friendly Sanitized Escape Room In Folsom by ...". Its snippet reads: "Aug 13, 2020 — Escape **Folsom** is a reputed company with innovative **escape room** games that is doing wonderful work in creating **kids friendly** sanitized escape ...".

Client:Mr.Jeff Industry:Rechargeable Battery URL: <https://www.circuitcell.com> Campaign Type: SEO



The Challenge:

Circuitcell.com NO ORGANIC rankings when they began working with SHILABS LLC; however, they had no rankings within Google. When forming a relationship with SHILABS LLC, their goal was to get more traffic to the website and to take over the page 1 ranking.

The Strategy:

After a brief conversation with their team, we offered them a package which was designed to achieve their ranking goals and also fit the client's budget. In addition, we created customized SEO best practices. We also trained their content writers and page developers on SEO content best practices which are still in place today.

The Results:

The ROI of the stage 1 activities have been astronomical. In a typical month since the Optimization process has taken place Entrepreneur has seen an estimated return of their spend money (calculated by determining the revenue from additional number of click-through since they began the SEO program, minus the SEO expenses incurred). This was a true and quick success story. Organic search engine rankings skyrocketed and thousands of previously not indexed pages were now being crawled regularly by search engine spiders.

- Unique visitors to the site doubled within the first two months after the optimization was completed
- 500% increase in organic search engine traffic.
- The client has given another site for SEO marketing.

Keyword ranking report:

Keywords	Website URL	Rank in Target Market
Invisible Fence Rechargeable Batteries	https://www.circuitcell.com/	1
Rechargeable Invisible Fence Brand Batteries	https://www.circuitcell.com/	1
Invisible Fence Batteries	https://www.circuitcell.com/	34
Invisible Fence Brand Batteries	https://www.circuitcell.com/	11

Snapshot

← → ↻ google.com/search?q=Invisible+Fence+Rechargeable+Batteries&gl=us&hl=en&pws=0&sxsrf=APq-WBsN3p8F0JQjO3148



Invisible Fence Rechargeable Batteries



Q All

Shopping

Images

Videos

News

More

Tools

About 97 results (0.70 seconds)

#1

https://www.circuitcell.com

Circuitcell.com: Rechargeable Invisible Fence Brand ...

Compatible with **Invisible Fence®** R21, R22, R51 and MicroLite Collars · Lowest Cost **Battery** Option · Last 30 Days on Single Charge · Extended **Battery** Life-5 Years ...
[Battery Comparison](#) · [Features](#) · [Savings](#) · [Compatible Collars](#)



#2

http://www.invisiblefence.com › Batteries

The Official Website of Invisible Fence Brand Dog Fences

Invisible Fence® Brand Power Cap® **Batteries** are specially engineered to offer consistency, reliability and superior quality to ensure your pet's security ...

Client: Mr. Adam Industry: Thrusting Machine URL: www.hismith.co.uk Campaign Type: SEO



The Challenge:

The hismith.co.uk had NO ORGANIC rankings when they began working with SHILABS LLC. They had a contract with the company for 1st page ranking within 6 months of time frame.

The Strategy:

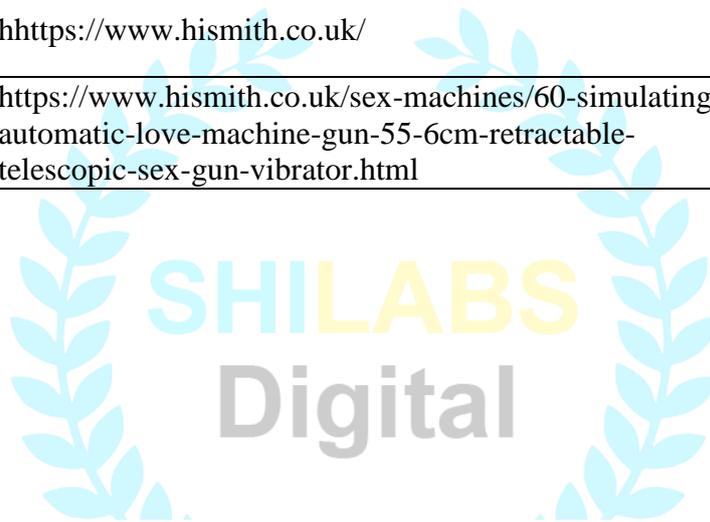
After having done some R&D on the client's website, business nature, competitors and targeted market we prepared an exclusive strategy for the **hismith**. We showcased our strategy to the client which she liked and appreciated but she reminded us of the results. We finally worked on the prepared strategy and within 6 months of time frame we gave a better ROI to the client. It has been now been over 16 months client is working with us and very happy with the service.

The Results:

In 4-6 months since the Optimization process has taken place Entrepreneur has seen an estimated return of investment (Calculated by determining the revenue from additional number of click-through since they began the SEO program, minus the SEO expenses incurred).

Keyword ranking report:

Keywords	Website URL	Rank in Target Market
cheap sex machine uk	https://www.hismith.co.uk/	2
portable Hismith sex machines	https://www.hismith.co.uk/sex-machines/515-hismith-pro-traveler-portable-sex-machine-with-remote-controller-kliclok-system.html	1
Sex Machines UK	https://www.hismith.co.uk/	2
Adjustable Thrusting Fucking Machine	https://www.hismith.co.uk/40-premium-sex-machine	1
Hismith Premium Sex Machine	https://www.hismith.co.uk/	1
Hismith Love Sex Machine	https://www.hismith.co.uk/sex-machines/60-simulating-automatic-love-machine-gun-55-6cm-retractable-telescopic-sex-gun-vibrator.html	3



Snapshot:

← → ↻ google.co.uk/search?q=Hismith+Premium+Sex+Machine&ei=Dr5KYpviB_OWseMPmueuiA8&ved=0ahUKEwiboYzUj_r2AhVzS2wGHZ...

Google Hismith Premium Sex Machine

All Shopping Videos Images News More Tools

72 results (0.49 seconds)

#1 <https://www.hismith.co.uk> > ... > Premium Sex Machine

Hismith Colourful Premium Sex Machine Series, Gold, Purple ...

Virtually silent slider mechanism (even at full speed) and 120 watt 30N.cm high torque motor . Adjustable thrust length and angles for customised pleasure.

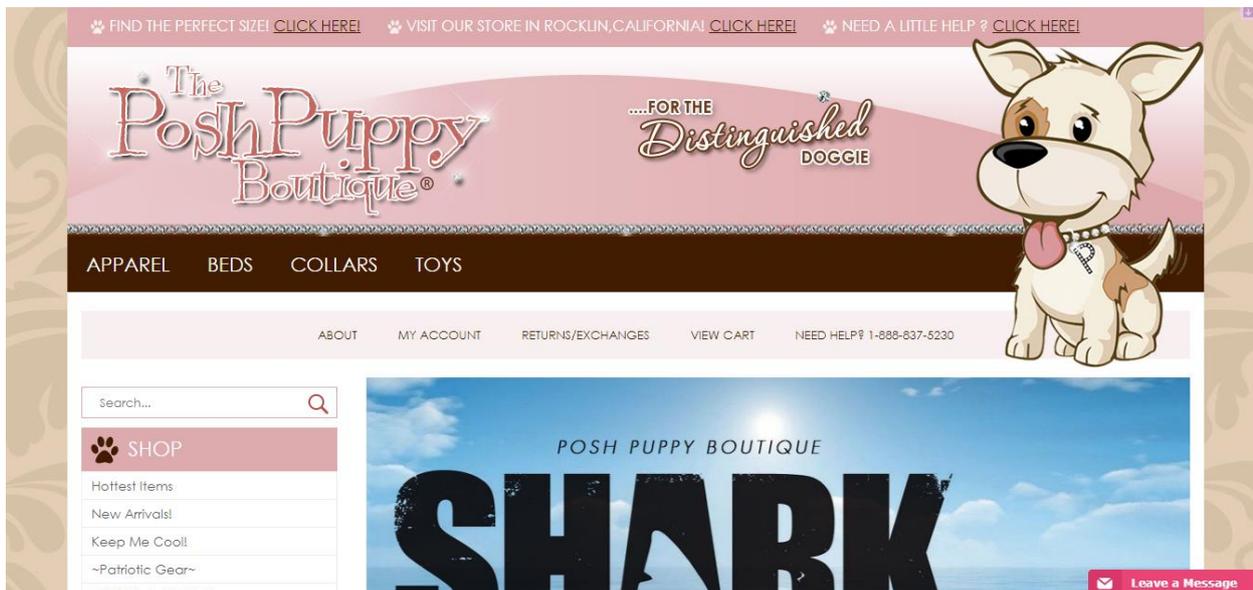
Package Including: 1 x premium sex machine ... Speed: 0-240 strokes/min
Weight: 24.6 lb (11.15 kg) Connector: Kliclok

#2 <https://www.hismith.co.uk>

Buy Sex Machines & Sex Toys - Hismith Official

Buy quality sex machines, dildos and numerous sex toys at Hismith Official Store. Affordable prices, reliable warranty and free discreet shipping.

Client: Jennifer Industry: Ecommerce URL: www.poshpuppyboutique.com Campaign Type: SEO



The Challenge:

The **Posh Puppy Boutique** had a very few number of customers coming to their website with absolutely no engagement when they came to SHILABS LLC. Our challenge was to work on fixing the entire website's on-page issues, creating potential links and social media profiles.

The Strategy:

After having fully scanned the website we fixed the URLs as per the keywords chosen by the client, rectified the errors and overcame the lacunas on the website, created social media business profiles. A custom Action Plan was prepared and showcased it to the client. This client also liked and appreciated but she reminded us of the results. We finally worked on the prepared strategy and within 6 months of time frame we gave a better ROI to the client.

The Results:

In 4 months since the Optimization process we were able to show the client a good progress and were able to feel marginal increase in sales. It's been more than 6 months now and they have grown very much in terms of branding and revenue.

Keyword ranking report:

Keywords	Website URL	Rank in Target Market
dog clothes	https://www.poshpuppyboutique.com/pages/apparel	15
dog boutique	https://www.poshpuppyboutique.com/	3
luxury dog	https://www.poshpuppyboutique.com/	10
designer pet products	https://www.poshpuppyboutique.com/pages/accessories	18
designer pet carriers	https://www.poshpuppyboutique.com/pages/collars	1
designer dog carriers	https://www.poshpuppyboutique.com/pages/carriers	1
cute dog clothes	https://www.poshpuppyboutique.com/pages/apparel	6
designer dog clothes	https://www.poshpuppyboutique.com/	14
designer dog collars	https://www.poshpuppyboutique.com/pages/collars	14
designer dog bags	https://www.poshpuppyboutique.com/pages/carriers	1
luxury dog accessories	https://www.poshpuppyboutique.com/pages/accessories	7
designer pet accessories	https://www.poshpuppyboutique.com/pages/accessories	10
luxury dog bed	https://www.poshpuppyboutique.com/collections/luxury-beds	7
designer dog beds	https://www.poshpuppyboutique.com/collections/luxury-beds	7
designer dog bowls	https://www.poshpuppyboutique.com/pages/bowls-feeders	6
fashionable dog carriers	https://www.poshpuppyboutique.com/pages/carriers	1

Empowering Businesses

Snapshot



fashionable dog carriers



#1 <https://www.poshpuppyboutique.com> > pages > carriers

Designer Dog Carrier Bags - Posh Puppy Boutique

Designer Dog Carrier Bags · Backpack Style Carriers · Canvas Style Carriers · Faux Fur Style Carriers · Leather Dog Carriers · Luxury Carriers · Other Style Carriers ...



#2 <https://www.amazon.com> > Designer-Dog-Carrier-Purse

Designer Dog Carrier Purse - Amazon.com

1-48 of 263 results for "Designer Dog Carrier Purse". RESULTS ...



Client: Mr. Nomy Industry: Medicine URL: <https://www.flyingmedicine.uk> Campaign Type: SEO and SMO



Background:

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flyingmedicine.uk when assigned the job to us had no ranking and was in very need of business. They assigned us 6 months time to show better traffic along with business.

The Problem:

The website wasn't designed as per Google's criteria which was resulting in reductions in organic traffic, organic revenue, total keyword presence in the Search Engine Results Pages, or total pages indexed by the Search Engines. There was an understanding that removing a product category from the site would most likely lead to a decrease in all categories, but that through careful planning this decrease could be minimized.

The Results:

Multiple data points were used to track the progression of the **flyingmedicine** site over time to ensure goals and expectations were met. All of this was achieved through the detailed process of mapping, planning, auditing, and information sharing at regular intervals over the months. In 4 months of work, roughly 50% of all keywords for the Shop **flyingmedicine** were in very good position. Out of all of the keywords, less than 25 ranked on the first page. This meant that the additional keywords the **flyingmedicine**store ranked for on the first page of Google.

Keyword ranking report:

Keywords	Website URL	Rank in Target Market
EASA Pilot Medical	https://www.flyingmedicine.uk/	8
EASA CabinCrew Medical	https://www.flyingmedicine.uk/cabin-crew-medicals-uk-cao-easa	2
FAA Medicals	https://www.flyingmedicine.uk/faa-medicals-pilots-class1-2-3	5
Cabin Crew Medical UK	https://www.flyingmedicine.uk/cabin-crew-medicals-uk-cao-easa	3
Class 2 Pilot medicals	https://www.flyingmedicine.uk/class2-pilot-medical-faqs	3

Snapshot:

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#2 <https://pilotsmedical.co.uk> › Medical Services ⓘ
Class 2 Medicals - Windmill Aviation Services
In the field of **aviation medicals**, requirements tend to stay the same from year to year. **Pilot's medicals** for private flying, known as the P.P.L. **medical** ...

#3 <https://www.flyingmedicine.uk> › class2-pilot-medical-fa... ⓘ
Pilot|Class 2|Medical FAQ | FlyingMedicine |England
NO. Applicants can have an initial **Class 2** done with a designated Aeromedical Examiner and we love giving initial licenses at Flying Medicine to develop peoples ...

#4 <http://www.atpl.at> › class_2_medical_certificate ⓘ
Class 2 medical certificate - Flying Academy



Client:GeorgeIndustry: TravelURL: www.discover.isCampaign Type: SEO and SMO
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TAILOR MADE PRIVATE TOURS FOR THOSE LOOKING FOR THE BEST

Discover Iceland is a dynamic adventure private tour operator offering a wide range of private day and multi day tours to guarantee your dream vacation.

OUR MOST POPULAR PRIVATE TOURS



Goal:

Bring the site in the first page of Google SERP for its different keywords.

Strategy:

Implement a research-backed keyword strategy for the site and creating ethical back links, LSI based keywords optimization and following Google updated algorithm.

The Challenge:

The **Discover.is** website is based on their keyword strategies off of out dated SEO practices. One of the major challenges of this SEO project was to bring their sites up to speed with current SEO best practices and optimize their content using insights into their customers. Since large technical changes were out of the question for the project. Another challenge that we face of this project is for its very competitive apartment keywords.

The Solution:

The SEO team performed keyword research for the site taking into account each type of housing that the site is dealing with. Using that research, the team developed a keyword strategy for all of the main categories and subcategories on the sites that would help direct content. We created 50 to 60 keyword-optimized custom Meta descriptions for each keyword for implementation. Prioritization was given to the area Philadelphia.

The Results:

Applying a research-based LSI keyword strategy allowed **Discover.is** to target the customers they wanted to reach and the site started improving on its targeted keywords. By working closely with the

Discover.is team to understand their customers, SHI was able to help direct and implement optimized site content, improving the quality ranking throughout the engagement. Demonstrating how to use the keywords, where to use the keywords, and what to keep in mind when creating content in the future. SHILABS LLC delivered a comprehensive and scalable keyword strategy that produced significant organic traffic growth.

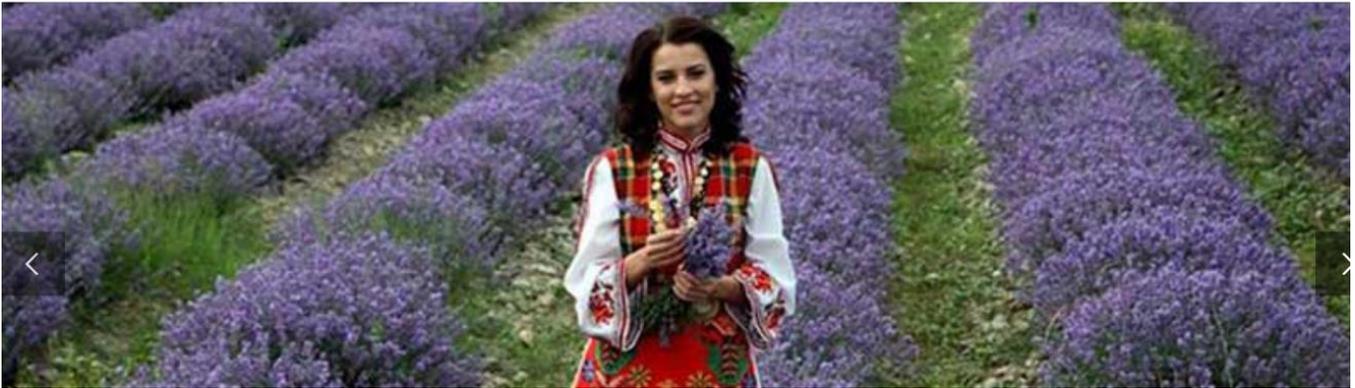
Keyword ranking report:

Keywords	Website URL	Rank in Target Market
Custom tours in Iceland	https://discover.is/product-tag/private-tour-in-iceland/	9
Iceland Super Jeep Tours	https://www.discover.is/product-tag/super-jeep-tours/	10
Private Tour Iceland	https://discover.is/product-tag/private-tour-in-iceland/	10
Private Tours in Iceland	https://discover.is/product-tag/private-tour-in-iceland/	8

Snapshot:

The screenshot shows a Google search for "Private Tours in Iceland". The search bar contains the text "Private Tours in Iceland". Below the search bar, there are search results. The result at rank #8 is highlighted with a green border. It is from the website "discover.is" and is titled "Best Private tours in Iceland". The snippet for this result reads: "Glimpses of our best Private tours Iceland: · Golden Circle Private Tours · Grand South Coast Adventure Tours · Northern Lights luxury Private Tours · Borgarfjordur ...".

Client: Pete Industry **Shopping URL:** www.byronbayloveoils.com.au **Campaign Type:** SEO



The Opportunity:

Byronbayloveoils is an Oil business Australia online. Their Mission is to become the most trusted brand that meets all requirements of the clients. They accomplish their mission by providing quality Services and engaging with customers. They wanted to take the #1 spot for all the major keywords.

The Solution:

One of our assigned project manager, was tasked with figuring out how to improve overall organic traffic to the website from non-branded keywords. With so many features, the existing page he had was quite long and very dense. He decided that he would test creating individual pages for each of the features. Each of these pages was specific to not only one feature, but also to one of the non-branded keywords they wanted to rank for. He found these keywords through his analytics platform and Google Webmaster Tools. He used some of the SHILAB's tools to see how his test performed, not only in regard to traffic gain, but also to see its behaviour.

The Results:

In the first couple of months organic traffic for non-branded keywords grew 12% along with improvement in conversions. It then rolled out individual feature pages for the remaining pages and now 86% of all non-brand organic traffic is attributed to the new individual feature pages. Additionally, **byronbayloveoils.com.au** now claims 92% of the traffic from these keywords.

Keyword ranking report:

Keywords	Website URL	Rank in Target Market
Organic Black Seed Oil	https://byronbayloveoils.com.au/product/black-seed-oil/	47
Buy Black Seed Oil Australia	https://byronbayloveoils.com.au/black-seed-oil/	45
Sea Buckthorn Oil	https://byronbayloveoils.com.au/organic-sea-buckthorn-seed-oil/	39

Snapshot:

The screenshot shows a Google search for "Sea Buckthorn Oil". The search results include a snippet from Lotioncrafter and a highlighted result from Byron Bay Love Oils. The highlighted result is for "Sea Buckthorn Seed Oil | 100% Pure Organic Certified by USDA" and describes it as a 100% pure organic seed oil that works as a skin moisturiser and provides essential fatty acids and antioxidants.

Our content writing department produces minimum **4 MILLION words** every year.

Support team working on **1,87,000+ Keywords** every year.

210+ Keyword Analysis Reports and 184+ Vital Analysis Reports are being prepared every year.

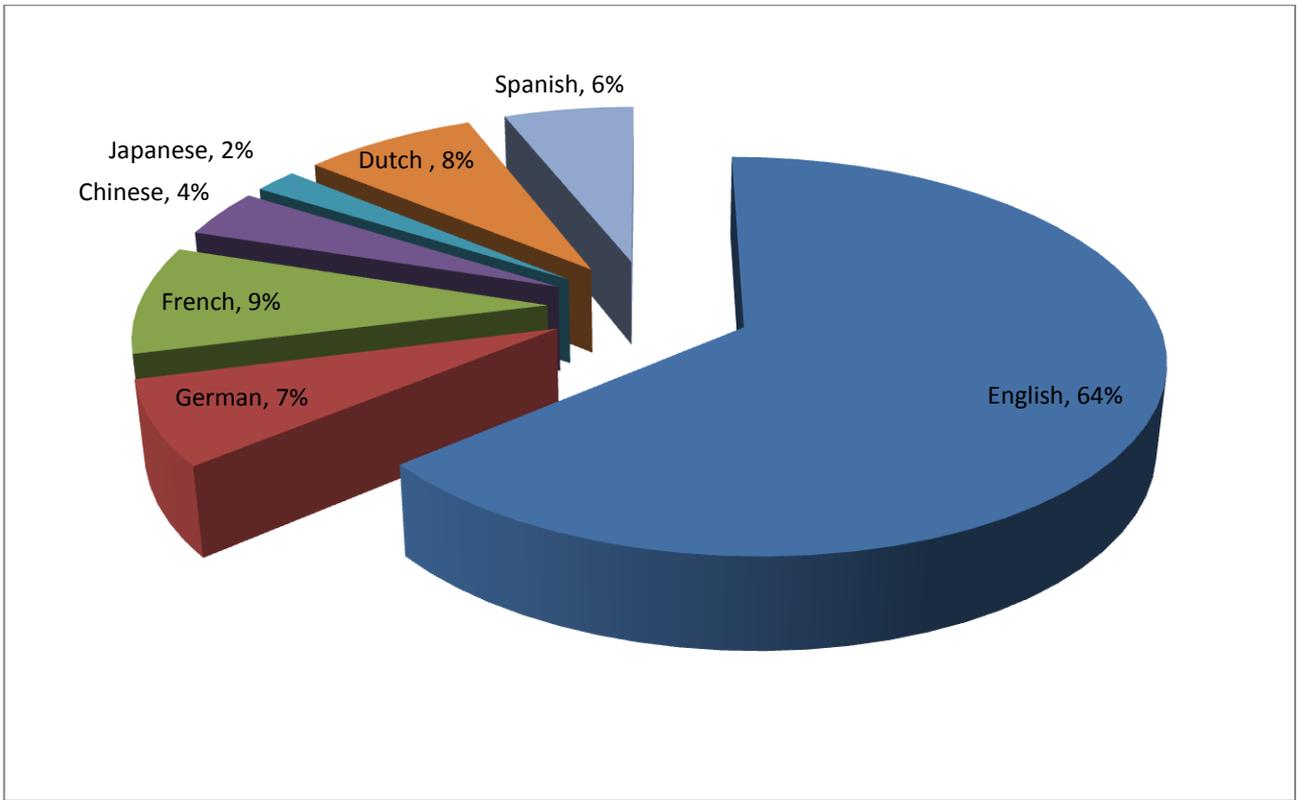
Empowering Businesses

MULTI-LINGUAL WEBSITE OPTIMIZATION

We provide Multilingual SEO deals with offering optimized content for multiple languages or multiple locations. Reaching an international audience is an opportunity that is now available to small and medium businesses in a way that has never been possible historically. Many business owners create a website and find that they are receiving international inquiries about their services, or receiving orders from other countries. Although they expected their market would be local, or at best national.

With the vastly reduced price of international communication and shipping, a logical next step is to launch a multilingual website.

Languages worked by SHILABS



COUNTRIES SERVED

We have worked for almost all parts of the world in our 14 years of expertise.

- | | | | |
|---|---|--|---|
|  Australia |  Japan |  Qatar |  Vietnam |
|  Canada |  Korea |  Russia | |
|  China |  Latvia |  Saudi Arabia | |
|  Cyprus |  Malaysia |  Spain | |
|  Ecuador |  Mali |  Sweden | |
|  Egypt |  Mexico |  Switzerland | |
|  France |  Morocco |  Thailand | |
|  Germany |  Netherlands |  United Arab Emirates | |
|  India |  Oman |  United Kingdom | |
|  Italy |  Peru |  United States of America | |

Thank
You!