



## NICO DIGITAL'S DYNAMIC SEO STRATEGY FOR A LEADING ACCOUNTING SOFTWARE COMPANY

### Key Features



**Keyword Ranking**



**Social Bookmarking**



**Blog Bookmarking**



**Offsite content creation**



**Business Listing**



**Blog Submissions**



#### Company Overview

Real Books is a cloud-based GST and VAT-compliant accounting-inventory payroll software for professionals and enterprises. It empowers companies irrespective of their size, to plan, manage and analyze their business and finances efficiently.

#### Client Need

The client was eager to establish a dominant digital presence with an in-house digital team in place. They tried to measure how they fared against the competition in terms of digital visibility and spent countless hours in vain consolidating data from various SEO tools.

After some futile attempts, they realized that a more structured approach was necessary for success. This led them to seek out capable SEO agencies that could help them boost their online visibility and credibility.



### The Solution

Our priority was to churn out copious amounts of new offsite content with strategically chosen keywords to target the right audience. Below is a detailed list of our all-encompassing SEO efforts.

- Extensive keyword research that led to the discovery of 30+priority keywords in the niche.
- Content audit and optimization.
- Authoring over 10,000+words of high-quality SEO content every month.
- Continuous tracking and optimization of article headlines and page rankings

### The Outcome

The client was able to enhance its digital visibility and grow a good customer base due to Nico Digital's continued SEO efforts. Through a targeted keyword strategy coupled with the extensive creation of quality off-site content, Real Books cemented its position in a competitive market while boosting its organic online presence.

#### Results at a Glance

**25+**  
Keywords  
Ranked

**2000+**  
Organic  
Backlinks gained

**10000+**  
Organic  
users

KEYWORDS	RANKINGS 1 <sup>ST</sup> MONTH	RANKINGS LAST MONTH
cloud based accounting software india	26	2
cloud accounting software india	17	2
online accounting software india	14	2
business accounting software india	26	7
online accounting software	43	9
best accounting software india	20	9
best accounting software in india	48	9
accounting software with gst	47	10
online gst accounting software	58	10
accounting software india	28	11
best accounting software for gst	Not in 100	12
best gst accounting software	Not in 100	12
gst accounting software	40	12
gst accounting software in india	42	12
best accounting software for small business in india	26	13
free accounting software in india	43	14
free accounting software india	55	14

