THATWARE

Digital Marketing | Branding | Design | Development | AI Based SEO

Company Profile

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Who we are & What we do?

We are ThatWare, **World's First Ever AI SEO Agency** based in Kolkata, India. At ThatWare, we as a team work extremely hard in helping common people, small business owners, middle-sized businesses and fortune companies to prosper with their online business and sales funnel. We provide customized digital marketing strategies and SEO solutions to every businesses and niche irrespective of the competition. We also keep ourselves updated with the latest digital marketing trends. We understand the importance of a brand's social media presence. We get to know them and their target audiences intimately, then we create, develop and communicate brands and their messages in an impactful & engaging way on their social media platforms as well.

ThatWare designs and implements a social media marketing campaign for its clients in such a way that adds value to potential and existing stakeholder and does not look like a mere company pushing product.

The best way for us to tell you our story is through the projects that we deliver for our clients – the following pages will show a brief about us, our services and some of the best creativities – we hope you like it!

25+ years of **EXPERIENCE**
Unrivalled **CREATIVITY**
Empowered **INNOVATIONS**

Our
Mission - Seeing A Better 🌍

Our main mission is to help peoples and businesses who want to take their online presence to a whole new level. And it has been one of our many thoughts from day one itself. We believe in putting business needs first, and this is why we continuously create various resources, strategies, plan of action and researches to help ease the challenges of internet marketing. We also work hard and put countless days into our efforts in making online marketing delightful.

We are on a mission; a very challenging mission. Yes, you got it right. We are on a mission to build a long term relationship with you and serving you a perfect digital marketing experience. To make a relationship last long, a strong connection is the key. Knowing each other, building a consistent approach, taking an in-depth look at the scenario together is how we make it work.

Our
Journey So Far….

The journey so far is roller-coaster ride for ThatWare. We kicked off with just a team of 2 individuals to be an expert team of more than 50+ innovative brains.

Everyday brought us a new challenge and our team made it easier on every occasion.

At present - **2022**:
Working with **400+ clients**
Expanding business overseas
Serving SME's & Fortune Companies

Among **top 10** most promising
SEO service providers in India

Achievement for the country, patents filed, clutch leader and UK launch in **2020**

Awarded as most fastest growing company in middle east by CEO Magazine in **2019**

Media interaction & formation of ThatWare & rapid expansion in **2018**

Demand rises in **2017**

Launch of a virtual company & Google partner in **2016**

Invented by **Tuhin Banik** in **2015**, Kolkata

Throughout our journey we have served more than **700 clients** across the globe

Our
Team

A crew of more than 100+ dedicated members make up team **ThatWare**. Project Manager, Quality Analyst, Operation Manager, Content Manager, SEO Manager, AI Specialist, Data Scientist, Digital Marketing Manager, Web Designers & Developers, Video Production Executives, Content Writers, Graphic Designers, all together make ThatWare a full service support system.

It is their love for SEO that we at **ThatWare** are able to cater diversified clients simultaneously.

Team
Summary

A Team
to see from your eyes

Project Management	Crew Members 10
Digital Marketing	Crew Members 50
Design Team	Crew Members 10
AI & Data Science Team	Crew Members 5
Web & IT Development	Crew Members 10
Quality Analyst	Crew Members 5
Content Team	Crew Members 15

» & the list is growing…

Our
Coverage So Far....

Our
Services

SEO

WEB DEVELOPMENT

SEO AI

SOCIAL MEDIA MARKETING

CONTENT MARKETING

DESIGN
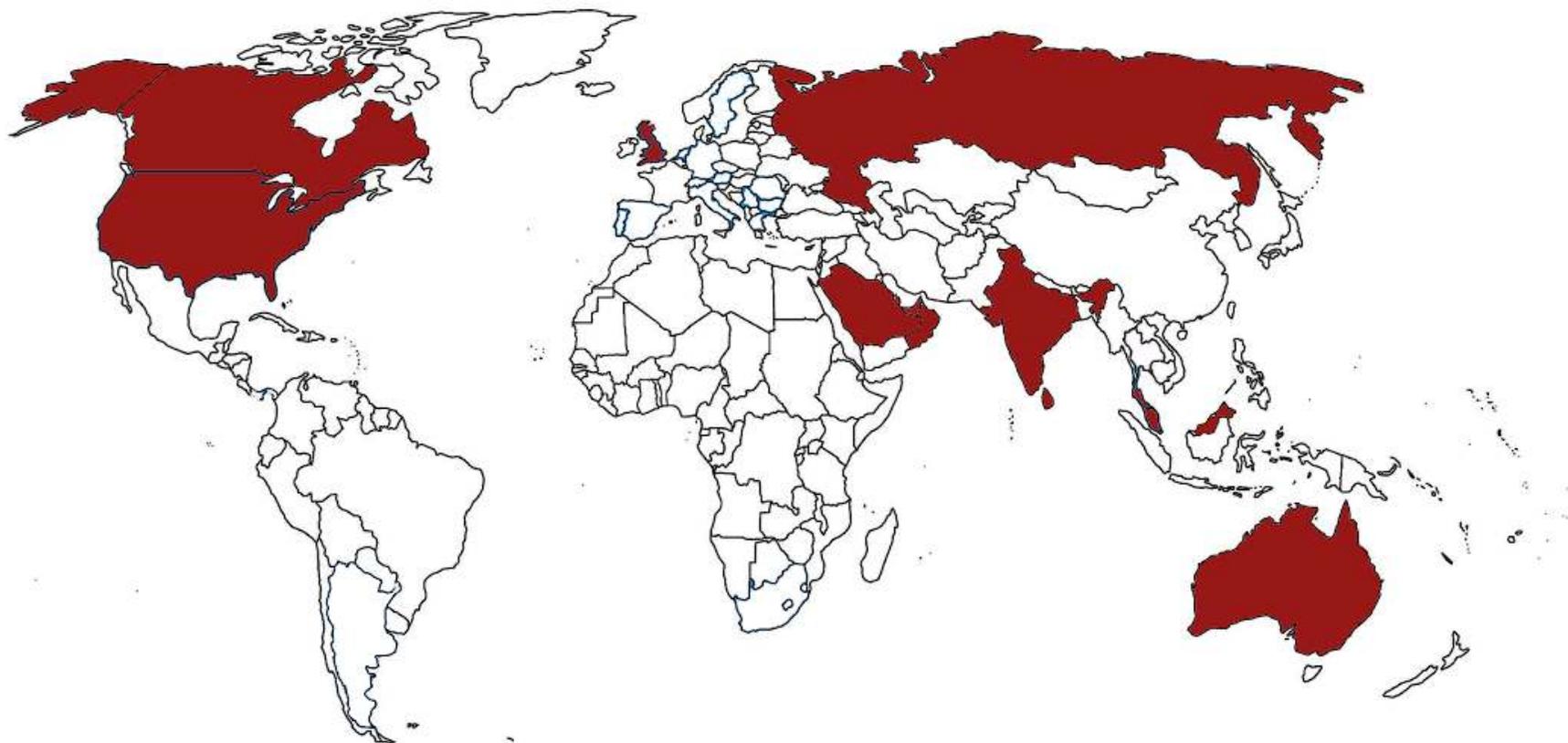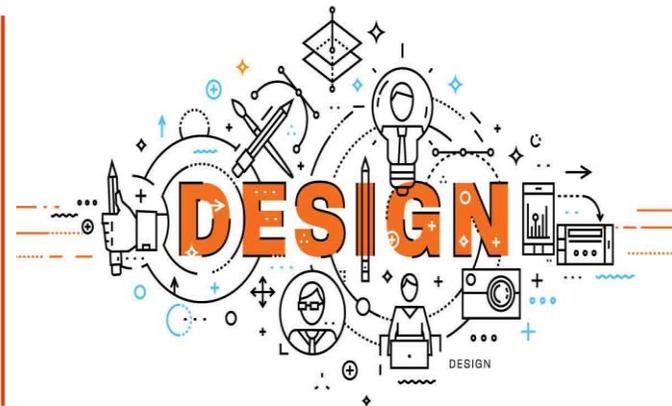
Business
Sectors

We have catered to various businesses and diversified sectors like:

Advertising

Architecture

Education

Fashion

Food

Finance

Healthcare

Law

Life Science

Sports

Tourism

>> & the list goes on and on and on!!!

Our
Process To Work

» Client Meeting

Overview of the project and the goals

» Analysis

Detailed surgery of case presented

» Ideas & Plan

Presenting the strategy and planning

» Discussion

Discussing and adjusting the strategy

» Preparation

Preparing the project framework

» Execution

Working on the project in accordance with the plan

» Management

Managing and supervising the project

» Improvement

Focus on the most efficient strategies

» Find Out More

How
ThatWare is Unique

And above all
we have
HAPPY CLIENTS
who believe in us...

Our approach towards SEO is quite different than other SEO industry players. We sit down with you to understand the exact requirement, set goals and deliver the results.

» We Are Specialists

We are not 'Jack of all trades'. We are an enthusiastic team of SEO experts. We are a dedicated team of copy writers and strategists focused solely on SEO.

» We Are Passionate

Our love for SEO is enormous and that's what makes us passionate towards our work. We understand your brands' organic presence and make passionate efforts to give desired results.

» We Are Recognized

Our brand has received the best innovative SEO company award from CLUTCH in 2019 and we are proud of what we do.

» We Are Strategists

Our **USP** is **AI based SEO strategy**, we understand brand story and prepare a customized strategy for every brand. We believe that a perfect strategy targeted towards right audience give great results.

» We Are Researchers

We not only execute SEO plan but do on-going research on SEO industry and also improve ourselves to serve our clients.

» We Deliver Results

We consistently deliver results! Our work and results speaks for themselves. We make sure you get the best ROI for the SEO campaigns. We set deliverables and achieve it in a qualitative world of SEO.

AI
Unique Dimension of SEO

» Committed to superior quality and results.

» Broad vision. Careful thought.
Hand-crafted code.

» Building your visions. Creating reality.

» Put us to the test, we are better than the rest.

» Listen better. Plan better. Build better.

Algorithm Proactivity

Algorithm Tuning

Algorithm Based Correlation

Gap Analysis Strategy

Algorithm Based Keyword Optimization

Automation With Reports

Advanced SWOT Analysis

User Analysis

AI Driven CRO

Intent Optimization

» **Find Out More**

Algorithm Proactivity

Pain Point of the SEO Industry: Google makes over 2000 algorithm changes each year; and additionally, within Google's algorithm changes, there are highly impactful "core" updates that happen both monthly and quarterly. For any company to keep up, they need an SEO team who is constantly monitor these changes, analyzing their resulting impact, and swiftly making adjustments to respond effectively so a website does not loose ranking placements.
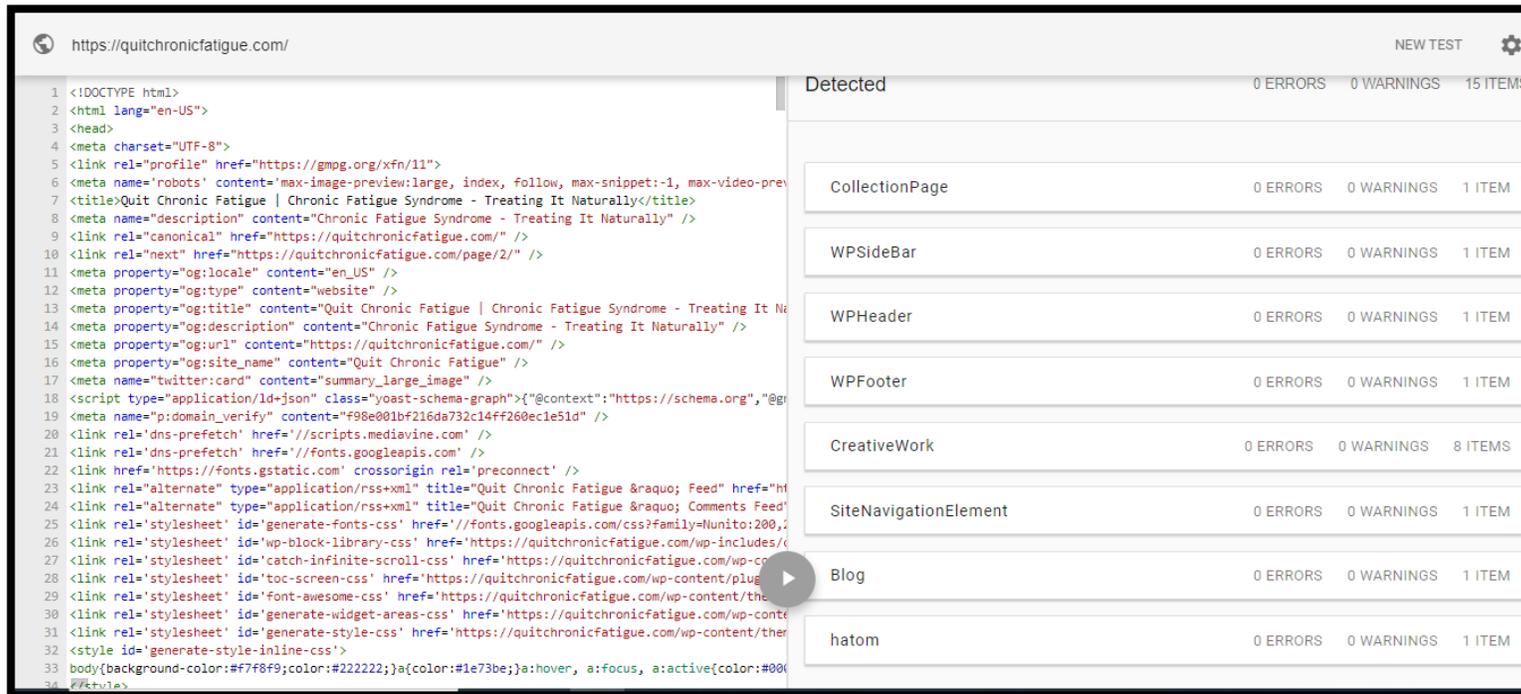
ThatWare's AI solution: One of ThatWare's AI tools is an advanced AI-based Google algorithm sensor that keeps our team and our clients up to date with all Google changes so that our campaigns respond in an optimal way.

Real-time Use Case: Additionally, our Rank Brain Algorithm runs a
dynamic query feed gathering information and multiple layers of data to respond quickly and effectively to Google algorithm changes.

How We Implement for Client Campaigns

Here's a demonstration to help convey our AI work procedure:

Below is the specific piece of code developed by our AI development team that helps make our client campaigns more SEO friendly. We test this code on our client's site in a Structured Data tool before implementing.

Live Results with Before/After Comparison

This screenshot shows real-time SEO results which we generated for a campaign after implementing our proprietary Rank Brain AI code. The positive SEO impact is significant.

Algorithm Tuning (LDA)

Pain Point of the SEO Industry: Campaign tuning is one of the core aspects to look after for every SEO campaign, or else campaigns will not be aligned with major key factors.

Thatware's AI Solution: In order to optimize SEO campaign tuning, we use an advanced AI tool called Latent Dirichlet Allocation (LDA) machine learning. LDA is a "generative probabilistic model" of a collection of composites made up of parts. For SEO, we look at the topic (or niche) that a client is looking to rank for in Google, and we analyze the "composites" (which are the documents or content pages) and the "parts" (which are the words or phrases within the document) both on the site and on competitors. The returned data gives us surgical precision on how to fine-tune content and links for optimal SEO indexing.

Real-time Use Case:

By doing real-time competitive assessment with relevant competitors we generate the value and optimize accordingly.

How We Implement for Campaign

• First, we take the URL for our client's campaign and scrape the entire website page that we want to rank in top SEO position.

• Then we use our LDA machine learning algorithm & calculations to compute the relevancy signals.

• We then correlate this data with the mean relevance value of a competitor's URL and we use conditional statements to check if the value is less or greater than the competitor's.

• If our value is greater than the competitor's then no action needed. If the value is less, we use our code structure to suggest the missing keyword terms which will help us to improve our score (and we add those terms appropriately to our client's page).

Example of Optimization Steps

This is the Landing page URL: https://thatware.co/advanced-seo/
This is the Keyword: advanced seo company

Output:
After running our code on the above URL, the LDA score we received is **0.01695542** for the keyword term "**advanced seo company**".

Observation:
This signifies that the keyword is 1.695542% relevant to the landing page and hence 98.304458% is dissimilar (100% – 1.695542%).

Analysis Overview

Competitor's standpoint:
1. For this competitor https://www.sevenstarwebsolutions.com/search-engine-optimization/, their LDA score is 0.03918762 (3.918762%).

2. For this competitor https://www.seogenics.co/advanced-seo-services/, the LDA score is 0.1453059 (14.53059%).

3. And for this competitor https://neilpatel.com/blog/10-advanced-seo-techniques-thatll-double-your-search-traffic/, the LDA score is: 0.01623469 (1.623469%)

The mean value of the competitors' LDA score is 0.06690942 (6.690942%)

Live Results

After implementing all the necessary steps, ThatWare SEO achieved 1st page SERP position for the "advanced SEO company" keyword as shown in the screenshot beside:

Tool Dashboard

AI Algorithm Based Correlation

A correlation between websites is a numerical measure of two entities, meaning a statistical comparison between two websites. Using this approach, we can get a preview of our client's site and the competitor site's structure, content, and niche. This helps us in identifying critical issues which may lead to bad ranking or penalties.

Pain Point of the SEO Industry: We often notice that most SEO agencies neglect to detect the subtle details of how a client's competitors are dominating a specific niche. AI correlation plays a role by helping us identify complex relationships and nuances of backlinks and content on a competitor's site that is ranking well.

ThatWare's AI Solution: Using correlation in SEO, we can determine what the main site is lacking; and according to the results, we can implement changes which will lead to better ranking in SERP more rapidly than other SEO methods.

How We Implement CORA AI

- Extract all the tags information from the site.
- Repeat above process for 10 competitors.
- Make mean values for competitors result.
- Check differences between mean value of competitors and our client's URL.
- Calculate coordinate with the help of Spearman & Pearson correlation algorithm and make the plot.

Live Analysis Example of H2 Tag

- **Our client's URL**
  - H2 tag is present for MY site =   1

- **Competitor URLs**
  - H2 tag is present for Competitor site = 7
  - H2 tag is present for Competitor site = 23
  - H2 tag is present for Competitor site = 1
  - H2 tag is present for Competitor site = 2
  - H2 tag is present for Competitor site = 6
  - H2 tag is present for Competitor site = 6
  - H2 tag is present for Competitor site = 12
  - H2 tag is present for Competitor site = 16
  - H2 tag is present for Competitor site = 8
  - H2 tag is present for Competitor site = 0

- Mean values of competitors: 8.1 (8)

- **Current observation:** The H2 tag is occurs in our client's URL 1 time. Calculating the Spearman & Pearson correlation algorithm through our AI code coordinate generates = 0.071 which satisfies the algorithm condition.
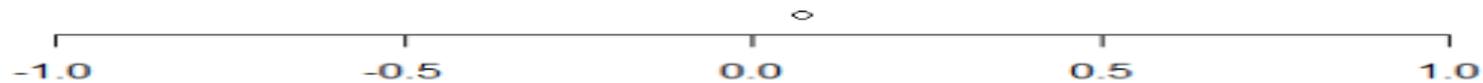
- Our landing page use H2 tag: 1

- Mean value of competitors H2 tag: 8

- After running our AI code, we **suggest adding H2 tag 8 times more** in our client's URL that we are growing Google rankings for.

Live Analysis Sample of Vital Tags

Checking H1:

```
#1.1 on H1 tag is present or not
compi = 0
mysi = 0
for(i in 1:a) {
  scraping_wiki1 = read_html(url[i])
  #cat("\n\n",i,". Name:- ",url[i])
    nodes <- scraping_wiki1 %>%
    html_nodes("h1")
    l=length(nodes)

    if(i==1) {
     cat("\n H1 tag is present for MY site =  ",l)
    } else {
      cat("\n H1 tag is present for Competitor site = ",l)
    }

}
```

Checking strong tag:

```
#2.0 on page strong tag is present or not
compi = 0
mysi = 0
for(i in 1:a) {
  scraping_wiki1 = read_html(url[i])
    nodes <- scraping_wiki1 %>%
    html_nodes("strong")
    l9=length(nodes)
    if(i==1) {
      mysi = mysi + l9
      cat("\n <strong> tag is present for MY site =  ",l9)
    } else {
      compi = compi + l9
      cat("\n <strong> tag is present for Competitor site = ",l9)
    }

}
mysi1 = mysi
compi1 = compi / (i-1)
mean1 = compi1 - mysi
total1 = mean1 / 100
cat("\n Result for <strong> tag: ",total1)
```

Checking b tag:

```
#2.1 on page b tag is present or not
compi = 0
mysi = 0
for(i in 1:a) {
  scraping_wiki1 = read_html(url[i])
    nodes <- scraping_wiki1 %>%
    html_nodes("b")
    l10=length(nodes)
    if(i==1) {
      mysi = mysi + l10
      cat("\n <b> tag is present for MY site =  ",l10)
    } else {
      compi = compi + l10
      cat("\n <b> tag is present for Competitor site = ",l10)
    }

}
mysi1 = mysi
compi1 = compi / (i-1)
mean1 = compi1 - mysi1
total1 = mean1 / 100
cat("\n Result for <b> tag: ",total1)
```

Checking Page Title Attribute Matches:

```
#30nPageTitleAttributeMatches.html

for(i in 1:a) {
  scraping_wiki1 = read_html(url[i])
  title_data_html <- html_nodes(scraping_wiki1, "title")
  title_data <- html_text(title_data_html)
  punc = gsub("[\n\r\t]", " ",title_data)
  lower1=tolower(punc)
  kkk=grepl(g, lower1, ignore.case = FALSE, perl = FALSE, fixed = FALSE, useBytes =
FALSE)
   morelen = length(title_data)
   if(morelen>1 && i==1) {
     cat("\n",i,". More than one title tag is present to my site.")
   } else {
     if(morelen>1 && i>1) {
       cat("\n",i,". More than one title tag is present to competitor site.")
      } else {
   if(kkk=="TRUE" && i==1) {
   cat("\n",i,". My site:- ",lower1," [Match to] ",g)
   } else {
     if(kkk=="TRUE") {
     cat("\n",i,". Competitor site:- ",lower1," [match to] ",g)
     } else {
      if(i==1) {
       cat("\n",i,". My site:- ",lower1," [not match to] ",g)
      } else {
       cat("\n",i,". Competitor site:- ",lower1," [not match to] ",g)
      }
     }
   }
  }
 }
}
```

Checking if Page Li tag Matches:

```
compi = 0
mysi = 0
for(j in 1:a) {
    c = 0
    does = 0
    scraping_wiki1 = read_html(url[j])
    title_data_html <- html_nodes(scraping_wiki1, "li")
    title_data <- html_text(title_data_html)
    del1 = gsub("[\n\r\t]", " ",title_data)
    del1 = gsub("[[:digit:]]", " ", del1)
    del1 = gsub("[?.!/-]", " ",del1)
    del1 = gsub("[/$@!]", " ", del1)
    del1 = gsub("[[:punct:]]+"," ",del1)
    lower4=tolower(del1)
    len6=length(lower4)
    if(j==1) {
      cat("\n",j,". My site:- ",url[j])
      for(i in 1:len6) {
        del3=grepl(g, lower4[i], ignore.case = FALSE, perl = FALSE, fixed = FALSE,
useBytes = FALSE)
        if(del3=="TRUE") {
          mysi = mysi + 1
          #cat("\nMatches:- ",lower4[i])
          does <- does + 1
        }

      }
      if(does==0){
        cat("\n Does not Match.")
        mysi = mysi
      }
    } else {
      cat("\n",j,". Competitor site:- ",url[j])
      for(i in 1:len6) {
        del3=grepl(g, lower4[i], ignore.case = FALSE, perl = FALSE, fixed = FALSE,
useBytes = FALSE)
        if(del3=="TRUE") {
```

Live Results with Before/After Comparison

These screenshots below show real-time SEO results with the help of CORA AI which we have generated

for our client campaign www.incrediwear.com.

By implementing the CORA AI strategy in the site, we successfully increased organic traffic and organic keyword rankings for the client.

Tool Dashboard

Gap Analysis Strategy

Pain Point of SEO Industry: The simplest SEO goal for all of our clients is surpass their competitors in keyword rankings. Most SEO agencies will look at a competitor's backlinks and page content, and that's the extent of their analysis. However, this only gathers a portion of competitor insight.

ThatWare's AI Solution: At ThatWare, we go deeper and run a comprehensive AI-driven Gap Analysis which doesn't stop at listing a competitor's backlinks or keyword profile. Rather, our AI-Gap Analysis actually calculates the "gap" between our client's URL and competitor URLs looking at backlink gap, content gap, tag gaps, and more. Then, our AI tool shows us with precision what we need to do to close the gap and catch up to the competitor.

Live Results with Before/After Comparison

The screenshot below shows real-time SEO results using our AI Gap Analysis which we have generated for our client www.administrativetaxi.com:
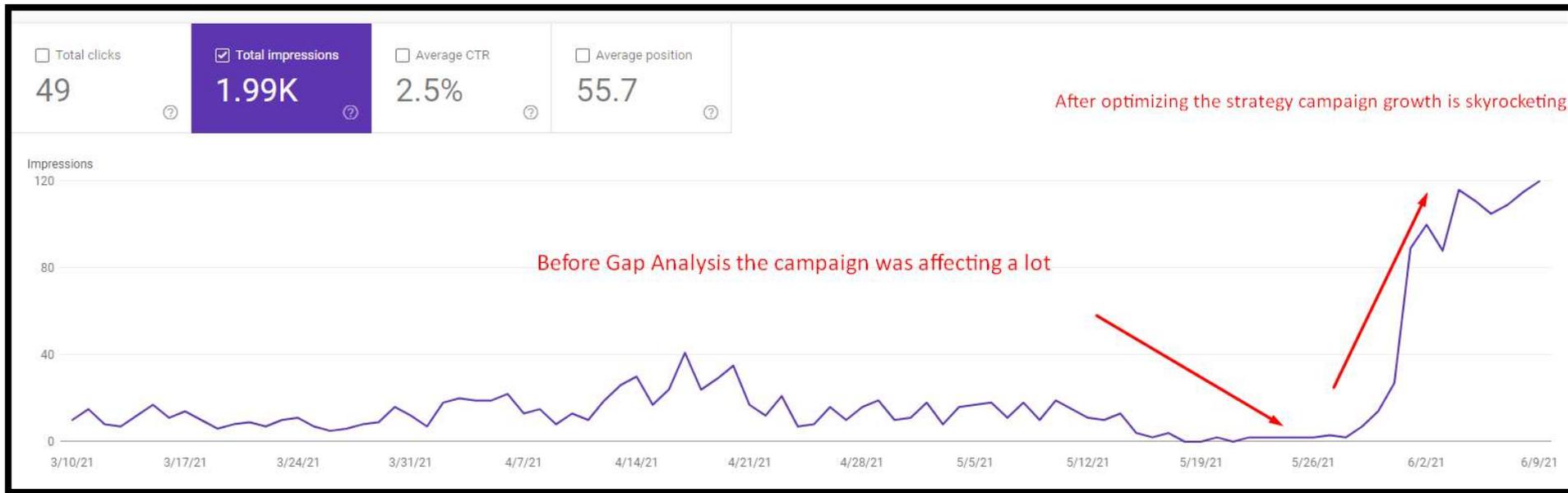
Advanced SWOT Analysis (Data Driven)

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. When we run a SWOT Analysis on a client's website, we are assessing these four aspects of your business.

Pain Point of Industry: Most SEO agencies don't do SWOT analysis for their clients, which is an opportunity left untouched.

ThatWare's Solution: We use SWOT Analysis to make the most of what you've got and to find the broadest spectrum of areas where we can make improvements to our client's advantage. Our goal is to reduce the chances of failure by best understanding what a client's website lacks and eliminating hazards that would otherwise catch a client unawares.

How We Do The Analysis

Live Results with Before/After Comparison

The screenshot below shows Domain Rating improvement resulting from our work after analyzing the SWOT. We have managed to gain good domain rating growth for (https://www.3cir.com/)
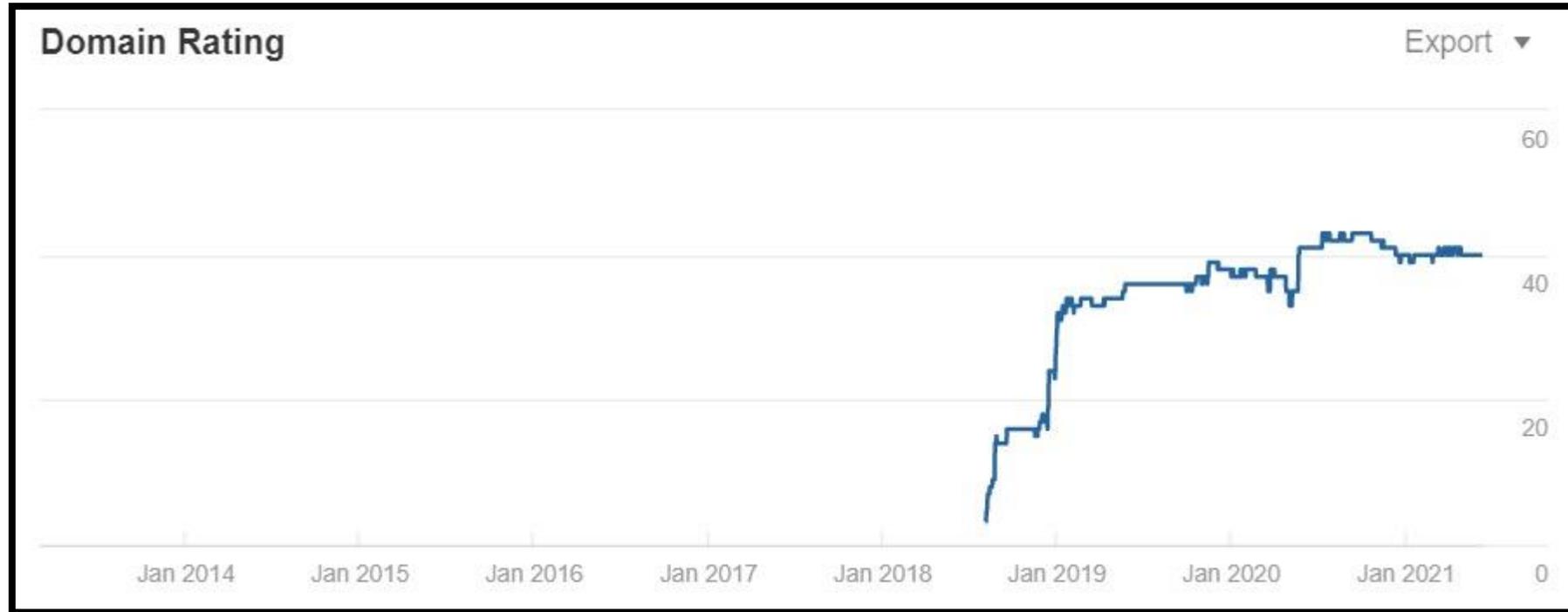
Algorithm Based Keyword Optimization

Pain Point of the SEO Industry: Keyword optimization is a vital part of any SEO campaign. In order to find out best keyword opportunities for any client, we dig deeper where most of the SEO agencies cannot to determine the most relevant keywords to target.

ThatWare's Solution: We use our own AI-based keyword analytics tool to check the keyword relevancy, "bag of words", semantic proximity, and TF-IDF metrics to optimize and target keywords for the greatest SEO impact.

Real-time Use Case: We use our very own AI based tool's bag of words segment to optimize a campaign in terms of keyword optimization.

Live Results of Main Keywords Position

The screenshot below shows keyword position improvement resulting from our work in keyword optimization. (https://24chakra.com/)

Top queries	↓ Clicks	Impressions	Position
indian sweets online usa	313	2,945	3.4
indian sweets online	264	3,466	14.2
south indian sweets online usa	114	888	2
south indian snacks online	111	1,938	9.4
24chakra	97	188	1
grand sweets usa	79	1,653	7.8

Automation With Reports

Pain Point of the SEO Industry: In the SEO industry, there are several automation techniques available to make reporting processes more accurate. Most SEO agencies stop only at backlink reports, content growth, and organic traffic stats. But there is much more available.

ThatWare's Solution: We use Google Data Studio, Google API for automated reporting, Google Search Console, and Google Optimize to test variants of web pages and see how they perform against an objective that you specify.

User Analysis

Pain Point of the SEO Industry: Most SEO agencies don't analyze a client's website user behavior which is a crucial metric to to understand and monitor on-going.

Thatware's Solution: We use "heatmap" metrics and semantic engineering blended with analytics to keep track of the user flow.

Real-time Use Case: We implement semantic code based heatmap on the site to keep tracking Where the maximum exposure of user took place throughout the site.

How We Implement User Analysis

We look at ten of your competitors and create a heat map of those competitors' websites. Next, we create a heat map of our client's website.

We then take keywords from the competitors' heat maps and compare with our client's heat map. Our algorithm analyses which keywords are dis-similar between competitors' heat maps and our client's URL. Next, we calculate cosine similarity of our client's webpage and the average of the competitors' cosine value. Finally, through this process, we can determine which keywords to add into our client's webpage, and then we can check the cosine value of the URL again to track improvement.

```r
library(NLP)
library(tm)
library(proxy)
library(RTextTools)
 library(matrixStats)
library(RColorBrewer)
library(genefilter)
library(cluster)
library(readxl)
library(stringi)
library(xlsx)
library(wordcloud)
library(ggplot2)
library(gplots)
library(interactions)
```

```r
#................
mywords<- read.csv("mystop.csv",header =F,sep = ",")
mywords <- as.character(mywords$v1)
mywords <- c(mywords, stopwords())
#............
mywords2<- read.csv("mystop2.csv",header =F,sep = ",")
mywords2 <- as.character(mywords2$v1)
mywords2 <- c(mywords2, stopwords())
#............
mywords3<- read.csv("mystop3.csv",header =F,sep = ",")
mywords3<- as.character(mywords3$v1)
mywords3 <- c(mywords3, stopwords())
#............
mywords4<- read.csv("mystop4.csv",header =F,sep = ",")
mywords4 <- as.character(mywords4$v1)
mywords4 <- c(mywords4, stopwords())
#............
mywords5<- read.csv("mystop5.csv",header =F,sep = ",")
mywords5 <- as.character(mywords5$v1)
mywords5 <- c(mywords5, stopwords())
#................
#............
#
```

AI Driven CRO

Pain Point of the SEO Industry: Most SEO agencies limit their work to SEO only, though they also need to optimize the campaign for Conversion Rate Optimization as well. Otherwise, a campaign's true value growth cannot be measured in terms of revenue generation.

ThatWare's Solution: We use AI sensors to build the perfect CRO strategy to develop the campaign conversion growth.

Live Results with Before/After Comparison

The screenshot below shows real-time SEO results with the help of CRO which we have generated for our client www.24Chakra.com

Intent Optimization

Pain Point of the SEO Industry: Most SEOs does not focus on intent based optimization, they just randomly pick some keywords from some keyword research tools and start optimizing the campaign according to the keywords.

ThatWare's Solution: We use some key AI metrics to optimize campaign according to the search intent and pave the way for the campaign growth.

Real-time Use Case: We use our very own AI based tool's bag of words segment to optimize a campaign in terms of intent optimization.

Live Results with Before/After Comparison

This screenshot shows real-time SEO results with the help of intent optimization which we have generated for our client. (https://immersiondesigns.com/)
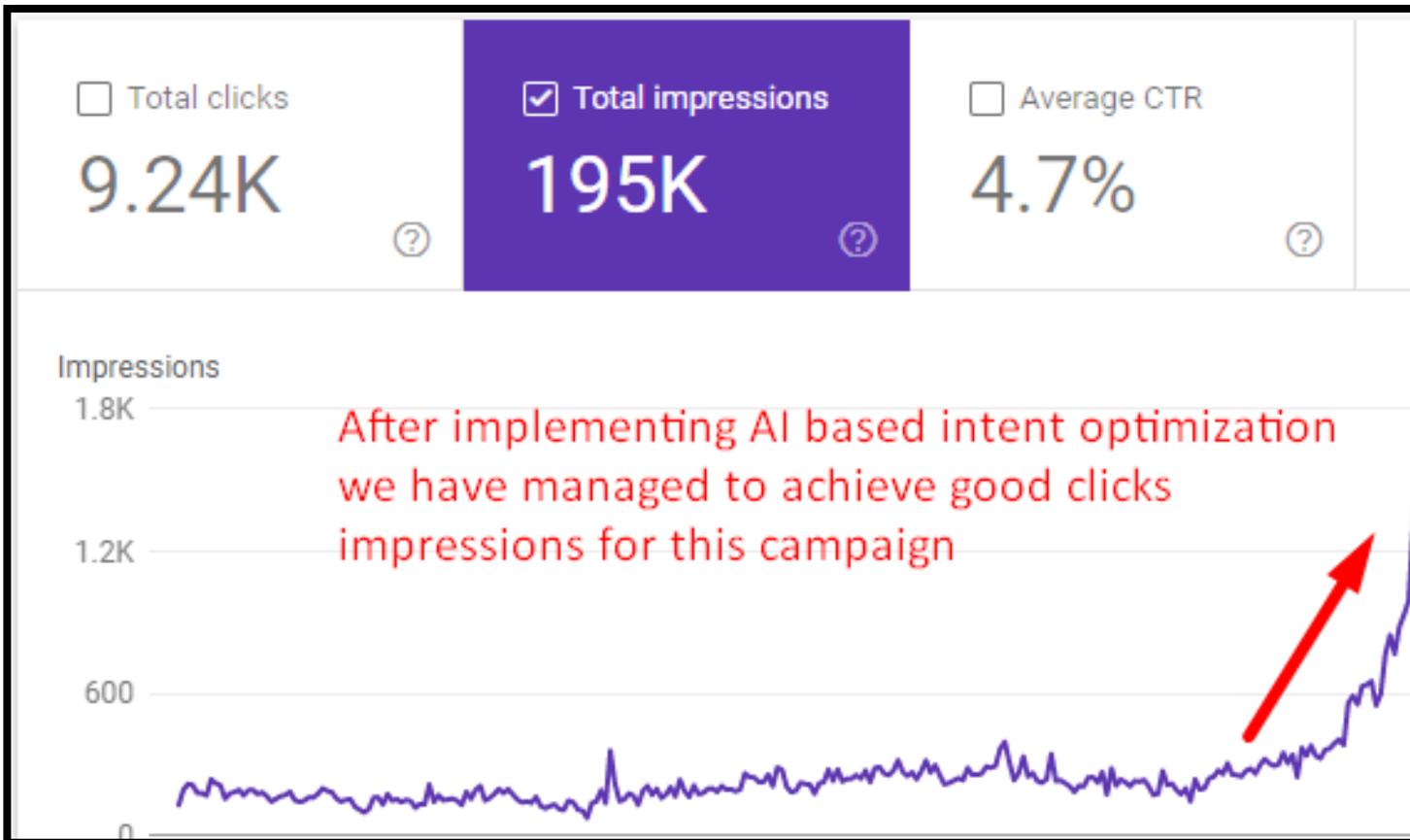
ThatWare

Internal Management

The ThatWare team comprises of 50+ dynamic young enthusiasts who love everything about digital marketing. Director of ThatWare supervises the entire architecture of the management.

» Digital Presence Manager

An organized and well-managed brain is responsible for managing the campaign strategies, performance and monitoring the entire team of digital.

» Content Manager

Right from real estate to fashion brands, give our content writer anything and the outcome is always desirably unexpected. And that is only possible for our content head.

» Lead Developer & AI Specialist

Directing the development team in the design, development, coding, testing and debugging of applications of Web & AI.

» Project Manager

A leader who plays vital role in planning, executing, monitoring, controlling, and closing projects. He deliver projects on time, within the budget, and brief while keeping everyone in the know and happy.

» Lead Graphic Designer

A wacky brain that gives out some out-of-the-box ideas to the entire designing team and control the whole team.

» IT Head

Oversees all technology operations and evaluating them according to established goals.

» Quality Analyst

Maintains working knowledge of quality standards.

What
Have We Done...

We served over 500+ different customers in 5 years, loved them all.

We sent over 10K e-mails from the company accounts until now. We received 6K e-mails.

We organized 7000+ meetings since our beginning.

Within the past 1 year, we helped and witnessed 10 new brand's foundation, growth and even running, in addition to our customers.

We were included in management as company employee for 2190 days in total. We had fun, managed.

We consumed 11000 cups of tea and coffee. We didn't eat but served. This is between us 😉

How
Have We Done...

Business Objective

The sole objective of the project is to help in traffic acquisition and help in extreme brand exposure. Sole objective is to acquire up to 200K monthly sessions with vast SERP exposure with high conversion rate.

View Full Case Study

How
Have We Done...

Solutions

» Technical SEO check-up & fixes
» On-page SEO check-up & fixes
» Content Optimization to 200K monthly
» Sitemap set up with proper protocol
» Internal linking strategy formations
» Increment in backlinks count

HEAVYGLARE
Complete Eyewear Solutions

View Full Case Study

How
Have We Done…

Result

The amount of user they have and also the amount of sessions has been increased from the previous year. The revenue they are generating now has also been increased.

[View Full Case Study](#)

How
Have We Done…

HEAVYGLARE
Complete Eyewear Solutions

Result

» Conversion rate has been optimized
» 24K to 35K sessions a month
» Good growth of referring domains
» Huge exposure on SERP visibility

[View Full Case Study](#)

How
Have We Done...

This is one of our Enterprise SEO clients for whom we have achieved great result

INCREDIWEAR

Business Objective

The client need good amount of traffic and unique user in the website and most importantly the keyword rankings in 1st page.

View Full Case Study

How
Have We Done…

This is
one of our
Enterprise SEO
clients for whom we have achieved great result

iNCREDIWEAR

Difficulties We Faced:

1. SERP visibility was none
2. Sessions in a month are very poor
3. Referring Domain score is very low
4. Less traffic
5. No quality content

View Full Case Study

How
Have We Done...
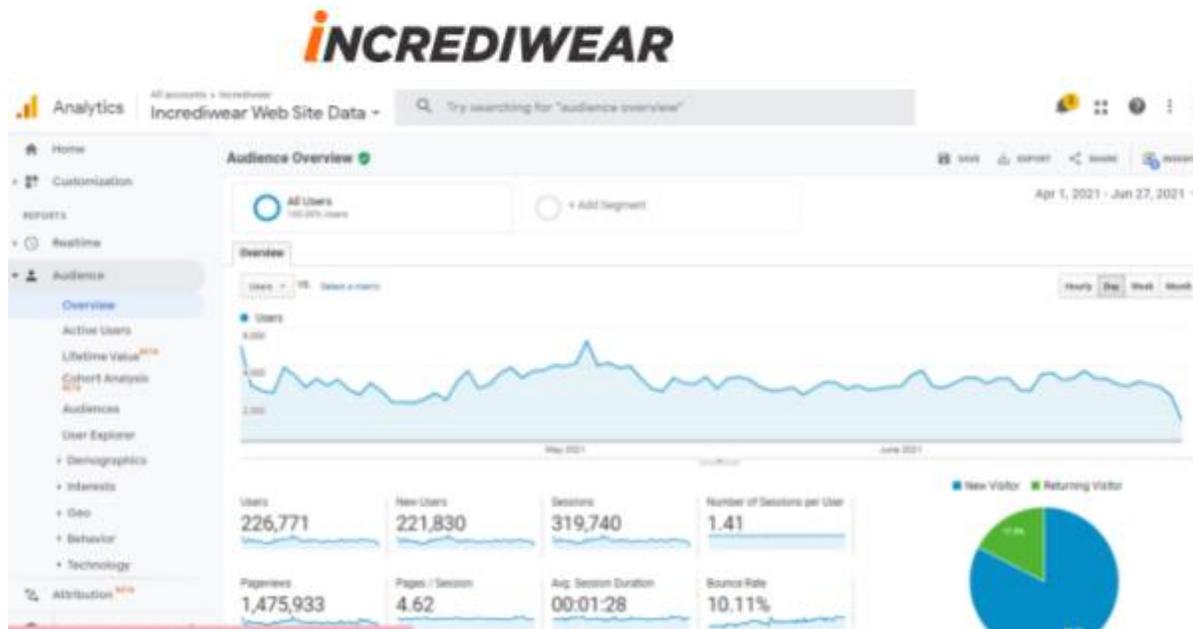
Result

The amount of user and also the amount of sessions has been drastically increased from the previous stats. The visitors they have now is lot more than before and also this site is performing well in SERP compare to its competitors. .

View Full Case Study

How
Have We Done...

INCREDIWEAR

Result

- ▶ Improvement in 100+ keywords
- ▶ Improved CTR
- ▶ Increase in traffic
- ▶ 1st Page SERP visibility
- ▶ Better brand exposure

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Enterprise
SEO

Benefit's	$1,000 USD	$2,000 USD	$4,000 USD	$6,000 USD	$8,000 USD	$10,000 USD	$15,000 USD	$20,000 USD	$30,000 USD	$50,000 USD
Number of keywords to target	25	55	80	140	200	280	370	450	520	800 – 1000
Product / Cat / Service Pages Optimization	25	55	80	140	200	280	370	450	520	800 – 1000
Weekly Performance Reports	Yes = 1 Report	Yes = 1 Report	Yes = 1 Report	Yes = 2 reports	Yes = 2 reports	Yes = 3 reports	Yes = 4 reports	Yes = 5 reports	Yes = 6 reports	Yes = 8 reports
SEMrush Fixes	Upto 100 Pages	Upto 200 Pages	Upto 300 Pages	Upto 400 Pages	Upto 500 Pages	Upto 600 Pages	Upto 700 Pages	Upto 1000 Pages	Upto 5000 Pages	Upto 20000 Pages
Architectural Fixes	No	Iinternal links	In-links + Internal links	Silo + In-links + Internal links	Silo + In-links + Internal links	Silo + In-links + Internal links + Data-driven gephi	Silo + In-links + Internal links + Data-driven gephi	Silo + In-links + Internal links + Data-driven gephi + YMYL	Silo + In-links + Internal links + Data-driven gephi + YMYL + POP	Silo + In-links + Internal links + Data-driven gephi + YMYL + CORA + POP
Screaming Frog Fixes	Upto 100 Pages	Upto 200 Pages	Upto 300 Pages	Upto 400 Pages	Upto 500 Pages	Upto 600 Pages	Upto 700 Pages	Upto 1000 Pages	Upto 5000 Pages	Upto 20000 Pages
Gtmetrix Fixes	G score only	G Score + Y Slow Score	G Score + Yslow + Water fall fixes	Entire Gtmetrix Across 3 test locations	Entire Gtmetrix Across 4 test locations	Entire Gtmetrix Across 5 test locations	Entire Gtmetrix Across 6 test locations	Entire Gtmetrix Across 7 test locations	Entire Gtmetrix Across 8 test locations	Entire Gtmetrix Across 10 test locations
PSI Fixes Mobile + Desktop	Desktop only	Desktop only	Desktop only	Desktop only	Desktop + Mobile	Desktop + Mobile	Desktop + Mobile	Desktop + Mobile	Desktop + Mobile	Desktop + Mobile
TTFB Fixes	NO	NO	NO	Yes	Yes	Yes	Yes	Yes	Yes + 1st view Fixes	Complete Fixes
Pingdom Fixes	NO	Yes	Yes	Yes	Yes and all modules	Yes and all modules	Yes and all modules	Yes and all modules	Yes and all modules	Yes and all modules and Advanced Level Speed Fixes

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Complete On-page SEO https://thatware.co/on-page-audit/	4 segments	8 Segments	12 Segments	15 Segments	18 Segments	23 Segments	28 Segments	35 Segments	45 Segments	80 Segments
ThatWare's Advanced SEO Exclusive https://thatware.co/advanced-seo	Upto 2 Modules out of 73	Upto 5 Modules out of 73	Upto 8 Modules out of 73	Upto 12 Modules out of 73	Upto 18 Modules out of 73	Upto 23 Modules out of 73	Upto 28 Modules out of 73	Upto 35 Modules out of 73	Upto 50 Modules out of 73	All Segments
AI Based SEO Exclusive https://thatware.co/semantic-seo/	Upto 1	Upto 3	Upto 5	Upto 8	Upto 12	Upto 18	Upto 23	Upto 35	Upto 40	Upto 60
ThatWare's Advanced Link Building Exclusive https://thatware.co/advanced-link-building	Upto 1	Upto 3	Upto 5	Upto 8	Upto 12	Upto 18	Upto 23	Upto 35	Upto 40	Upto 60
High DA Backlinks	40	100	250	450	800	1500	2100	2800	4000	7000

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High DF Backlinks	10	25	40	80	120	180	250	320	400	600
NAPs Building	10	25	40	60	80	120	160	210	270	400
GMB Optimisation	NO	NO	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes + 3 Pack
Algorithm Updates	No	No	1 / Month	3 / Month	5 / Month	8 / Month	10 / Month	12 / Month	15 / Month	As many updates on a Month
Content Optimisation	Upto 2 main pages	Upto 4 main pages	Upto 8 main pages	Upto 12 main pages	Upto 16 main pages	Upto 22 main pages	Upto 27 main pages	Upto 35 main pages	Upto 42 main pages	Upto 60 main pages
Graphic submissions (Image / Info-graphic)	3	6	10	15	20	35	45	60	75	95
PPT Submission	3	6	10	15	20	35	45	60	75	95
PDF Submission	3	6	10	15	20	35	45	60	75	95

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Podcast Submission	1	2	3	5	7	10	15	20	25	30
WEB 2.0 Content Submission (1500 words+)	1 / week	2 / week	3 / week	5 / Week	8 / Week	12 / Week	16 / Week	20 / Week	25 / Week	40 / Week
Competitor Backlinks	NO	NO	NO	NO	5	10	17	22	30	50
Social Posting	NO	NO	NO	1 / Week	2 / Week	3 / Week	4 / Week	5 / Week	8 / Week	12 / Week
Search Console Optimisation	NO	Only Mobility issues	Basic Coverage issues + Mobility Issues	Basic Coverage issues + Mobility Issues + Excluded Fixes	Basic Coverage issues + Mobility Issues + Excluded Fixes + Removals optimization	Basic Coverage issues + Mobility Issues + Excluded Fixes + Removals optimization + Product fixes	Basic Coverage issues + Mobility Issues + Excluded Fixes + Removals optimization + Product fixes + Mobility + Sitemap	Basic Coverage issues + Mobility Issues + Excluded Fixes + Removals optimization + Product fixes + Mobility + Sitemap + Coverage	Basic Coverage issues + Mobility Issues + Excluded Fixes + Removals optimization + Product fixes + Mobility + Sitemap + Coverage + Page Experience	Ever
Structured Data Implementation : Normal	Upto 3 main pages	Upto 6 main pages	Upto 10 main pages	Upto 15 main pages	Upto 20 main pages	Upto 40 main pages	Upto 60 main pages	Upto 80 main pages	Upto 120 main pages	Upto 150 main pages

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Structured Data Implementation : Advanced	Upto 3 main pages	Upto 6 main pages	Upto 10 main pages	Upto 15 main pages	Upto 20 main pages	Upto 40 main pages	Upto 60 main pages	Upto 80 main pages	Upto 120 main pages	Upto 150 main pages
Press Releases of our choice	NO	NO	NO	NO	Two	5 +	7 +	10 +	15 +	25+
Business Intelligence	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
Competitive Intelligence	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
Gap Strategies	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
SWOT Strategies	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
Skyscrapper Technique	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES

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Daily Updates (Mon – Fri)	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
Reputation Management	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
Penalty Recovery	NO	NO	NO	NO	NO	NO	Manual Penalty Only	Manual Penalty Only	Manual Penalty Only	All Kinds of Penalty
Edu Submissions	NO	NO	NO	5	8	12	15	20	25	50
High TLD Links	NO	NO	NO	5	8	12	15	20	25	50
Link Wheel	NO	NO	NO	1	2	3	4	5	6	10
SENuke TNG	NO	NO	NO	1	2	3	4	5	6	10

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Tiered Links	NO	NO	NO	1	2	3	4	5	6	10
Keyword Drop Analysis	NO	NO	NO	NO	NO	NO	Yes + Quick Recovery within 15 days	Yes + Quick Recovery within 5 days	Yes + Quick Recovery within 3 days	Yes + Quick Recovery within 2 days
Pro-active analysis	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
Edu Submissions	NO	NO	NO	5	8	12	15	20	25	50
Real Time Support	NO	NO	NO	SLA 5 days	SLA 4 days	SLA 3 days	SLA 2 days	SLA 1 day	SLA 12 hour	SLA 6 hour
SAAS Based Operations on SEO Automations	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES
Gap Analysis Practices	Upto 2 competitor's	Upto 3 competitor's	Upto 5 competitor's	Upto 8 competitor's	Upto 12 competitor's	Upto 15 competitor's	Upto 18 competitor's	Upto 22 competitor's	Upto 25 competitor's	Upto40 competitor's

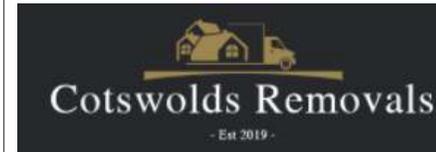# Some of Our
Esteemed Clients

We Love

What We Do

Thank You