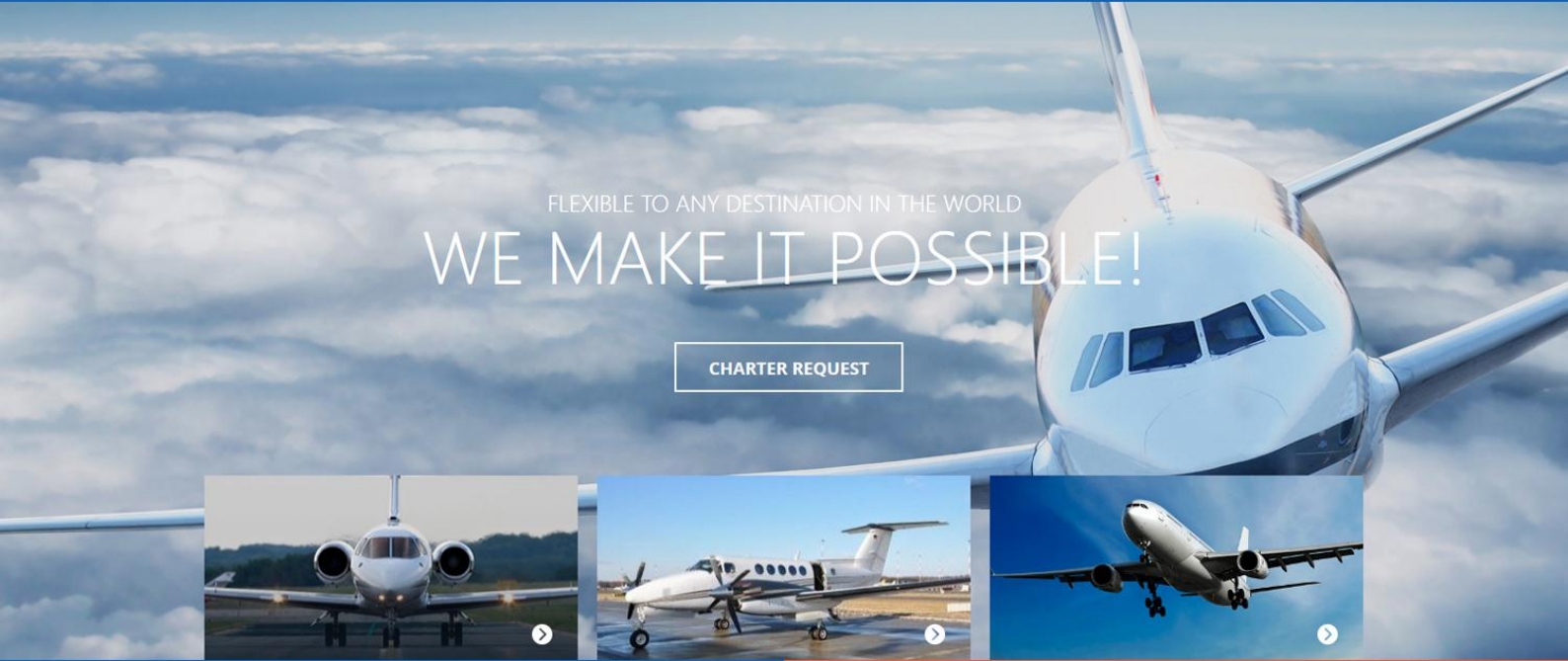


Case Study Flightime



- Expert in creating High performance application
- Complex Database Integrated Web application
- SDLC, Agile, Scrum Web applications Delivery
- Stringent Proven security testing of application
- Cross Integration with industry known Application and Data Integrity

- Cloud Based Web Applications [Saas, Caas, Pass]
- Integrated Web services with Mobile App Expertise
- Interactive with AJAX, JQuery, Javascript, Json
- Multi Language Expertise
- Reporting Analytics
- Clean User Interface

Goal Overview	Goal Completions	Goal Conversion Rate	Contact (Goal 1 Completions)	Revenue (Goal 2 Completions)
Nov 1, 2016 - Nov 30, 2016	242	19.98%	226	16
Nov 1, 2015 - Nov 30, 2015	159	9.51%	156	2
	52.20%	110.14%	44.87%	700.00%



Flight Time

Project – FlightTime - A global service for private jet charter and private aircraft hire

Industry – Aviation

Client – Holger Rathje

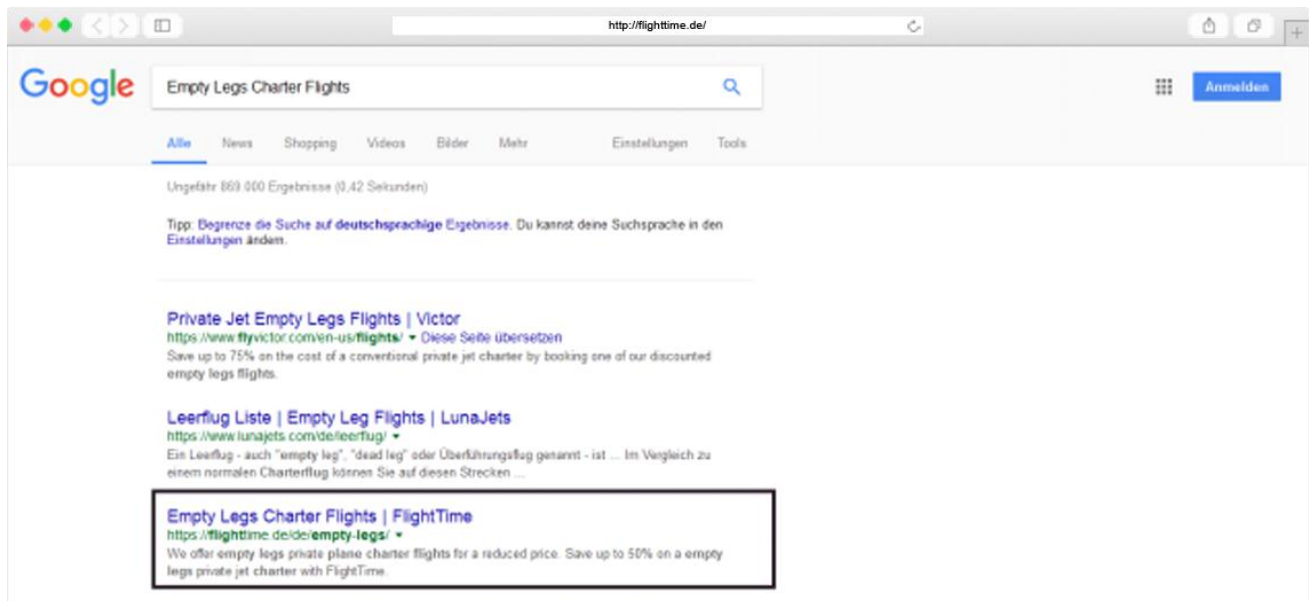
Website – <http://flighttime.de/>

Business Needs

- To Grow Traffic and Sales (Inquiry) On Smart Phones Tablets and Desktops
- Facilitate site conversions on all devices
- Improve user experience and Customer Journey.
- Perfecting goals in Google Analytics (To Know: Customer Reach, Visit Time, Pages Views, Triggered Event)

Introduction

FlightTime - A leading global air craft chartering specialist partner. With 30 years of experience in the sector of full charter flights and services, FlightTime moves thousands of travellers each year throughout the world.



Results Achieved

We have a team of highly innovative professionals providing with instant results to rise in the highly competitive market within niche.



– **Conversion/inquiries Comparison : (From Project Started to Current Results):**

Goal Overview	Goal Completions	Goal Conversion Rate	Contact (Goal 1 Completions)	https://flighttime.de/ (Goal 2 Completions)
Nov 1, 2016 - Nov 30, 2016	242	19.98%	226	16
Nov 1, 2015 - Nov 30, 2015	159	9.51%	156	2
Comparison Results	52.20%	110.14%	44.87%	700.00%

– **Paid Conversion Comparison : (From Project Started to Current Results):**

While we started FlightTime project, we have increased conversion rate as per following table.

Paid Conversion Overview	Cost	Conversion Rate
Nov 1, 2016 - Nov 30, 2016	163.81	2.66
Nov 1, 2015 - Nov 30, 2015	615.63	0.19
	-73.39%	1297.93%

Client had spent **615.63\$** as cost and got **0.19** Conversion rate, while we decreased the cost to **163.81\$** from **615.63\$** and got best conversion rate as **2.66**.

So you can see the huge number of conversion achieved with low budget that shows our expertise in Paid marketing.

– **Organic Search Comparison : (From Project Started to Current Results):**

Organic Search	Sessions
Nov 1, 2016 - Nov 30, 2016	505
Nov 1, 2015 - Nov 30, 2015	366

– **Social Comparison : (From Project Started to Current Results):**

Social	Sessions
Nov 1, 2016 - Nov 30, 2016	50
Nov 1, 2015 - Nov 30, 2015	30



– **Google/Organic Comparison : (From Project Started to Current Results):**

Google / Organic	Sessions
Nov 1, 2016 - Nov 30, 2016	490
Nov 1, 2015 - Nov 30, 2015	353

– **Social Profile Links : (From Project Started to Current Results):**

Social Profiles	# of Friends/ Followers/ Likes for Nov- 2015	# of Friends/ Followers/ Likes for Nov- 2016	URLs
Facebook Friends	108	414	https://www.facebook.com/EugenThalberg
Facebook Likes	122	499	https://www.facebook.com/FlightTime.gmbh/?
Facebook Groups	16	37	https://www.facebook.com/EugenThalberg
Twitter followers	144	632	https://twitter.com/FlightTime_de
Twitter Following	470	521	https://twitter.com/FlightTime_de
Twitter Tweets	138	407	https://twitter.com/FlightTime_de
Google+ Page followers	22	84	https://plus.google.com/103436354721208214949/
Google+ Page following	70	329	https://plus.google.com/103436354721208214949/
Google +Page Views	1	24780	https://plus.google.com/104775663500882034354/

– **SERPs (Ranking Results):**

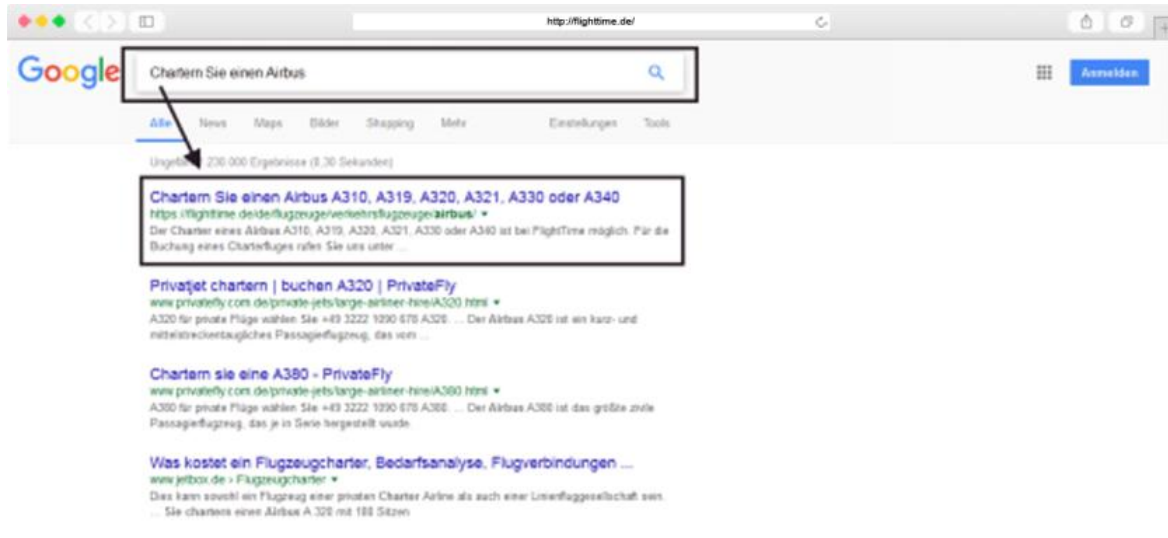
We got guaranteed results with top 5 Local ranks for FlightTime's Targeted Keywords. When we started FlightTime project, they had no ranking and we have achieved remarkable (Top 5) SERPs consideration results for FlightTime.

Following Ranking Results for FlightTime Targeted Keywords with Screenshot



- Chartern Sie einen Airbus:

Ranked at 1st place on <https://www.google.de/>



- VIP airliners:

Ranked at 1st place on <https://www.google.de/>

- Empty Legs Charter Flights:

Ranked at 3rd place on <https://www.google.de/>

What We Did, How We Helped Them

- Following are changes that we have implemented while optimizing website for SEO Friendly
 - Keywords Analysis:** We recommended that overarching keyword to be identified and integrated throughout the site.
 - PPC Activities:** We have created Paid Ads for FlightTime to boost in search marketing for its business keywords through display paid ads.
 - Social Media Analysis:** We have implemented SMO Branding activities for visibility of FlightTime brand which has increased traffic to their business
 - Meta Issue:** Suggested/recommended Metas with targeted keywords
 - Content Issue** (Content Optimized with targeted keywords)
 - Link Issue** (Anchor links Optimized, Interlinking implemented)
 - Images Issue** (Image Title Tag optimized as per targeted Keywords)
 - Sitemap Issue** (Created sitemap.XML and submitted to Google Webmaster)
 - URL SEO Friendly Issue** (Implemented SEO friendly URLs for all the pages with different countries languages)
 - 404 Not Found Pages** that we have implemented with perfect website URL through 301 redirection method

