




@ BITVERO

CASE STUDY

Pro Install AV

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BITVERO ON BEHALF OF PACIFIC INFOTECH
2, WIER PLACE, STAINES



Background

Incorporated in 2008 in the United Kingdom, Pacific Infotech commenced supporting B2B in the IT industry.

And within a short span becomes the favourite white label partner among the IT businesses.

After working four years in B2B concentration, Pacific started exploring B2C and was successful in taking on board prestigious business houses in London,

Industry leaders in hotel IT support for over a decade, Pacific Infotech specialises in delivering practical, bespoke business technology solutions for small and large businesses across the length and breadth of the UK.



The Challenge

Pacific was exploring new technologies and business lines and frequently adapting the changed business environment.

Maintaining digital assets in extreme scenarios becomes tough especially when it comes to marketing in the frontend.

The real challenge was hidden behind the reconstruction of digital assets and recreation of brand identity and at the same time keeping pace with

technological advancements in the digital industry, which was upgrading almost every month during that period.



The Approach

We took a holistic approach as if treating a body and soul both. We embark upon achieving short term goals at the same time setting the long term ones.

We started focusing On organic search strategies as a long term asset and pondering over strengthen digital assets as a short term one.

We slowly worked upon Recreation of the brand to gain the desired trust of our visitor and search engines, the major ones include:

SEO strategy and Implementation

- ✓ Focus on securing a handful of strategic links to relevant pages
- ✓ Establish passive link acquisition channels to build momentum.
- ✓ Be intentional about content creation and its impact on search.
- ✓ Level up over time, and target higher-value opportunities.

The Results

Keywords in action, #1 Rankings

| S.No. | Keywords | Ranking on Google.co.uk |
|-------|-------------------------------------|-------------------------|
| 1 | hotel music systems | 1 |
| 2 | remote vs onsite it support | 1 |
| 3 | it support Hounslow | 1 |
| 4 | IT company Hounslow | 2 |
| 5 | Voip Consultant London | 2 |
| 6 | emergency it support | 3 |
| 7 | hotel smart tv solutions | 3 |
| 8 | outsourcing it services london | 4 |
| 9 | it support for hotels | 4 |
| 10 | offsite it support | 4 |
| 11 | London disaster recovery services | 4 |
| 12 | internet for hotels | 5 |
| 13 | ad hoc it support | 5 |
| 14 | out of hours it support | 5 |
| 15 | server support london | 5 |
| 16 | benefits of migrating to office 365 | 6 |
| 17 | hotel wifi solutions | 6 |
| 18 | it support cost | 6 |
| 19 | cloud solution provider london | 7 |
| 20 | it support for accountants | 7 |
| 21 | weekend it support | 7 |

Pacific started to appearing in highly competitive search terms like IT Support Company, Hotel IT Support, emergency its support

Today the brand is enjoying approx. 45,000 monthly impression from hundreds of relevant search queries each month with right click through an average session duration of 1:30 min.