

 promodo <sup>2013</sup>

Case  
Study

**Parimatch**

Parimatch increases traffic from organic search by 64% in 6 months thanks to Promodo's innovative approach to SEO

## Challenge

Parimatch is a betting shop founded in 1996. With time it transforms from small bookmaker's office into international games network with over 400 branches operating in Russia, Belarus, Kazakhstan, Moldova, Kyrgyzstan and Georgia.

At present Parimatch is one of the leaders in the gambling industry on CIS territory.

One of the most challenging tasks in gambling is to attract players as the market is quite saturated with many companies competing for the clients' attention.

At the beginning of cooperation with Promodo Parimatch website used only half of its potential.

That is why the primary goal was to fix current problems and build quality link mass to improve website rankings in the search engines.

## Solution

Considering client's long term goals Promodo specialists suggested two-step process.

During the first step the main focus was on cleaning and improving website from SEO perspective. It included the next stages:

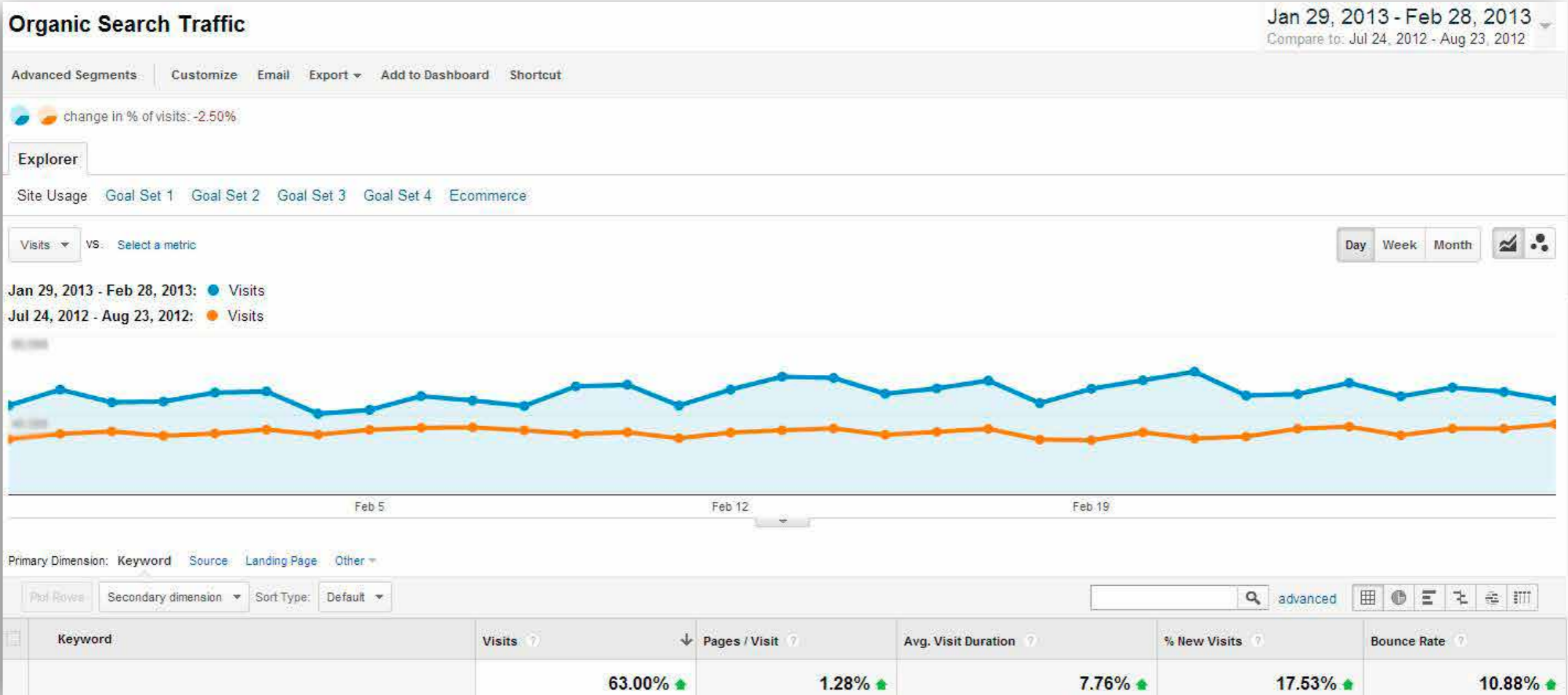
- New website architecture has been offered;
  - Complete technical optimization has been done;
  - All pages have been optimized;
  - External link popularity has been corrected (some suspicious external links have been deleted);
- Special attention has been given to building comfortable interaction between Promodo experts and Parimatch technical specialists, who have in charge of recommendation implementation.

It made possible to always find the most optimal variant when ideal from SEO perspective solution for some reasons appeared to be resource-consuming in implementation.

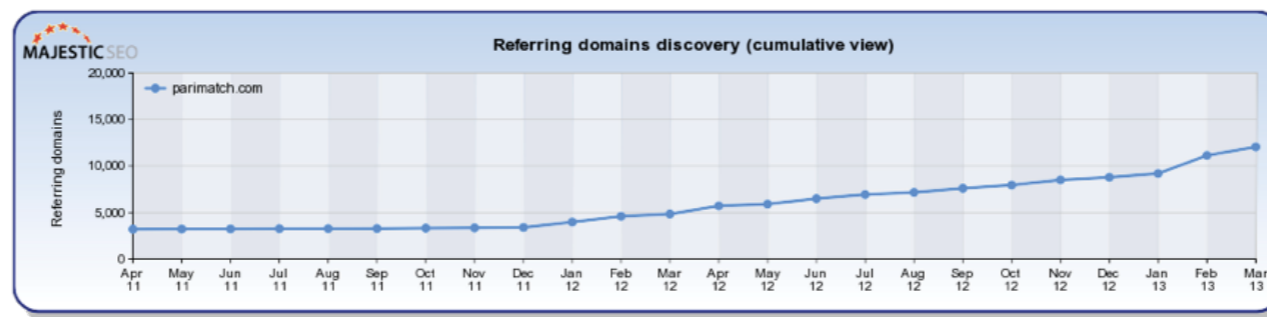
The second step included building link popularity which helped considerably improve website positions in the search engines.

+64%

Thanks to website authority and optimization techniques in 6 months the website already saw growth in traffic volume by 64%.



Number of external links leading to the website has also grown



As a result of cooperation with Promodo Parimatch received:

Target click-throughs to the website increased by 64% in 6 month and substantial growth in number of quality links referring to the website.

## Internet marketing with Promodo

Promodo has been doing complex Internet marketing campaign development and implementation since 2004.

With over 100 in-house specialists and offices in Ukraine, Russia and the United Kingdom Promodo provides comfortable interaction during the whole process of marketing campaign implementation.

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