

CASE STUDY

Interval **Zero**



Interval **Zero** helps Transform Windows into a Real-Time Operating System

THE CLIENT

IntervalZero's customer-centered philosophy combined with more than three decades of embedded software innovation, and the proven value of our RTX hard real-time software, which transforms Windows into a real-time operating system (RTOS), have enabled us to build a global customer base of market-leading OEMs and end users in Industrial Automation, Medical Systems, Digital Media, Test & Measurement, Military & Aerospace, and other industries.

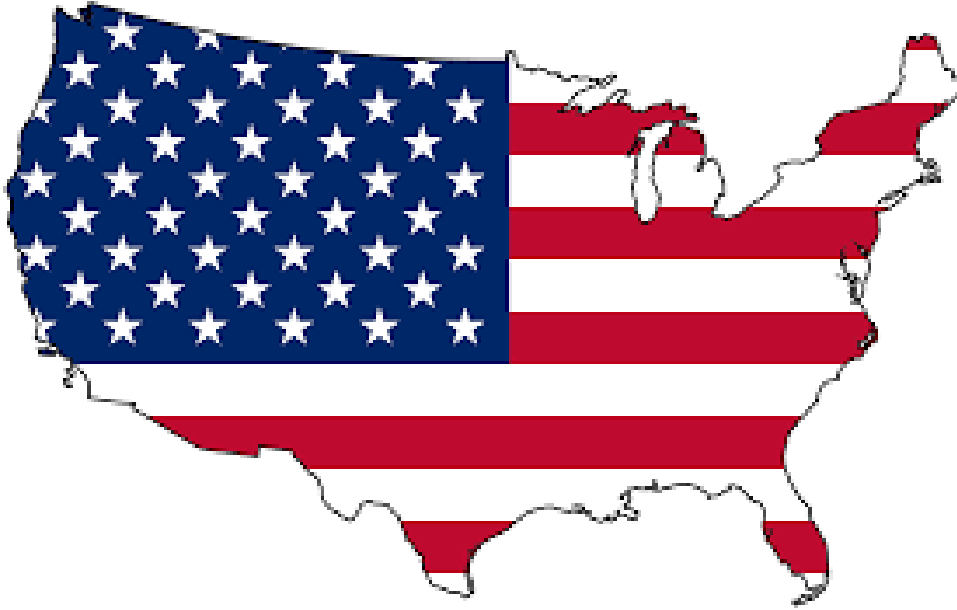
CLIENT OVERVIEW



- ✓ Boost organic search traffic and sales by on-site optimization.
- ✓ Build strong authoritative backlinks among different websites.
- ✓ Raise Brand awareness and get all keywords at top of Google SERP.

TARGET MARKET

Interval Zero targets in United State.



WHAT WE DID

- ✓ We included the store's main business keywords effectively across various website elements like content, navigation, URL structure, internal linking which resulted in raised SERP rankings and surge in relevant organic traffic (revenue generated by organic traffic increased as a result).
- ✓ Integrated off-site content marketing strategy across different bloggers. This strategy helped in generating better results in terms of brand awareness and keyword rankings of few keywords.
- ✓ For better result we implement changes in Onsite Meta Tags which shown impressive result.
- ✓ Promoted most of keyword at top of Google with high competition and huge searches on that

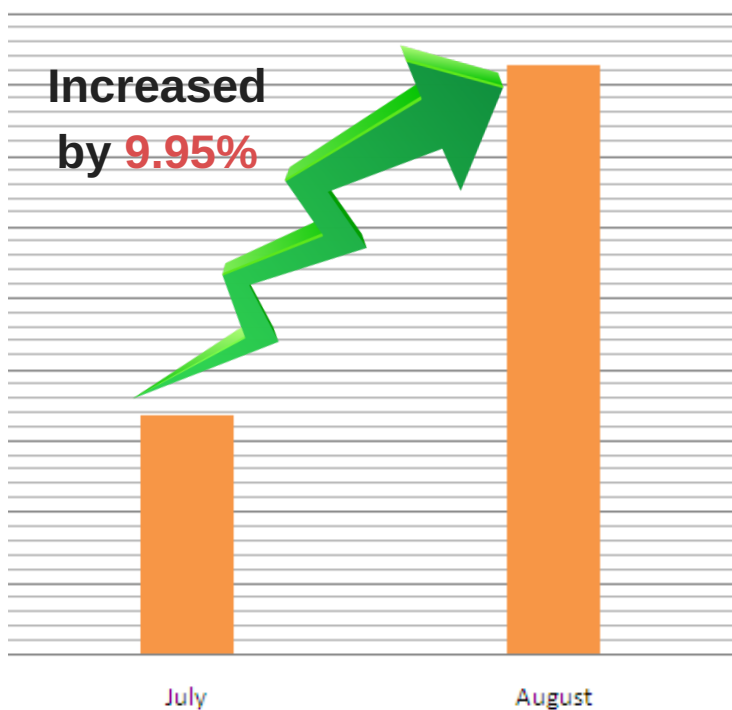
THE RESULTS

We started on the project in June 2016 and since then within a span of some months, we were able to achieve significant results owing to our consistent SEO and content marketing activities.

Current ranking for some keywords:

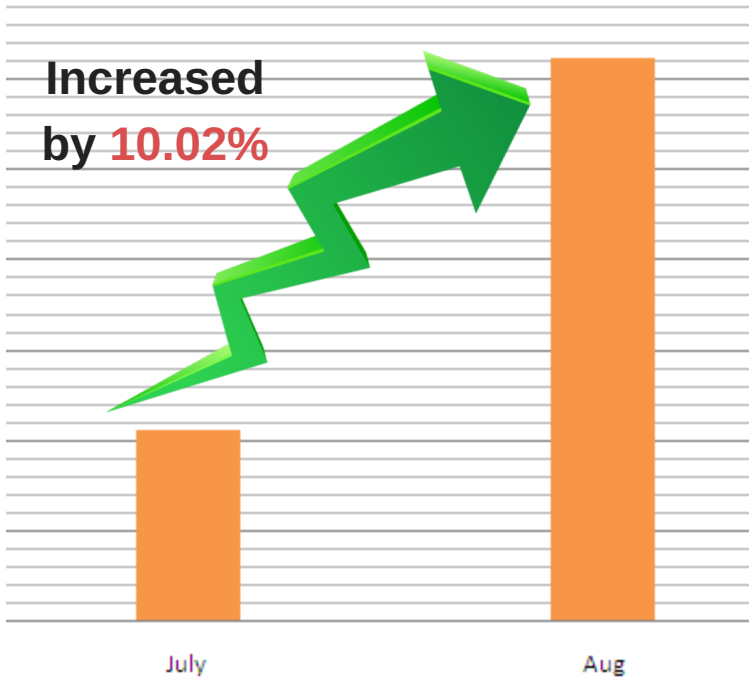
Keywords	Ranking
RTOS	3
real-time operating system	6
Windows RTOS	8
PC RTOS	9
PC-Based RTOS	10
Windows real-time	10
real-time Windows	11
real-time PC	14
real-time software	17
deterministic or determinism	18
hard real-time determinism	19
Windows PC	20

ALL TRAFFIC

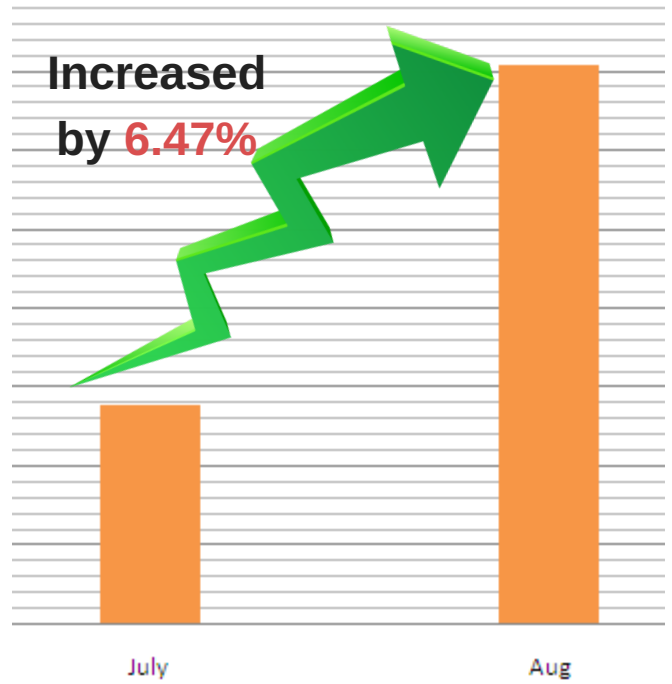


SEO RESULTS

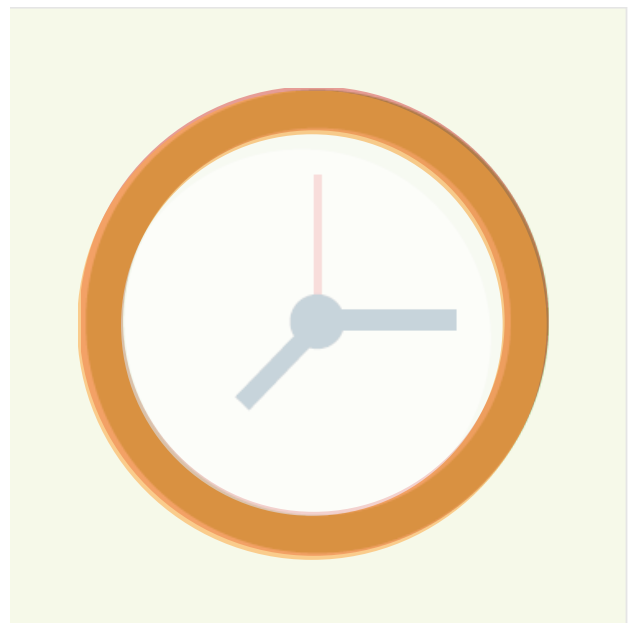
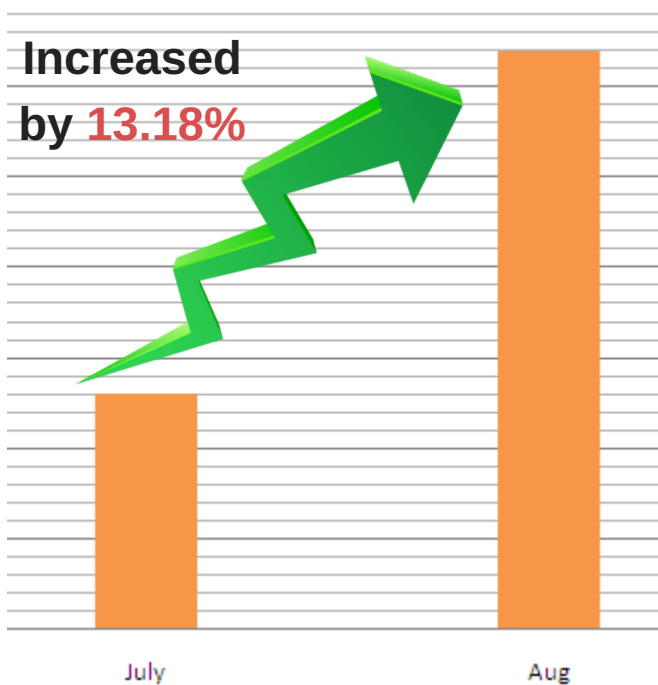
ORGANIC TRAFFIC



NEW VISITORS

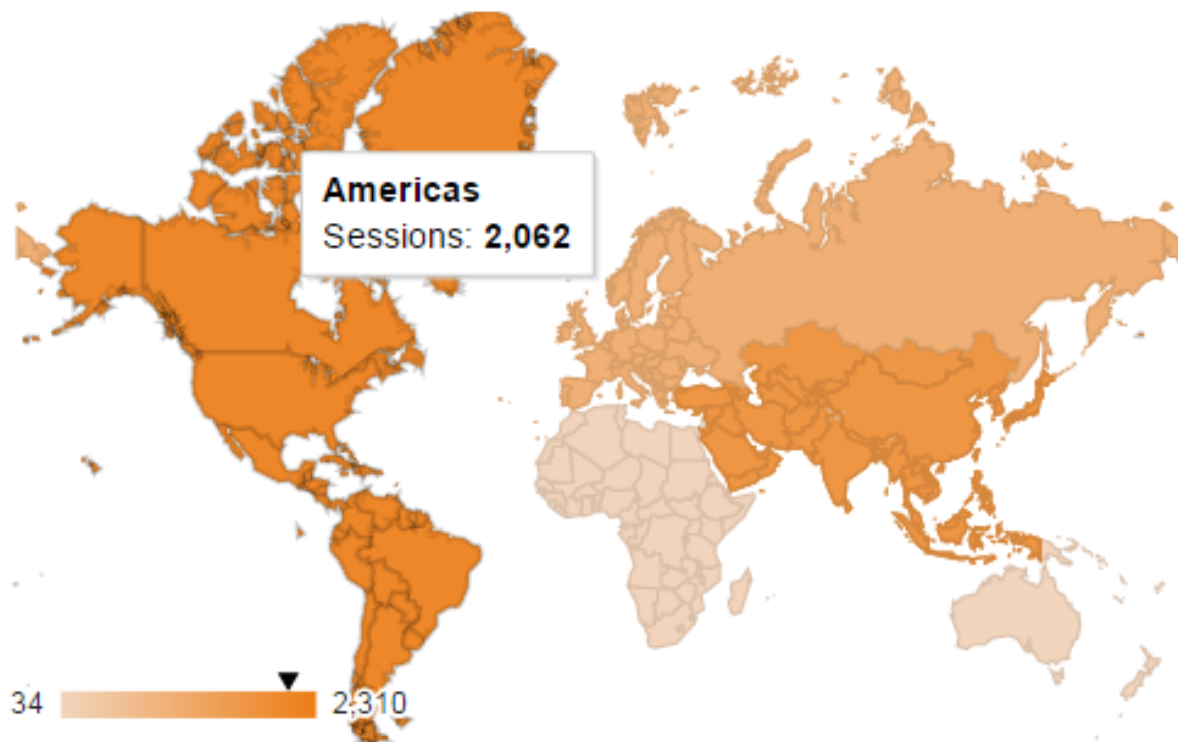


AVERAGE SESSION DURATION

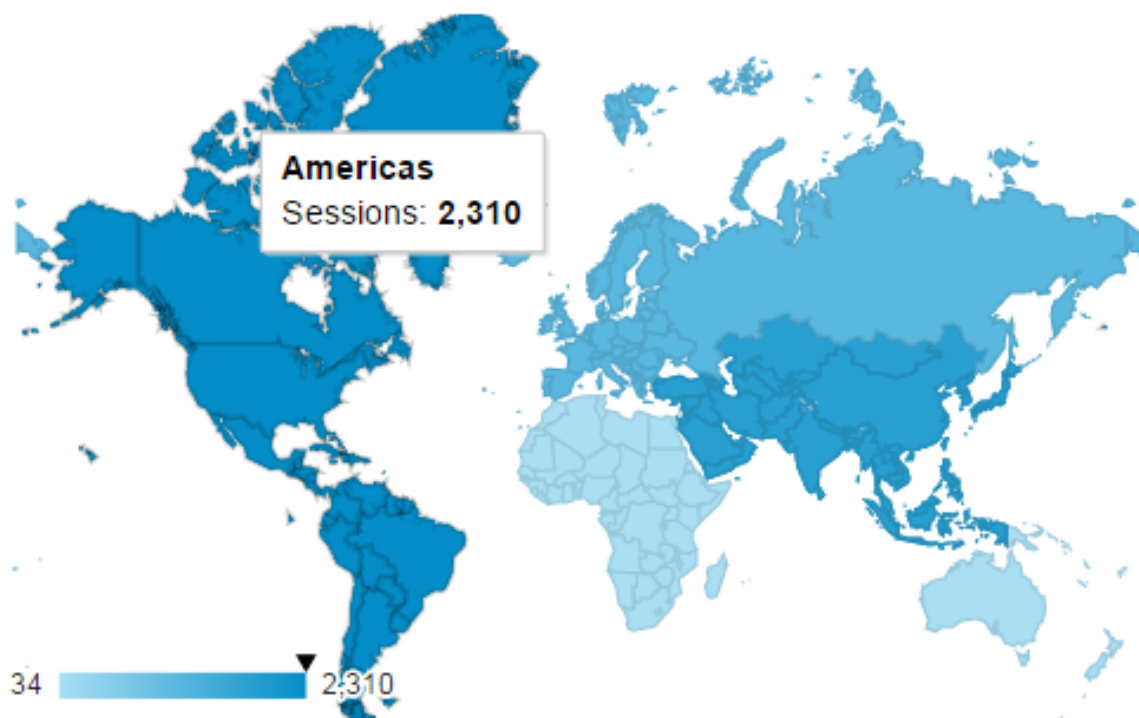


COUNTRY TRAFFIC

JULY



AUGUST



Increase in Country Sessions by 9.95% (US)