

CASE STUDY

FORIX MOBILE

CLIENT



Forix is a mobile and web development firm headquartered in Portland, Oregon with an office in Seattle, Washington. Forix engineers a wide range of mobile applications for the iPhone, iPad, BlackBerry, Android and Windows Mobile platforms. Whether it is for smartphones or tablets, the experienced development team at Forix has everything covered.

CHALLENGES

Forix had embraced mobile application development early on by identifying the potential in the mobile space and to support the rapidly growing demand in the US. Forix wanted to establish itself online so that it could help small and medium-sized businesses go mobile. It was in need of a digital platform to do so.

SOLUTION

Dot Com Infoway helped Forix in building Forix Mobile, a website that covers all areas of the firm's mobile expertise. The site enabled Forix to channelize all its mobile app development efforts in a more efficient manner.

Dot Com Infoway assisted Forix with a search engine-oriented, optimized website building process by defining clean information architecture, choosing keywords, performing on-page SEO activities and with a content-focused link building promotion campaign.

Dot Com Infoway also helped in establishing Forix Mobile as a top resource in Google for multiple locations in the US covering a wide geographical scope from San Diego to Boston and Portland to Phoenix.

CASE STUDY

FORIX MOBILE

RESULT



DCI has proven to be a key strategic partner, utilizing only white hat optimization tactics. This has not only allowed our online presence to grow, but DCI's efforts have stood the test of time as search engines continually adjust their algorithms. We are grateful to have an SEO partner who can adapt so quickly and deliver results this consistently.

- Brain Taylor
VP, Business Development at Forix

TRAFFIC

From its inception in January 2011, Forix Mobile has seen a 5-fold increase in traffic till March 2013.

Audience Overview

Jan 1, 2011 - Mar 31, 2013

Advanced Segments | Email | Export | Add to Dashboard | Shortcut

100.00%
% of visits: 100.00%

Overview

Visits vs. Select a metric

Hourly | Day | Week | Month

Visits



CASE STUDY

FORIX MOBILE

LOCALIZED KEYWORD RANKINGS

As of April 2013, Forix has achieved the Top 3 positions in search engines for a wide range of localized keywords.

S. No	Keywords	Google
1	Blackberry App Development Portland	1
2	iPad App Development Portland	1
3	Windows App Development Portland	1
4	Mobile App Development Sacramento	1
5	Blackberry App Development San Francisco	1
6	iPhone App Development Oakland	1
7	Blackberry App Development Seattle	1
8	iPad App Development Seattle	1
9	Windows App Development Seattle	1
10	Android App Development Seattle	2
11	iPhone App Development Seattle	2
12	iPhone App Development Portland	2
13	Blackberry App Development Oakland	2
14	Mobile App Development Oakland	2
15	iOS App Development Seattle	3
16	iPad App Development San Francisco	3
17	Mobile App Development Portland	3

If you are looking to increase your website traffic, get in touch with SEO professionals at Dot Com Infoway.