


## Case Study CCAvenue

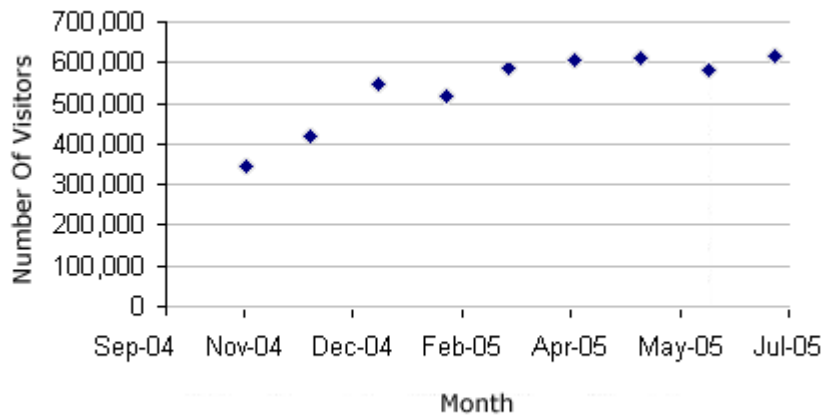
	<p style="text-align: center;"><b>eBrandz Appraisal:</b></p> <p>'We get about 5 signups everyday and the sole credit goes to the SEO work that has gone into the site. Thanks to the eBrandz team, who have done a tremendous job for CCAvenue.'</p> <p style="text-align: right;">- Mr Vivek Nayak, COO of CCAvenue</p>
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**Client:** CCAvenue™ is South Asia's largest online payment gateway providing turnkey e-Commerce solutions to over three thousand five hundred e-Merchants. Some of its esteemed clients include Just New York Hotels, Indian Ministry of Information and Technology, Tatas, Press Trust of India, Mahindras, I.L.& F.S., Indian Express, Business Standard, Greenpeace, Transport Corporation of India. The company's service is powered by proprietary technology that integrates online payment processing, fraud control, financial reporting and tracking.

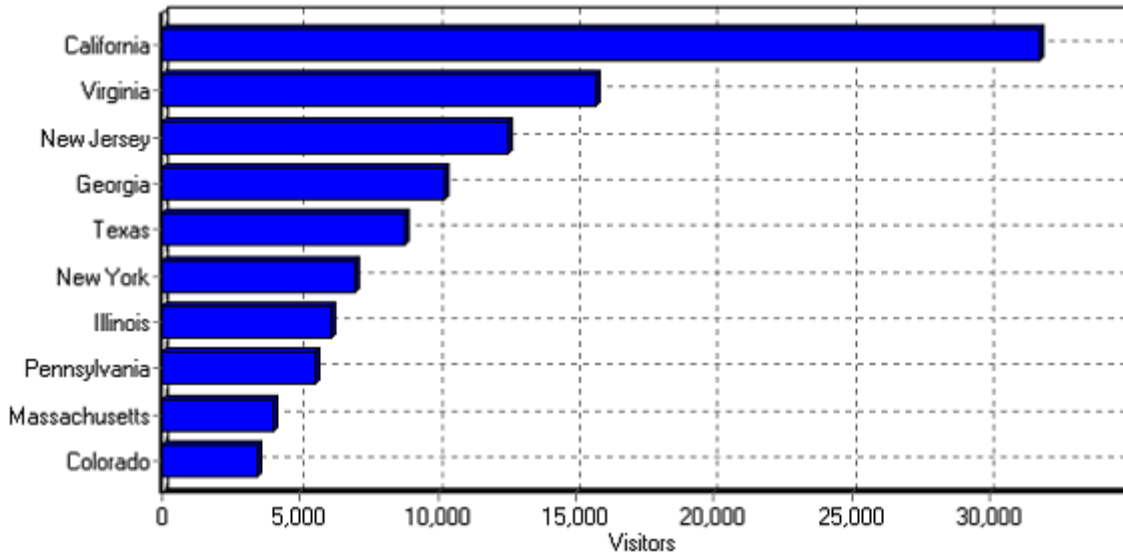
**Challenge:** Being a credit card processing company, CCAvenue could not allow access to any external company or entity to its website or servers. Since the web servers stored credit card information, figuring out a method to do changes to CCAvenue website was a major task. Also CCAvenue was not saving their website log files. This made it difficult to study search engine crawling frequency as well as measure top performing keywords.

**Solution:** A special content management system was created which allowed eBrandz team access to the website source code. On eBrandz suggestion, CCAvenue webmaster team started maintaining website Raw logs. Processing this information, helped eBrandz get crucial insights into progress of search engine optimization program..

**Visitors By Month**



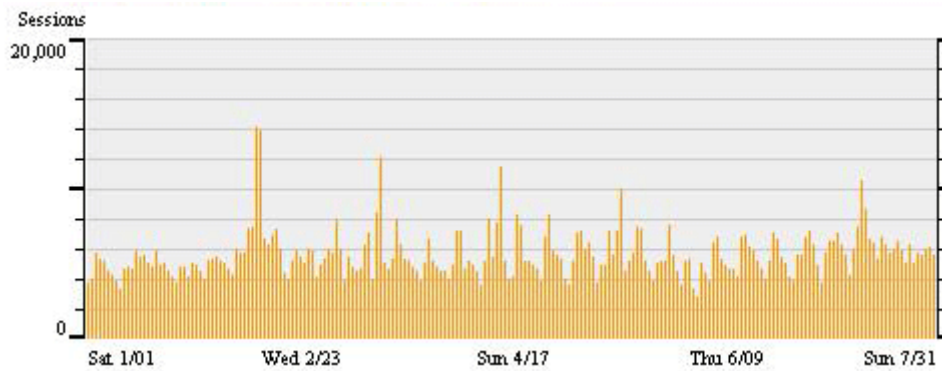
### Most Active US States



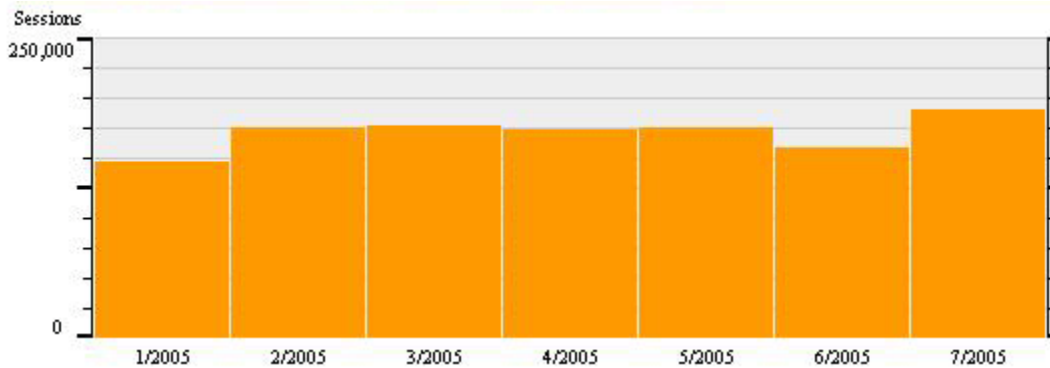
Sr.	States	Hits	Visitors	Bandwidth (KB)
1	California	151,847	31,787	892,063
2	Virginia	74,809	15,687	509,185
3	New Jersey	77,410	12,509	513,968
4	Georgia	54,720	10,203	405,214
5	Texas	47,339	8,805	326,945
6	New York	42,886	7,004	288,507
7	Illinois	29,770	6,154	213,552
8	Pennsylvania	30,009	5,517	213,117
9	Massachusetts	24,939	4,032	156,910
10	Colorado	16,778	3,445	109,400
11	Michigan	16,745	3,196	117,381
12	Washington	210,078	2,925	366,482
13	Ohio	10,293	2,023	71,287
14	Arizona	6,125	1,962	38,122
15	Florida	242,877	1,658	290,727
16	District of Columbia	8,656	1,599	59,083
17	Connecticut	9,251	1,513	63,138
18	Missouri	6,909	1,467	55,816
19	Oklahoma	3,589	1,447	18,472
20	Maryland	7,463	1,421	53,817
21	North Carolina	6,129	1,118	43,888
22	Minnesota	5,360	1,069	40,666
23	Tennessee	4,974	905	35,502
24	Wisconsin	4,823	847	33,772
25	Oregon	4,037	725	27,200
26	Utah	9,809	725	28,075
27	Indiana	3,625	720	25,752
28	Alabama	3,021	643	23,707
29	Kansas	2,460	533	18,926
30	Iowa	1,763	423	14,421
31	Kentucky	3,158	421	16,080
32	South Carolina	2,156	412	17,078
33	Louisiana	1,829	361	14,448
34	Nebraska	1,679	309	11,795

35	Arkansas	1,192	299	9,901
36	New Mexico	1,059	247	9,832
37	Idaho	1,040	175	6,806
38	Nevada	567	172	6,019
39	Rhode Island	794	157	5,485
40	Mississippi	770	153	5,857
41	West Virginia	521	152	4,545
42	North Dakota	459	130	4,125
43	Delaware	638	123	4,269
44	New Hampshire	643	104	4,815
45	Maine	479	98	3,753
46	South Dakota	568	93	3,769
47	Alaska	504	85	3,914
48	Wyoming	386	71	2,757
49	Vermont	468	70	3,544
50	Montana	196	49	1,730

### Daily Activities



### Activity By Year



**Results:** According to Mr Vivek Nayak, Chief Operating Officer, Avenues Inc, "To say that eBrandz's work has been successful, would be a real understatement. Without any traditional marketing channels in place or extra visibility efforts, Avenues has now grown to become the #1 player in South Asia in just 5 years of existence. This has largely been possible due to the efforts and commitment put in by eBrandz team. We get about 5 signups everyday and the sole credit goes to the SEO work that has gone into the site.



Search	Google
accept credit cards india	# 1
accept online payments in india	# 1
accepting credit cards online india	# 1
credit card acceptance in india	# 1
credit card payments in india	# 1
credit card processing india	# 1
india credit card payment	# 1
india merchant account	# 1
india payment gateway	# 1
merchant account in india	# 1
merchant account india	# 1
merchant processing in india	# 1
online payment gateways india	# 1
payment gateway services in india	# 1
payment processing services india	# 1
how to setup a payment gateway	# 2
merchant account	# 2
merchant account set up	# 2
payment gateway	# 2
payment gateway service	# 2
payment gateway services	# 2
accept online payments india	# 3
credit card processing	# 3
merchant accounts india	# 3
online payment processing india	# 3
payment gateway india	# 3
payment gateways india	# 3
visa card acceptance india	# 3
credit cards processing	# 4
merchant accounts in india	# 4
merchants account	# 4
payment gateways	# 4
payment gateways in india	# 4
payment gateways us	# 4
master card processing	# 5
merchant account payment gateway	# 5
online payment india	# 5
payment gateway in india	# 5
payment gateway us	# 5
card processing	# 6
diners card india	# 6
how to set up a merchant account	# 6
set up a merchant account	# 6
payment india	# 7
visa card india	# 8
credit card processors india	# 9
online credit card processing	# 9
visa cards india	# 9
online payment gateway	# 11
online merchant provider india	# 12

accept credit card	# 15
credit cards in india	# 17
accept credit cards	# 18
credit cards india	# 18
credit card processing service	# 19
credit card processing services	# 26
accept online payment	# 35
credit card payment	# 35
credit card merchant account	# 38



Search	MSN
accept online payments in india	# 1
accept online payments india	# 1
how to set up a merchant account	# 1
payment gateway	# 1
payment gateway services	# 1
set up a merchant account	# 1
india payment gateway	# 2
merchant account	# 2
payment gateway in india	# 2
payment gateway india	# 2
payment gateway services in india	# 2
merchant account payment gateway	# 3
online credit card processing	# 3
online payment india	# 3
payment india	# 3
best indian payment gateways	# 4
merchant accounts in india	# 4
merchant accounts india	# 4
payment gateway us	# 4
online payment processing india	# 5
credit card processing india	# 6
accept credit cards india	# 7
merchant account set up	# 7
credit card processing service	# 10
india credit card payment	# 15
accept credit cards	# 18
online payment gateways india	# 19
payment gateways in india	# 21
payment gateways india	# 21
credit card processing	# 22
credit cards in india	# 24
card processing	# 25
credit cards india	# 31
online payment gateway	# 32
merchant processing in india	# 39
credit card payments in india	# 40
online merchant provider india	# 43



Search	YAHOO
merchant account india	# 2
merchant account payment gateway	# 2
payment gateway india	# 3
india payment gateway	# 4
payment gateway services	# 4
merchant account	# 5
india merchant account	# 9
credit card processing india	# 13
accept credit cards india	# 14
payment gateway	# 14
online payment processing india	# 36
payment gateway in india	# 65
payment gateway us	# 73
payment processing services india	# 81
diners card india	# 83
merchant accounts india	# 83
accept online payments india	# 84
india credit card payment	# 86
merchant account set up	# 91