

Case Study

SE Droid

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Application Overview

Search engine optimization or SEO is considered to be the most important means of website marketing. It is one of the few ways to get traffic to a website for free. When a prospect performs a search via a search engine, SEO helps your website to rank high and gain lion's share of the traffic.

But most SEO strategies require tedious tasks which primarily include content creation, link search, analysis, link acquisition and more research. In such a case, an automated SEO tool like SE Droid can help out and make the daily tasks much easier.

SE Droid is a powerful standalone software designed for both beginners and advanced internet marketers and SEO practitioners. It offers tons of features like: Web 2.0 poster, Bookmarking, RSS feed submission, Meta indexing and many more that allow users to obtain significant data and statistics related to your market, site as well as your competitors. SE Droid simplifies the trivial time consuming SEO tasks and could serve as a basis of one's SEO efforts.

Solution Developed

With multiple SEO options within a single tool, there were a lot of areas where the same code could be re-used. SoftProdigy decided to follow a modular approach with emphasis on code re-usability. The HTML structures and semantics of the websites were studied closely and algorithms were written for Spintax. Each area was researched well and possibilities of failure or spamming were studied. The team left nothing up to coincidence and showed their know-how and ability to execute.

The result is a solution which provides an integrated tool for some of the most important SEO processes. The major modules included in the tool were:

Campaigns – A user can manage SEO campaigns using the tool. Campaigns have data associated with them which help in the submission process. Campaigns can include Social Bookmarking, RSS submissions, Web 2.0 posting and linking, article submissions and press releases.

Article Spinning – The tool can intelligently post unique and relevant versions of articles on blogs and websites. Each article has a high level of uniqueness with the type and amount of spinning done by the tool. It also has **Spintax** integrated into it which makes the sure that no two articles submitted are same.

Web 2.0 Poster and Linker – Web 2.0 accounts can be created automatically and the inbuilt scraper can grab articles from directories and posts. These articles can further be spinned and get posted on authority sites.

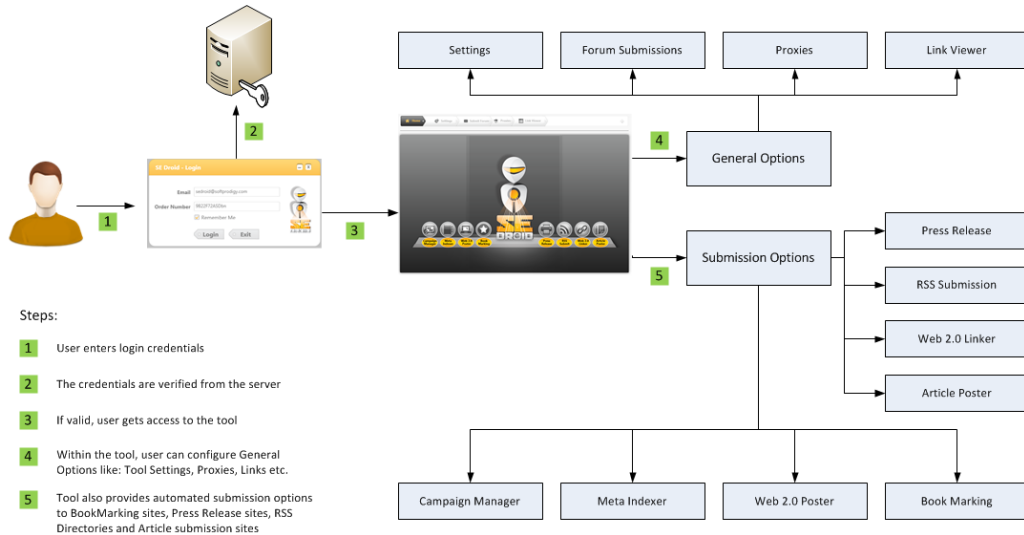
Press Release – SE Droid can automate the account creation process on Press Release sites and verify email Ids. It can also find synonyms in the downloaded articles and show in the required format in the posting.

Bookmarking and RSS Feed Submissions – The tool can auto social bookmark the selected links on top 50+ websites and generates reports for the bookmarking websites. One can save the RSS feeds for the selected campaigns and create auto RSS accounts. Process of submission of RSS feeds to 15+ directories is also automated in the tool.

Forum Submissions – The process of submission of articles on forums is also fully automated. The tool itself creates account and posted unique entries to the forums.

Proxy Integration – To prevent spamming or blocking of the tool, proxy supported has been added. One can test proxies and get reports for the enabled proxy.

Screenshots



Benefits

In today's competitive online market, failing to leverage traffic for website is a big mistake and when it comes to decide how to compete with this competitive market, Search Engine Optimization (SEO) is the best technique for website owners to increase their traffic, number of visitors, sales and profits.

SE Droid offered a fully integrated SEO automation solution for website promotion to the client. SoftProdigy ensured that the business benefits of the tool were met well which included:

Time Saving – The tool would get all the required information within seconds without opening pages after pages. Speed of the SEO techniques are improved as the tool can collect and process the information much faster than what could be done manually.

Full Automation – The tool is fully automated which means lesser human interference. It can register accounts, validate emails and publish unique articles all by itself. Above all, this all can be done to hundreds of website with a simple click.

Simplicity – The easy to use interface and fantastic GUI makes using the tool a child's play. People with very basic SEO knowledge get adapt to the tool real quickly and with few mouse clicks, maintain their search engine visibility.

Robust and Cost Effective – With a web scraping tool, you need to rely very much on the site structures. The tool is robust enough to prevent any crashes and filter out malformed or garbage data in such cases. Also, with so many options bundled in a single tool, it becomes easy and a preferred option for people looking for an automated SEO tool.

About SoftProdigy

Founded in 2006, SoftProdigy is an award-winning organization with expertise in the areas of Web & Mobile Technologies and Consulting services. Over the last few years, the organization has made a reputation for building quality solutions for its clients that helped them get more out of their business. SoftProdigy's customers range from start-ups to Fortune 500 companies such as Intel, Hyundai and Sony Ericsson. The company has worked with entrepreneurs as well as established corporate houses across the globe to put their ideas into inception and take it to the market. It employs over 150 technology and management professionals who work closely with each other. With a consistent growth track record that has surpassed the industry trends year on year since the company's inception, what sets it apart is the philosophy of pursuing, quoted as "measured success".



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