

SEO CASE STUDY

Client: An 800 crore+ Indian engine and genset manufacturing company.

Challenge:

- Legacy website with multiple subdomains for each business vertical.
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Objective:

Rank the website for engine and genset manufacturing.

Key strategy:

We recommended a new website with simple architecture and a page for each business vertical and a page for each product.

OVERVIEW:

To achieve the company's objectives of reaching the target audience we customized our approach. We treated each sector/client with an industry-relevant approach after understanding the business, search behavior and strategized the way forward accordingly. This helped us reach business-minded professionals while ensuring brand recognition.

Approach:

We worked on Google My Business, optimized the website URL, added meta tags, title tags, H1 tags and keywords.

Results:

We got 1st page ranking for both the critical keywords.