

60% Growth Of The Steel Manufacturing Company Proven Digitally And Backed By A All Rounder Marketing Tool



Summary

The business which had its offline strength, was known till some extent, was expecting to make their presence digitally with a proper result oriented solution. Along with the results, they had one more requirement that there should be some way to keep a proper track of the deliverables and monitor them at some point.

Industry

Steel Manufacturing

Challenging Objective:

Drive online sales through social media channels create a buzz about the services, talk about ongoing projects and most challenging part to monitoring performance of all the channels on one single platform

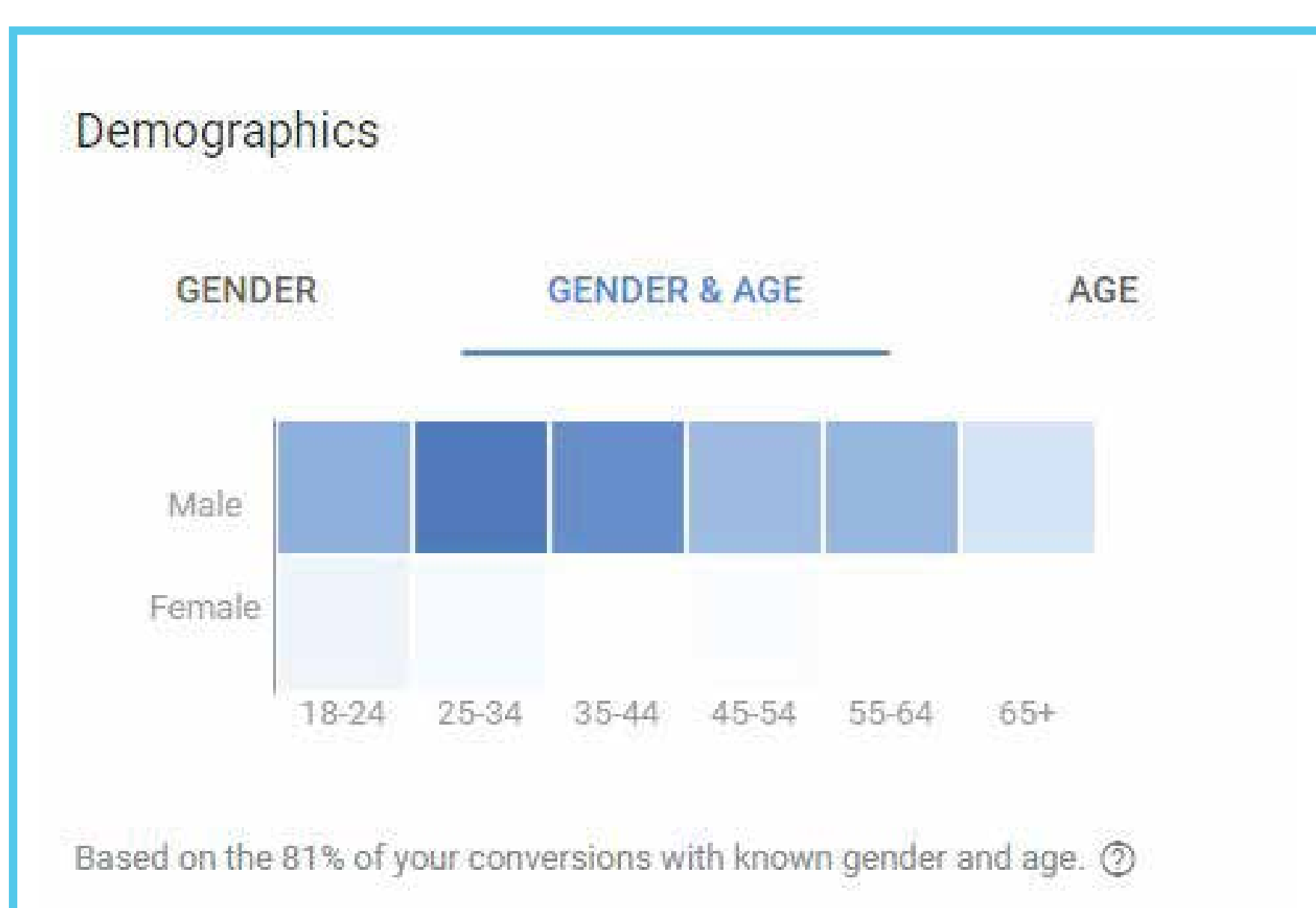
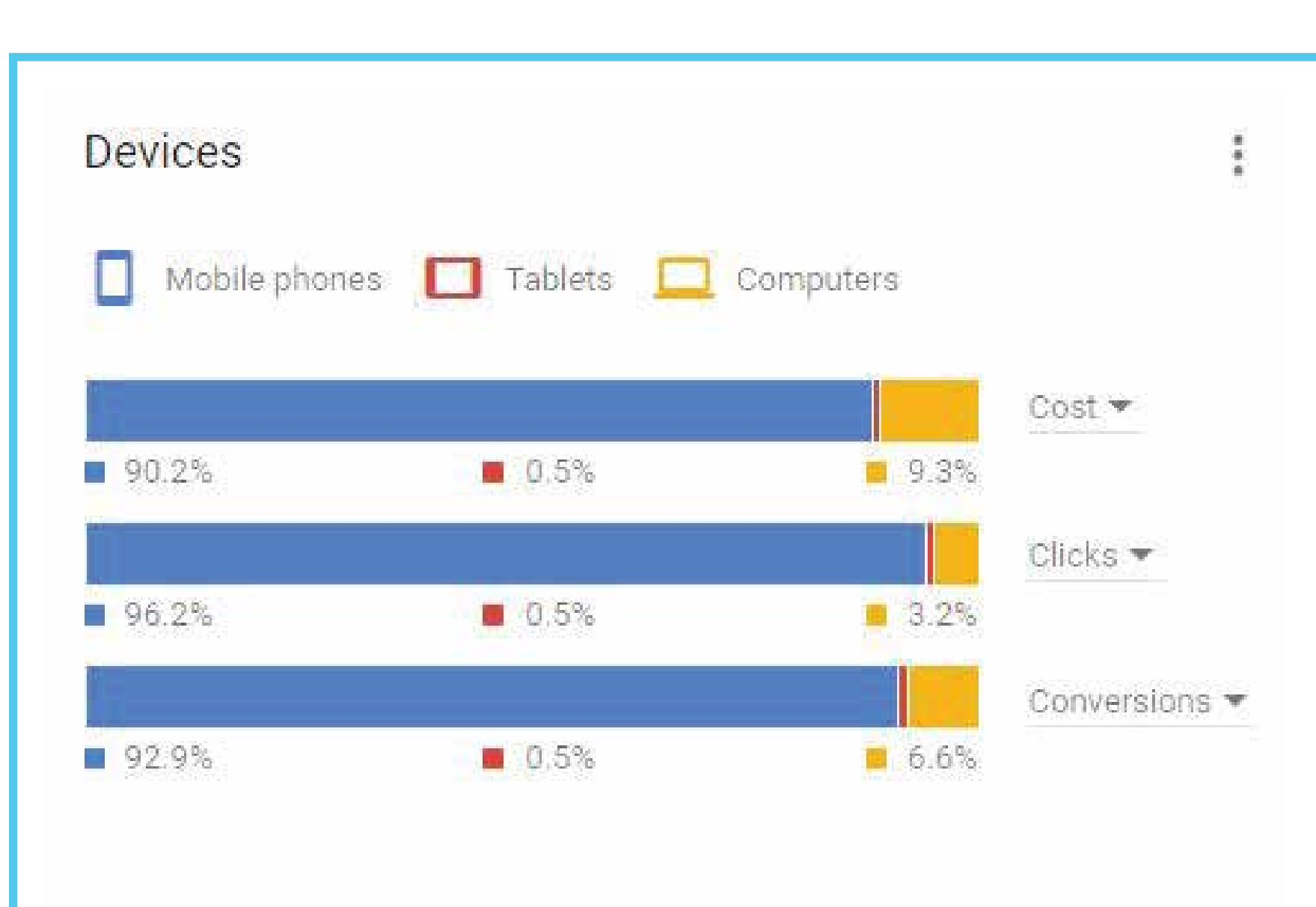
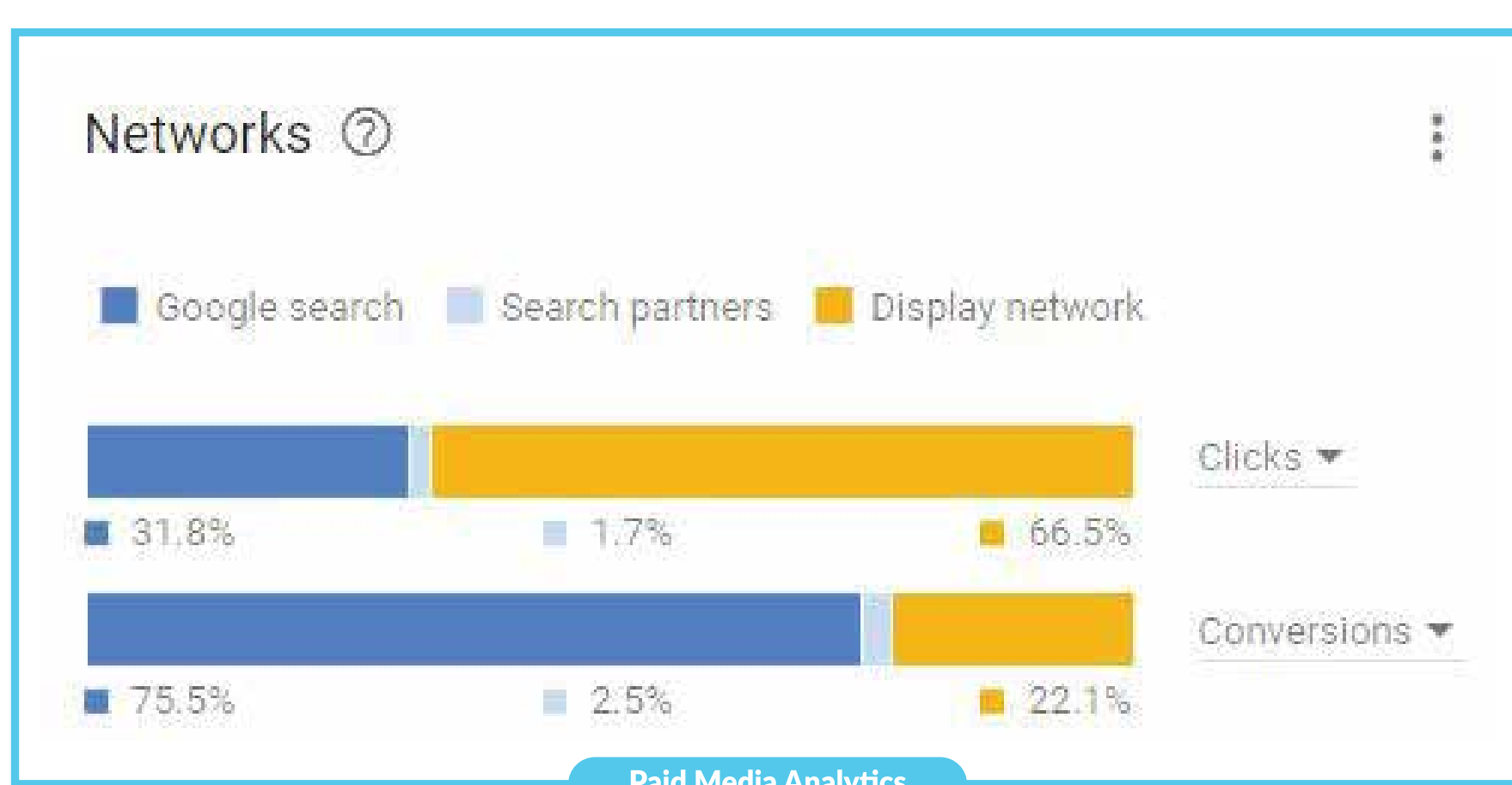
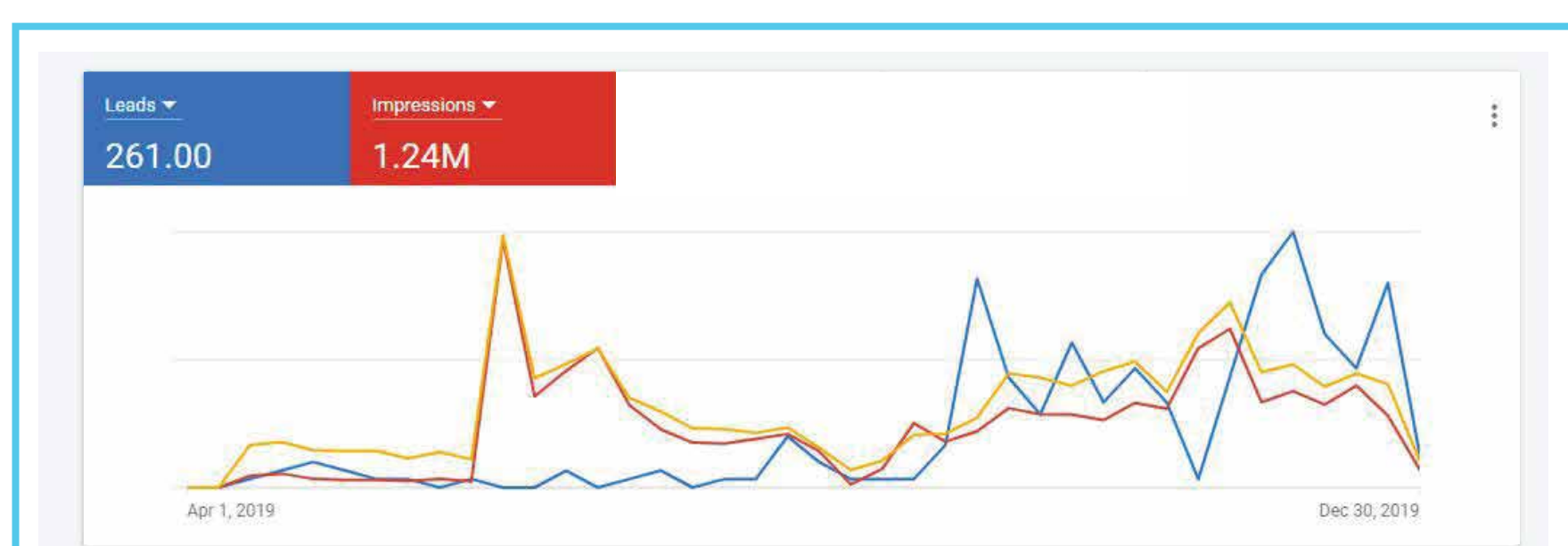
Result-oriented Solution:

We started the process digitally where the presence was below the line. Creating awareness about the services, locations, usps, was our primary objective. Secondly the website which was there but keywords weren't optimized, on-page and off-page optimization was missing, the website wasn't appearing in the search result and the required inquiry forms were missing. Taking primary and secondary objective into the consideration we lifted the social presence and website ranking parallelly.

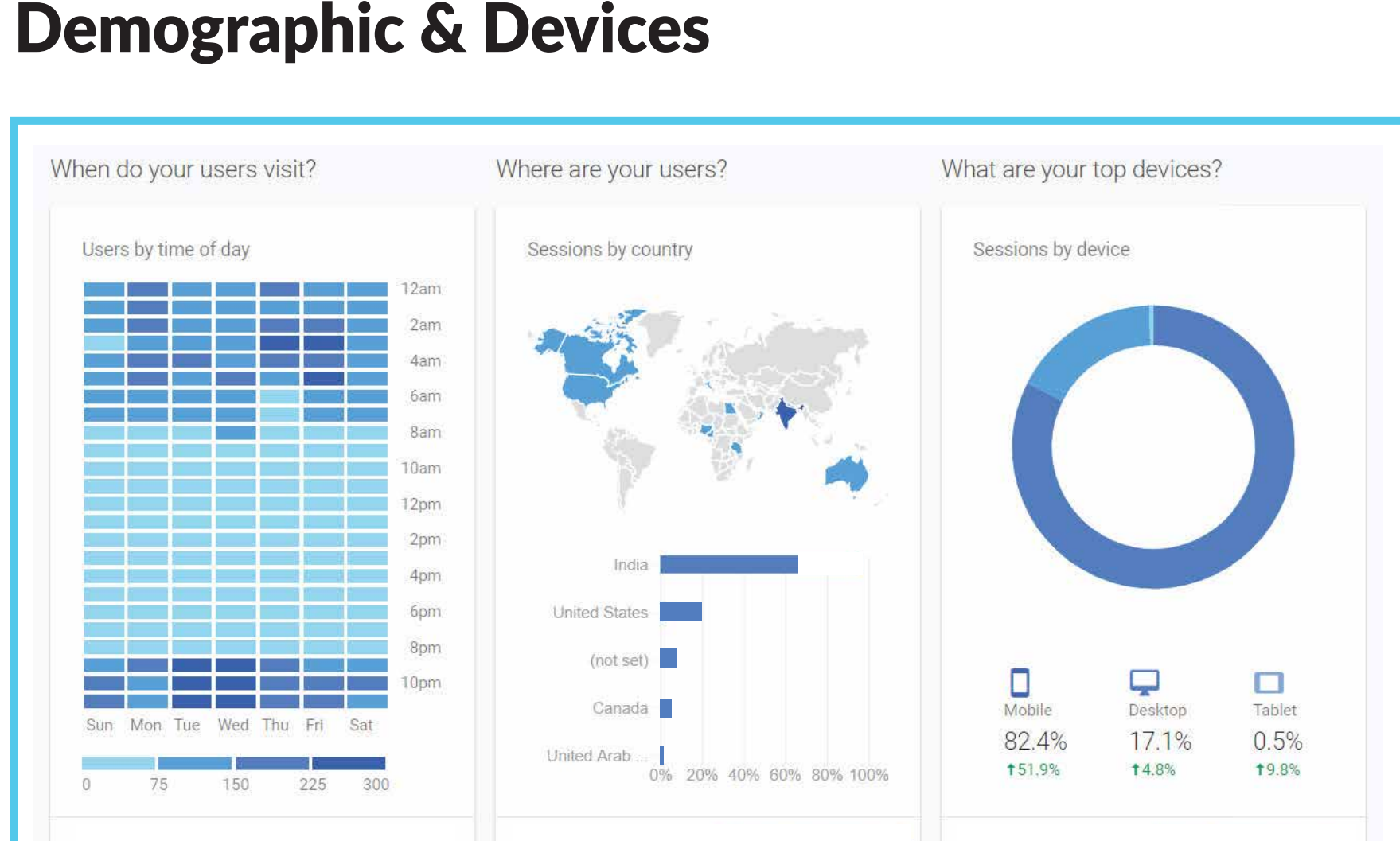
Fruitful Output:

- People are aware about the brand.
- Instant data and easy access to the progress reports.
- 16 high performing relevant SEO keywords are on the first page.
- Generated 250+ trackable genuine leads till date.
- One single platform to keep a track of all the activities

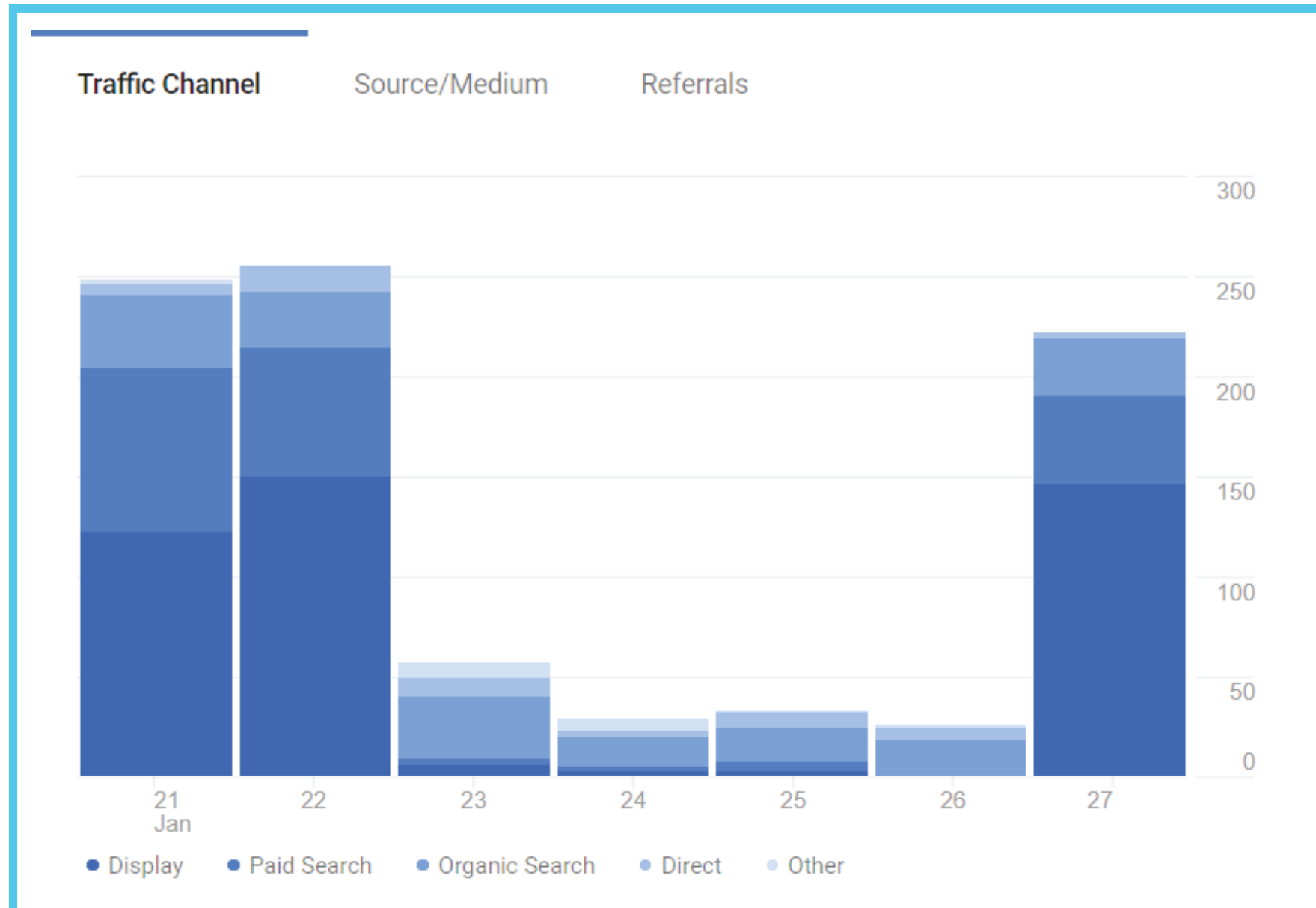
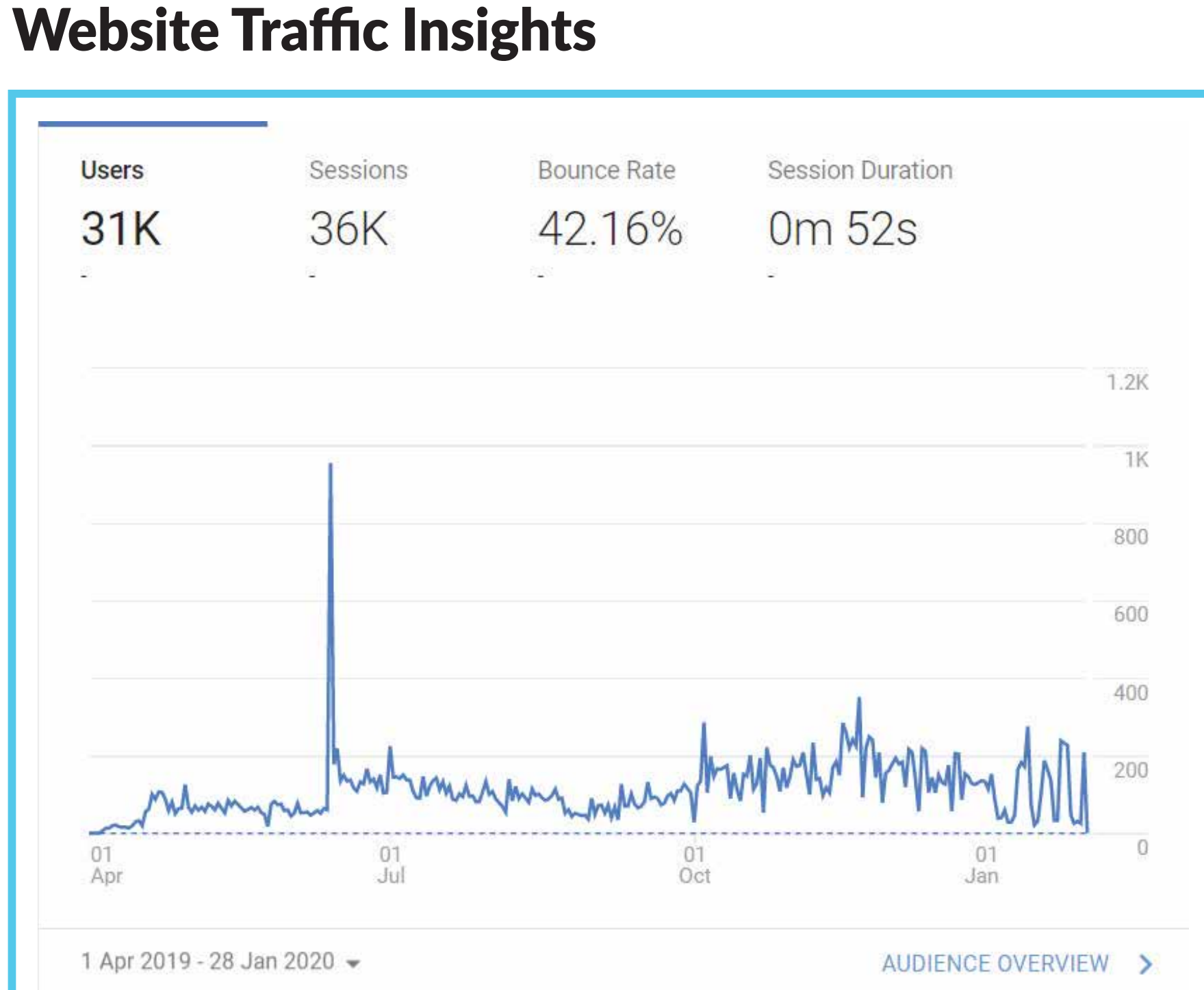
Real-Time Insights



Demographic & Devices



Website Traffic Insights



Consistent Growth In Website Visitors

SEO - Monthly

Search by Google.com					
Sr. No.	KEYWORDS	September	October	November	December
1	Industrial Shed Manufacturers	3	1	3	2
2	PEB Industries In India	1	2	3	2
3	PEB Structure Manufacturer In India	1	1	1	1
4	Portable Cabin Manufacturers	9	12	12	17
5	Pre Engineered Metal Building	49	17	25	65
6	Pre Engineered Steel Buildings	29	33	29	19
7	Prefab Buildings Exporters India	3	4	8	5
8	Prefabricated Steel Buildings	5	4	7	3
9	Prefabricated Steel Structures	4	5	5	4
10	Top PEB Companies In India	8	9	10	9
11	Factory Shed Manufacturer	3	3	5	5
12	Color Coated Roofing Sheet	25	25	30	65
13	C And Z Purlin	5	3	9	3
14	Godown Shed Manufacturer	4	5	5	1
15	Pre Engineered Buildings Manufacturer In Raipur	10	13	10	11
16	Prefabricated Steel Structures Manufacturer In Bilaspur	1	1	3	1
17	PEB Manufacturer In Chha sgarh	8	9	9	10
18	C and Z Purlin manufacturer in Chha sgarh	4	5	5	3
19	Prefab Buildings Manufacturer In Raipur	4	7	11	7
20	Pre Engineered Buildings Manufacturer	35	8	25	15

High Volume Keywords Which Were Not There Into Top 100 Are Now Hitting The First Page Of The Google Search Engine