

With Helping A B2b Brand Gain Majority Of Their Keywords On The First Page Of Google Search (Serp)



About the Project:

It's an ISO certified manufacturing company of pre-engineered buildings.

The company is reckoned for designing, manufacturing, supplying and exporting premium quality Industrial Sheds, go down sheds and storage sheds.

They offerings services across varied domains such as pre-engineered buildings, industrial sheds, pre-fabricated tubular structure, and portable cabins.

Skills set Used:

To perform SEO activities on the website – Keyword research, Content optimization as per SEO, Competitor research, Code integration, Business listing & other off-page SEO activities.

Situation:

The brand had approached us as they wanted to grow their website traffic and presence organically for a set of keywords relevant to their service offerings.

Solution:

Once the website was ready from our end in terms of the webpage content, blog articles and the creative on the website.

We then started with the on-page SEO on the website – Keyword to URL targeting, Meta tag optimization, Google code updating and the other aspects of technical SEO. Along with just the website content, the blog articles are also optimized as per SEO for better SEO results.

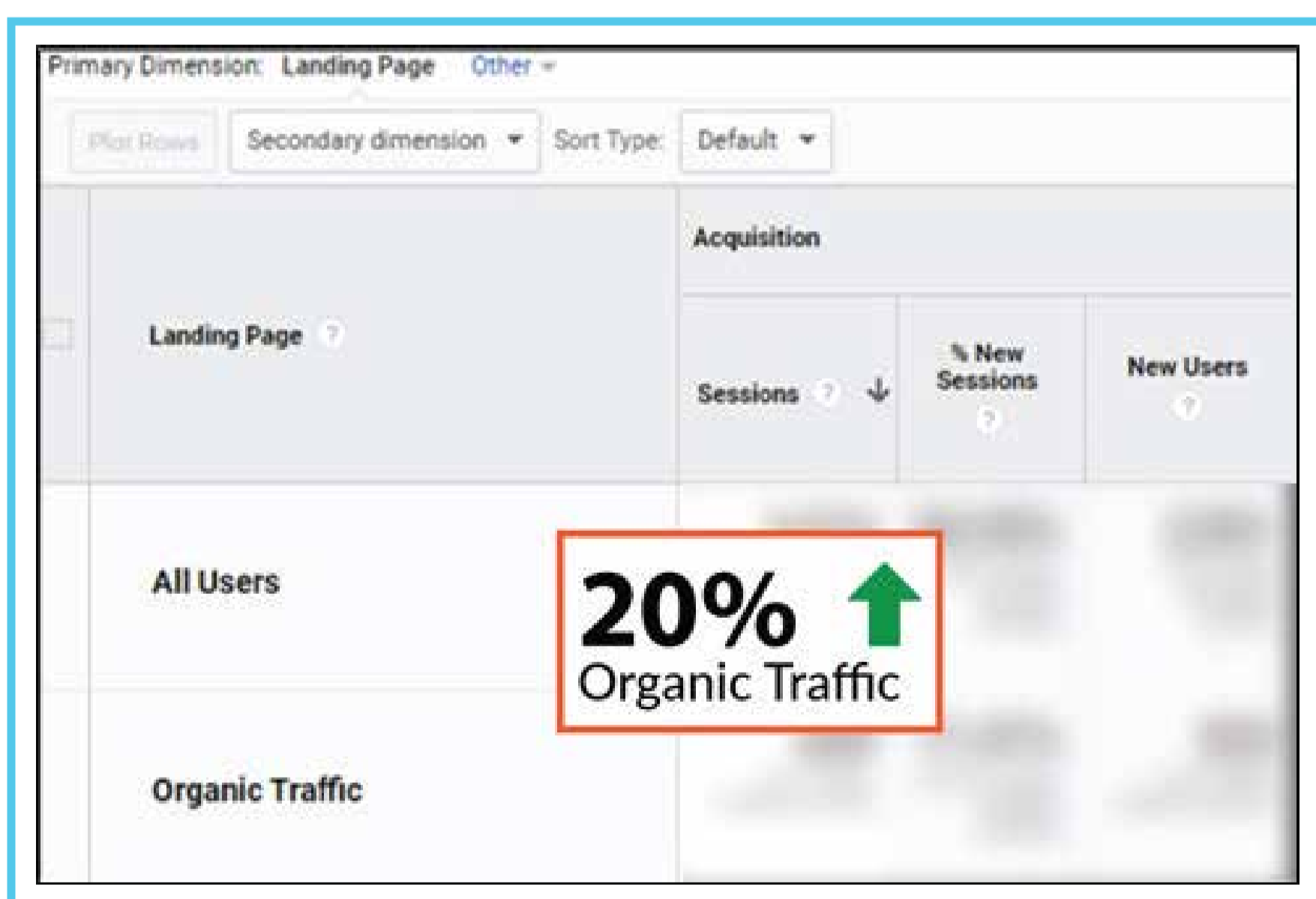
Once on-page SEO has been done we started with doing the off-page SEO i.e., to submit the website on the high PR platforms and websites for driving website traffic and improving the SEO Rankings.

Results:

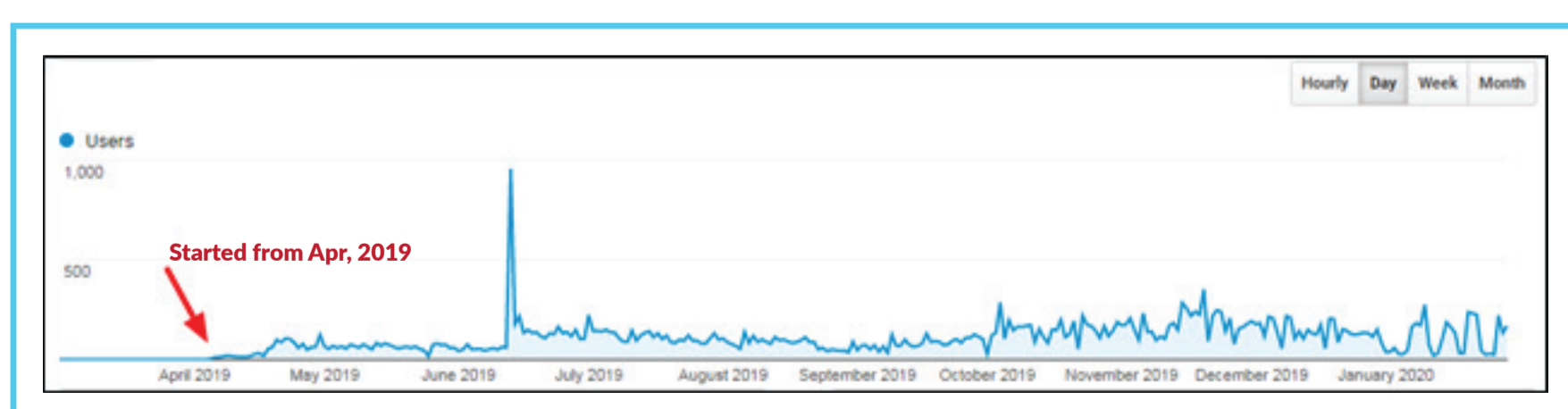
Organic website traffic below,

	Acquisition		
	Users	New Users	Sessions
1 Organic Search	551		
2 Direct	183		
3 Social	30		
4 Referral	10		

Out of the total website traffic received, 30% was organic.
Out of 20, 13 Keywords are on the first page of the Google search - SERP.



Out of the total website traffic we received 20% organic traffic.



There is a considerable amount of growth in website visitors from the time we started with the SEO Work.

A few top-performing keywords below,

- PEB Structure Manufacturer in India
- Prefabricated Steel Structures Manufacturer in Bilaspur
- Prefabricated Steel Buildings
- PEB Industries in India
- Industrial Shed Manufacturers

Summary

Keywords selected by the client were not in Google search - SERP.

We have optimized the webpages for SEO in terms of its Meta tags, Content optimization, and other Technical SEO parameters as well.

Put a lot of effort into content optimization on the website so that it provides value, looks good, and performs well.

After which we have started the off-page SEO for the brand.

Within a scalable duration, we started gaining a better ranking position and grow website traffic as well.

Industry

Steel