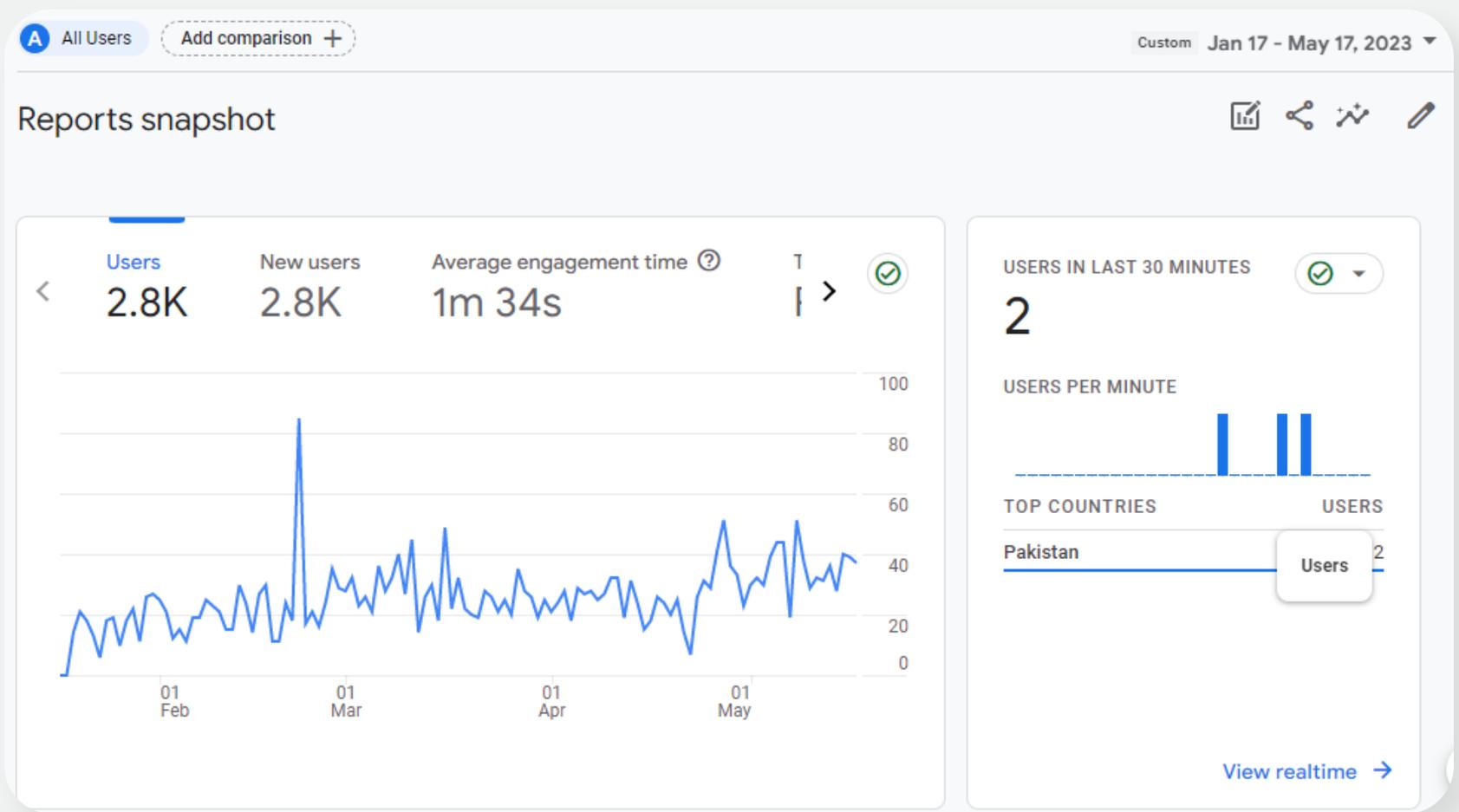


Search Engine Optimization

# So~Safe Water Technologies Case Study



# Boost Your Traffic **200%** and increase your leads through SEO Google Analytics Jan - May 2023



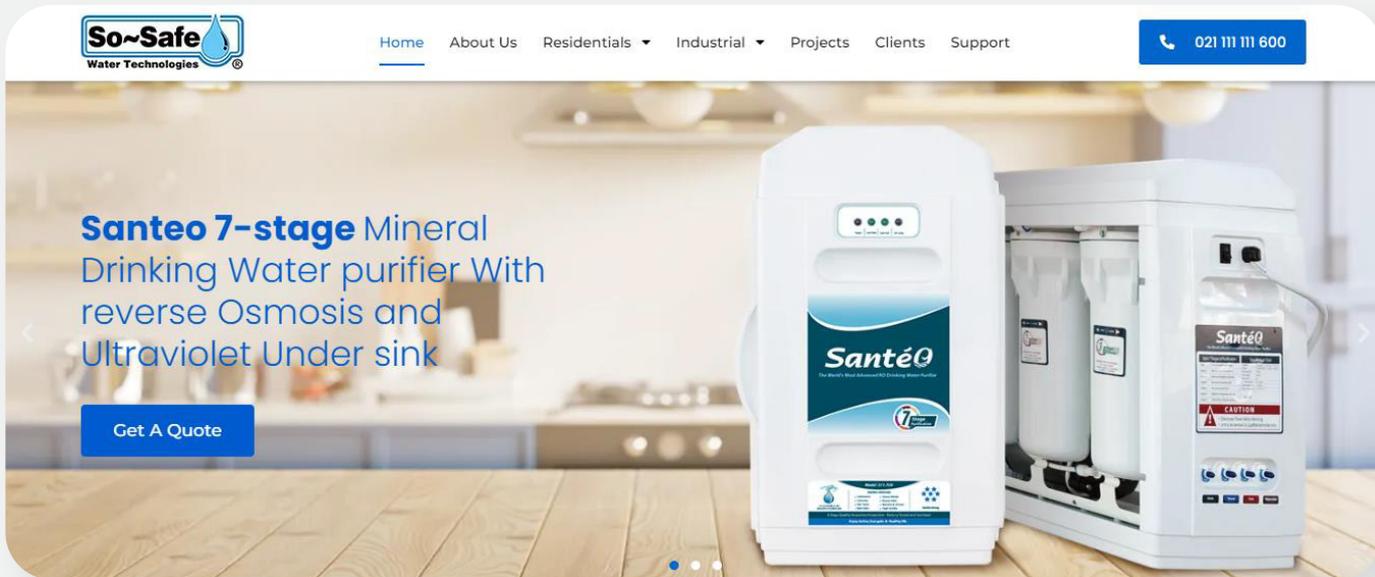
## About the Client:

So~Safe Water Technologies is a pioneer in innovative and inventive water purification technologies. It is one of the biggest water & wastewater treatment manufacturers, suppliers, and wholesalers in Pakistan, UAE, and the entire Middle East region. So~Safe has established its presence in over 60 countries worldwide.

So~Safe Pakistan provides water purification, and filtration system for residential and industrial purposes both.

They wanted to boost their traffic and keywords ranking, we helped them in delivering best results and the client is satisfied with it.





SEO Lead Generation tactics has also implemented with working on CTAs, contact forms, and website content optimization.

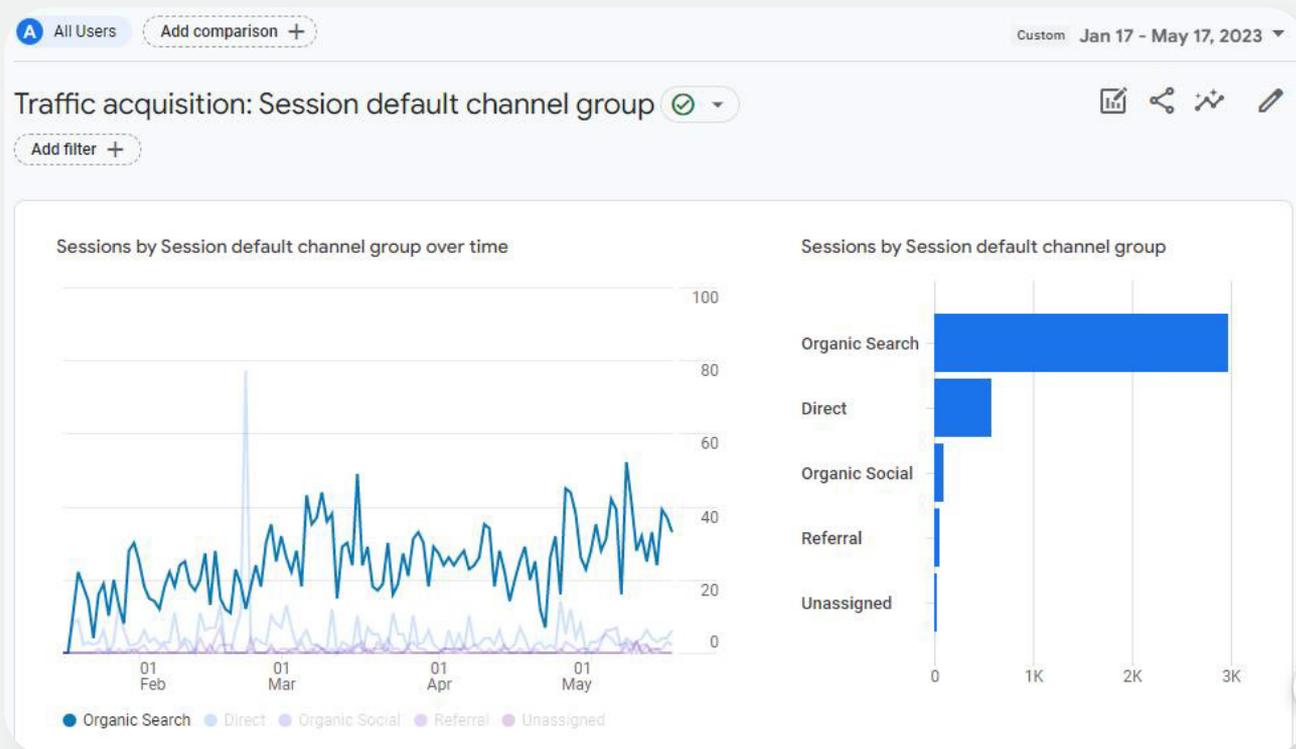
## Challenges:

So~Safe Pakistan is in the country since 25 years and their operations are working average. Their production and sales are average. Later they decided on building a website and started its SEO. That's where the turning point came.

Most of the keywords of So~Safe Pakistan are having high on competition. So, we strategize in building techniques and methodology to rank it locally on keywords having high searches. We worked on long tail and short tail keywords both. This is challenging for us but it worked.

These are the keywords ranked in Top 10 search ranking result locally.

Keywords	Position
RO water purifier	5
Water filter Pakistan	4
Water filter near me	9
Water Filter	5
Water filter shop near me	8



## Solution:

The Design Firm is working with So~Safe Pakistan for 5 months now.

We have run different SEO strategies listed below:

- Meta Tags optimization
- Keyword Mapping
- Website loading speed optimization
- Schema markup integration
- Pagination
- Press Release distribution
- Internal linking
- Off Page SEO
- SEO Lead Generation techniques

## Conclusion:

So~Safe Pakistan keywords ranking and traffic improves a lot through the time.

So~Safe Pakistan organic traffic has increased by 250% in 5 months only.

This is brilliant.

