

Search Engine Optimization

Gujrat Steel Case Study



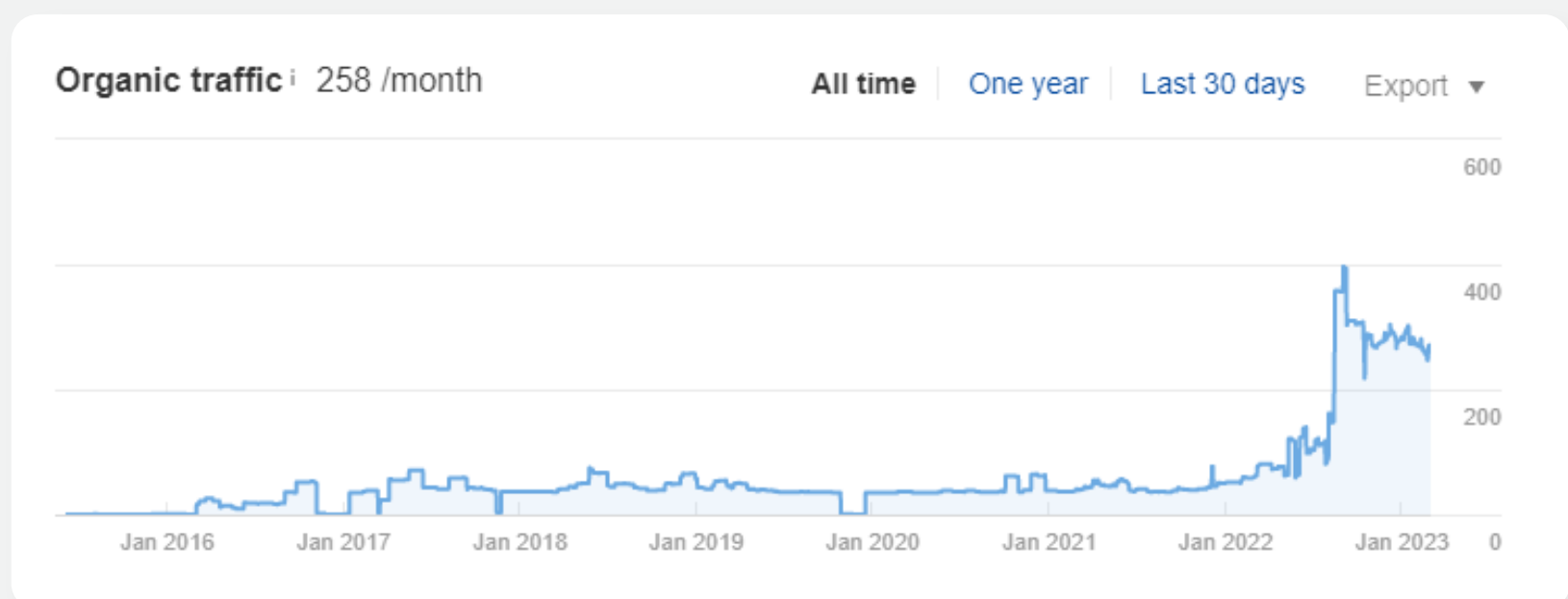
Trusted for more than **70** years
GUJRAT STEEL PVT. LTD.

Over the years, marketing and advertising have changed substantially. The internet has given entrepreneurs and businesses a chance to market their product/service to millions of users.

Despite the fact that SEO has a high ROI, most businesses settle for social media and paid ads for promotion.

SEO requires effort up front, once you rank, your sales will skyrocket with no recurring expenses.

Boost Your Traffic **600%** and increase your leads through SEO.



About the Client:

Gujrat Steel Pvt. Ltd. is a value-driven company that has survived the steel industry's ups and downs. Gujrat Steel makes superior lockers, safes, and doors that satisfy international requirements.

The objective of the firm is to be the ultimate solution provider in all types of steel products by incorporating cutting-edge technology into twheir services.

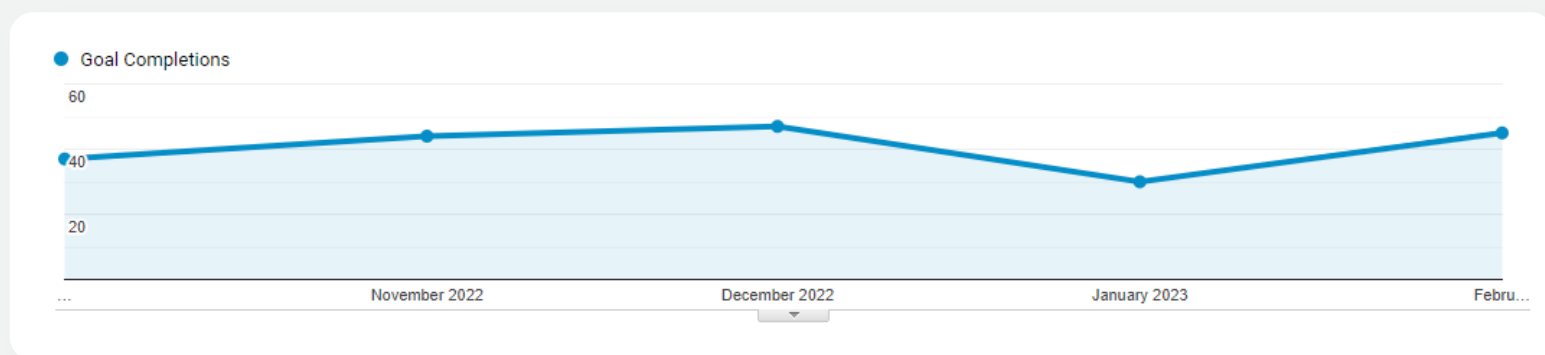
They wanted to boost their traffic and also sales, we helped him in giving SEO services with focusing also on SEO Lead Generation tactics.

SEO Lead Generation has increased by 25% with working on CTAs, contact forms, landing page optimization and website content optimization.



User Interaction Through Landing Page Contact Form:

Check the graph below show form filled by the user landed on the website.



Challenges:

Gujrat Steel is in the country since 70 years and their operations are working average. Their production and sales are average. Later they decided on building a website and it's SEO.

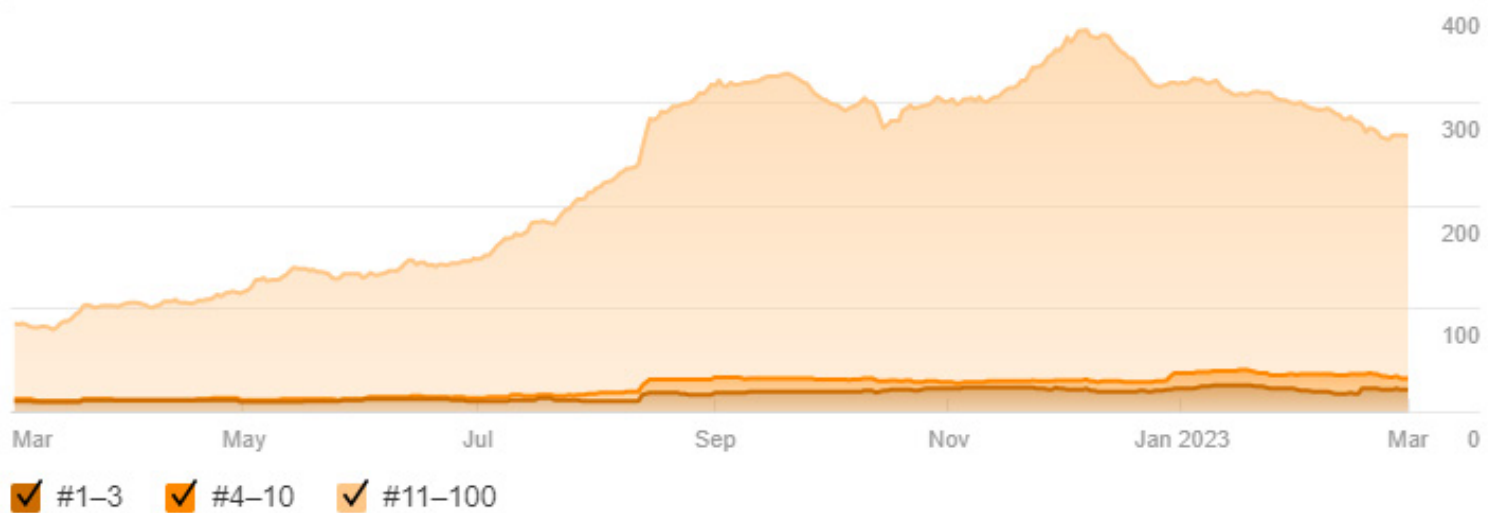
Most of the keywords of Gujrat Steel having less searches locally and high searches internationally. So, we strategize in building a techniques and methodology to rank it locally on keywords having high searches. Then we worked on long tail keywords and less short tail. This is challenging for us but it

Keyword	Position
cabinet safes	1
bowser water	7
safe cabinet	1
cabinet filing	10
steel cupboards	6

These are the keywords ranked in **Top 10** locally:

Organic keywords ⁱ 266

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Solution:

The Design Firm is working with Gujrat Steel for 9 months now. We have run different SEO strategies listed below:

- Meta Tags optimization
- Keyword Mapping
- Website loading speed optimization
- Schema markup integration
- Pagination
- Guest Posting
- Press Release distribution
- Internal linking
- Onsite blog update with new articles
- Off Page SEO
- SEO Lead Generation techniques

Conclusion:

Gujrat Steel website ranking and traffic improves a lot through the time. Gujrat Steel organic traffic has increased by 600% in 6 months only. Also, their sales improved after implementing SEO lead generation strategies.

