



## **Ganapathyarn - SEO Case Study**

### **About the Project:**

Ganapathyarn is a unit of AGC which was established in 1948; it is one of the leading spinning and ginning mills in south India. Their products encompass of Lenzing viscose, Lenzing Tencel, Melange and fiber dyed yarn, organic cotton products, indigo denim yarn and more. They implement modern machinery to produce quality clothing for their customers across the world.

### **Skill Set used:**

Search Engine Optimization – Competitor analysis, business listing, social bookmarking, Google analytics, keyword optimization, and website code optimization.

### **Situation:**

The main motive of ganapathyarn is to widen their customer base by enhancing their organic search rankings and local business listings. As their targeted audience is local and global textile exporters, we faced the major challenge in gaining visitors to the website for the targeted keywords and convert the visitors into customers by engaging those visitors.

### **Solution:**

We conducted the website audit to identify the current ranking position of the website and analyzed the competitor websites to find the new industry trends followed. With

keyword research process, we obtained the most frequently used search terms by the customers.

We optimize their search engine visibility by creating keyword rich title, meta description, H1 tags, canonical tag, image tag, and set up Google analytics and webmaster for their website. We improve their local listings by creating Google business page with business timings, phone number, address and customer reviews.

Our digital marketing experts create quality backlinks to increase the major keyword rankings. We create links through directory submission forum posting, blog commenting, RSS feed creation, bookmarking, and classified submission.

### Result:



KEYWORDS	After SEO	Before SEO
<a href="http://ganapathiyarn.net/">http://ganapathiyarn.net/</a>	<a href="http://Google.co.in">Google.co.in</a>	<a href="http://Google.co.in">Google.co.in</a>
Lenzing Viscose Slub Fabric	1	10
NaNo Slub Yarn Manufactures	1	8
Lenzing Yarn Exporters	1	9
Indigo Knitted Garments	2	10
Yarn Fabric Manufacturers	4	14