



Autoprint - SEO Case Study

About the Project:

Autoprint is one of the finest printing industries in India; they are renowned for its quality products such as sheet feed offshore printing machine and post press machines. Their products are widely recognized in various countries including USA, UK, Malaysia, Taiwan and more.

Skill Set used:

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

Situation:

Autoprint have planned to improve their global presence with high search engine ranking position and local listing. But their website suffers from non-responsive code and lower search engine rankings. We faced the challenge of optimizing the website for all devices and in improving their local ranking.

Solution:

By conducting the website audit, we identified the negative factors to be fixed for improving the search ranking. Along with code optimization, we performed keyword analysis, competitor research, webmaster and Google analytics set up, Google business page creation and backlinking.

We framed the top and frequently used keywords for the website and optimized their website title, meta description, H1 tag, image tag and canonical tags. We promptly removed the outdated links, 404 errors and page redirections to enhance the website speed and overall ranking. To improve their local ranking, we created a business page with their precise business address, timings, phone number and customer reviews.

To improve website credibility, we build quality links through social bookmarking, forum posting, blog commenting, directory submission, classified submission, and manual submissions to search engines.

Result:



KEYWORDS	After SEO	Before SEO
http://www.autoprint.net/	Google.com	Google.com
Aqueous Coating Machine	1	No
Print Inspection Machine Manufacturers	1	No
Four Colour Printing Machine	2	172
Single Colour Printing Machine	2	67
Offset Printing Machines	3	246