

Classik Cooling Towers - SEO Case Study

About the Project:

Classikcoolingtowers is one of the leading manufacturers of diverse types of cooling towers across India and other countries since 2000. They are experts in design, testing, supply, and service of evaporation cooling tower, dry cooling tower, timber cooling tower and natural cooling towers. They aim to provide quality cooling towers at cost-effective pricing; with ISO 9001:2008, 14001 certifications, they continually expand their competency by investing in their research and development.

Skill Set Used:

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

Situation:

Being a cooling tower manufacturing company, ClassicCoolingTowers can get more traffic from the industries across India and other countries; to gain the customer traffic, we find the drawbacks that affect their web page ranking. With the analysis of the website, we find their website suffers from low traffic and the targeted keywords are not positioned on the first page. Their services web pages are not ranked on the search engines for the main keywords and local search rankings are not optimized.

Solution:

The SEO solution is offered by framing the SEO strategy that covers the major factors to improve the search engine ranking page. We begin the process with website analysis, keyword research, on page optimization, content enhancement, and backlinking and SEO audit.

During the site analysis stage, we identified the website ranking for the targeted keywords; to improve the search rankings, we conducted keyword research and come up with new keywords for the different types of cooling towers using Google keyword planner and analytics tools. The new keywords are promptly used in web pages to enhance the page rankings; as site speed play a major role in page ranking, we optimized the website responsiveness to increasing the website speed.

We removed the web page redirects, unused links and optimized the landing page; to improve the website visitors, we created a keyword based title, description, H1 tags, canonical tags, and image tags. In order to increase the local search traffic, we created the Google business page with precise contact address, phone number, business timings, customer reviews and email.

Link building plays an important role in improving the web page ranking; we create quality backlinks through Social bookmarking, classified submission, article submission, forum posting and blog commenting.

Result:



KEYWORDS	After SEO	Before SEO
http://www.classikcoolingtowers.com/	Google.co.in	Google.co.in
Dry Cooling Towers	1	5
HVAC Cooling Tower	1	26
Industrial Cross Flow Cooling Towers	1	4
Cooling Tower Manufacturers	2	17
Cooling Towers	3	26