



Free of Food waste



Insect Free



Mosquito Free



Free of Foul Odour



## Waste Disposer - SEO Case Study

### About the Project:

Waste disposer is a unit of the sharp group primarily focuses on manufacturing the products in waste management; some of their products are commercial crusher tabletop series, commercial crusher standalone series, and domestic crusher and TM series. They implement modern technologies to build quality products that offer sustainable benefit to the audiences. They are committed to their values and offer customer-centric service.

### Skill Set Used:

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

### Situation:

As they produce innovative products for waste management, the company interested in improving their organic search traffic to reach their products across different kinds of people. Their products are commonly manufactured for industries, hotels, residence and commercial use; our challenge is to increase the search rankings for the search terms most commonly used by all those users. Before SEO, the website faced lower search rankings and poor online traffic – to overcome it we focused on all the gray areas to convert the negatives into positives.

### Solution:

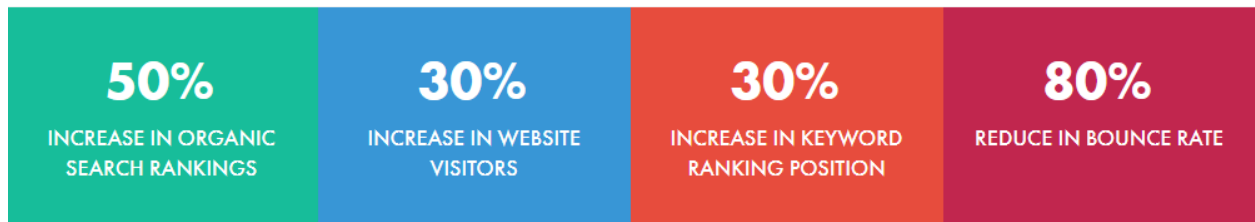
We conducted the website audit and identified their current ranking position for major search terms and analyzed website speed, content, and current online search traffic. Once we conducted the website audit, we performed the keyword research to find the most commonly

used search terms by all kinds of users and included those keywords in the website content. We researched their competitors to identify the new industry trends.

We performed on page optimization by building keyword-specific title, description, H1 tag, canonical tag, and image tags. We removed their 404 redirects, outdated links and optimize their website speed. To improve their search engine visibility, we created a business page by providing their business timings, address, customer reviews, phone number and other important factors.

Our digital marketing experts believe that link building helps in rank improvement, to obtain backlinking benefits, we build quality backlinks through classified submission, bookmarking, social media promotion, blog commenting, and forum participation.

### Result:



KEYWORDS	After SEO	Before SEO
<a href="http://www.wastedisposer.com">http://www.wastedisposer.com</a>	<a href="http://www.google.co.in">Google.co.in</a>	<a href="http://www.google.co.in">Google.co.in</a>
Kitchen Waste Crushers	1	3
Food Waste Crushers	1	5
Kitchen Sink Crusher	1	10
Waste Disposers	2	12
Waste Crusher	3	15