



## Point Pumps – SEO Case Study

### About the Project:

Point Pumps is a unit of Sharp Pumps Private Limited; they provide a diverse of technologically superior pumps for agriculture, industries, and domestics which can be used for varied needs. Sharp Group satisfies every client needs with their quality products that offer excellent productivity and long lifetime.

### Skill Set Used:

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

### Situation:

Point Pumps approached us to popularize their brand name and improve the sales of their products. Since Coimbatore is the house of many pumps manufactures, we faced the challenge to meet the rival competition and improve their local rankings. We are asked to improve the direct enquires from customers and widen their business across India.

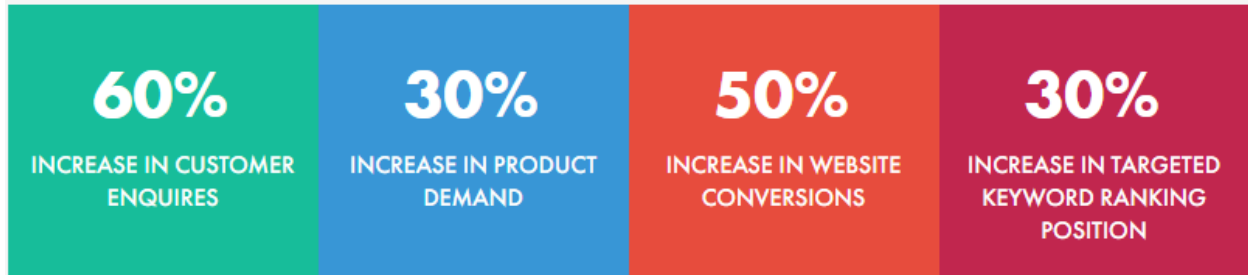
### Solution:

We conducted the website audit based on the major SEO factors and found the grey areas on the website. Initially, we begin with the competitor research to understand the strategies used by other players.

We slowly optimized the website for SEO by building internal links and used improvised keywords in website content, Meta title, description, H1 tags and image tags.

Business listing is performed to enhance their local SEO and search engine ranking of products pages. We set up Google analytics, robot.txt, and webmaster for their website. Through Google analytics, we frequently monitored the progress of their search ranking.

**Result:**



KEYWORDS	After SEO	Before SEO
<a href="http://www.pointpumps.com/">http://www.pointpumps.com/</a>	<a href="http://Google.co.in">Google.co.in</a>	<a href="http://Google.co.in">Google.co.in</a>
Industrial Water Pumps Manufacturers	1	No
Industrial Pumps Manufacturers	2	No
Industrial Water Pumps in Coimbatore	4	117
Agriculture Pump Manufacturers	3	83
Industrial Pumps Manufacturers in Coimbatore	4	No