



AQUA GROUP

**AES**<sup>TM</sup>  
Progressive Thinking

## Aqua Group – SEO Case Study

### About the Project:

Aqua Group is a leading pump manufacturer in Coimbatore, India. They provide effective pumping solutions for commercial, wastewater management, agricultural and domestic usage. They also provide a wide range of solar pumping solutions which can work in the areas that are not connected to power grid. With more than 60 years of experience in pump manufacturing, Aqua Group is trusted by many customers.

### Skill Set Used:

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

### Situation:

Being a leading pump manufacturer in South India, Aqua Group wants to popularize their products and increase their products sales. They are focused on covering the local clients and promoting their domestic pump brands such as Texmo and aqua group. We analyzed their website and framed the digital marketing strategy that helps to meet the client demands.

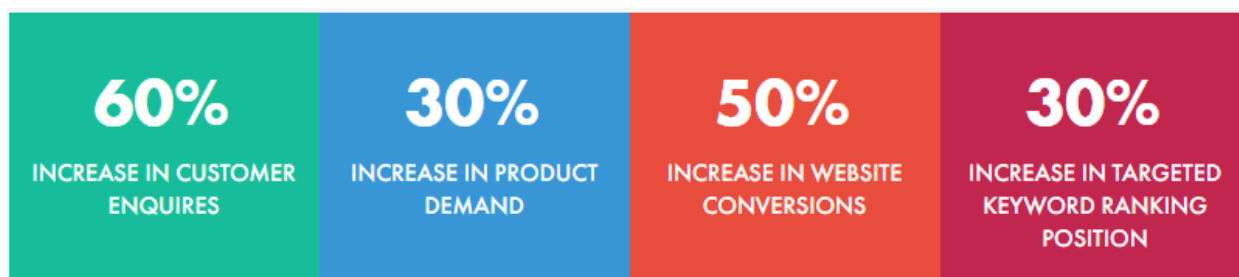
### Solution:

Through competitor analysis, we understand the leading competitors of the aqua group and also identified the strategies used by them. We framed effective keywords for the title, Meta descriptions, keywords and website content which help to rank their website higher in search engines.

We optimized their website for SEO by adding breadcrumbs and internal links. To promote their products, we create quality backlinks by performing link submission in the niche business listing sites, forum posting, and blog commenting.

With a month, we experienced an increase in customer inquiries and sales doubled exponentially. AES digital marketing experts steadily improved their rankings with consistent SEO.

**Result:**



KEYWORDS	After SEO	Before SEO
<a href="http://www.aquagroup.in/">http://www.aquagroup.in/</a>	<a href="http://Google.co.in">Google.co.in</a>	<a href="http://Google.co.in">Google.co.in</a>
Commercial Water Pump Manufacturers	1	96
Commercial Water Pumps India	1	60
Construction Dewatering Pumps India	1	85
Domestic Booster Pumps	1	105
Domestic Pressure Boosting System	1	111

