



Carl Stahl Craftsman - SEO Case Study

About the Project:

Carl Stahl Craftsman is an amalgamated venture of Carl Stahl GMBH of Germany and craftsman automation of India. They are one of the leading manufacturers of lifting solutions for material handling – some of their products include electric chain hoists, wire rope hoists, and lifting tackles to assist in the lifting needs.

Skill Set used:

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

Situation:

Being the largest manufacturing company in India, Carl Stahl focuses on expanding their growth in India with the help of digital marketing solution. Their website suffers from lower search engine rankings and poor customer visits. We took the challenge as the opportunity to increase their website visitors and enhance their conversions by local listing and improving overall search engine ranking.

Solution:

We begin with analyzing their website, page ranking, and visitors – with an idea of optimizing their website, we framed an SEO strategy that involves in keyword research, competitor analysis, content audit, local listing and backlinking. We analyzed the most frequently used keywords by customers to search their niche products or services

through Google keyword planner; we set up webmaster, sitemap and Google analytics on their website to enable the website monitoring.

We research their competitors to identify the major industry trends and techniques followed by the industries. To improve their search engine visibility, we optimized their website title, description, H1 tag, H2 tag, canonical tag, and image tag. For overall website ranking, we created quality backlinks through social bookmarking, directory submission, classified submission, forum posting, blog commenting and RSS feed creation.

We build a Google business page for the company along with the details including business address, phone number, business timings and customer reviews.

Result:



KEYWORDS	After SEO	Before SEO
http://www.carlstahlcraftsman.com/	Google.co.in	Google.co.in
Xy Cranes	1	7
Semi Goliath Cranes	1	23
Crane Kits Manufacturers	2	45
Electric Chain Hoists	5	119
Chain Hoists	5	No