

Shree Maruthi Printers – SEO Case Study

About the Project

Since 2005, Shree Maruthi Printers is specialized in offering all types of offset printing services in Coimbatore, India. They produce and manufacture a wide range of products such as business cards, envelopes and stationery, brochures and catalogues, ID cards, forms and certificates, and letterheads.

Skill Sets Used

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

Situation

Shree Maruthi Printers approached us for increasing the website traffic and sales through enhanced keyword optimization. The company should have optimized search engine visibility to gain more visitors and customers. The challenge was to increase the ranks of internal pages and promote the website to targeted audience.

Solution

Our digital marketing professionals started with a SEO audit initially to analyze the website visibility, speed, indexed pages, and keyword rankings in the search engines. We conducted the competitor analysis to identify the most frequently used keywords by the audience.

We optimized and improved their search engine visibility by creating featured location-based keywords using Google keyword planner and implemented those keywords in Meta tags, image tags and website content. We built sitemap comprising of all internal pages and set up the Google Analytics for analysis of website visitors and continuous monitoring of the website traffic.

To improve business integrity and local rankings, we created quality back links through social bookmarking, forum postings, and directory submissions in business listings with name, address, working hours, and customer reviews.

Result

KEYWORDS http://www.shreemaruthiprinters.com/	AFTER SEO Google.co.in	BEFORE SEO Google.co.in
Synthetic Visiting Card	1	150
Visiting Card Printing in Coimbatore	2	26
Offset Printing in Coimbatore	3	67
Printing Services in Coimbatore	3	55
Visiting Card Printing	4	19