

Swaraj Enterprise



Duration: 90-100 hours/4-6 weeks

URL: <http://www.swarajenterprise.com>



Project Description and Need

Swaraj Enterprises Ltd. is a large business group of four companies- Punjab Tractors Ltd., Swaraj Mazda Ltd., Swaraj Engines Ltd., and Swaraj Automotives Ltd. This website showcases the company products in a Flash animation that runs on the home page and has been color coded according to different group companies. The website was online for some time but was not rated well on various search engines. Users were not able to reach the website with appropriate keywords. It needed to be optimized for various search engines so that it was listed on the top 10 search engines.

Challenge

There was very little traffic at the website before optimization. The initial big task was to study and explore all the possibilities in detail and to find ways to take it to the top. Search Engine Optimization being a comparatively new domain required a lot of Research and Analysis on understanding and determining the

techniques and strategies needed to optimize a website so as to produce 100% satisfactory results.

Solution

The SEO team at Netsmartz consists of engineers with experience of more than 3 years in Search Engine Optimization. They have devoted a great deal of time in researching the techniques and strategies of SEO and attain rankings in a search engine friendly manner. The current website was optimized for all the tags with the input of website related keywords. Later the website was submitted to various search engines.

We helped our client to achieve better rankings by:

- Identifying the site's search-engine related problems and weak aspects.
- Doing a through competition analysis to list the to-dos.
- Creating a list of best keywords and key phrases by thoroughly understanding the audience and the content of the website.
- Creating keyword phrase positioning (page-one listings on major engines).
- Implementing strategies to make your website search engine friendly.
- Promotion of complete website by in-depth analysis of all key aspects.
- Paid & manual submissions to major search engines and directories.
- Regularly reporting significant changes in the listing positions.

Swaraj Enterprise

- Maintenance of search engine ranking.

Skills / Expertise Used

- Advanced knowledge of search engine optimization techniques.
- Expertise in Keyword Density, Keyword Prominence, Link Popularity, Internal Linking Structure, Robots, Page Rank Analysis, Traffic Analysis etc.
- Understanding of search engine algorithms.
- Using structured and streamlined processes to reduce the Project Life Cycle.

Benefits

- The website was optimized for all important keywords such as commercial vehicle suppliers, Automotives market data, seating systems manufacturers, quality automotives, Punjab Tractors Limited etc.
- Significant increase in traffic..

- Top rankings on major search engines such as Google, Yahoo, and MSN.

- Manual submission to 300+ search engines.
- Optimized for all significant keywords ranging from 50-300 keywords.
- Helped client to generate more business opportunities and thus profits.
- Greatly increased web presence.
- The results were visible on Search Engines within 4-8 weeks of submissions.

Client Testimonial

“ Netsmartz quickly got my Web Pages in the top ten on many of the major search engines. They were helpful, prompt to respond to my questions, always courteous, and very efficient!! I would highly recommend their services.”