

Case Studies: SHAKTI PUMPS PVT. LTD.



Website: <http://shaktipumps.com>

Campaign type: Search Engine Optimization

Company Overview:

Shakti Pumps is a renowned company for producing stainless steel submersible pumps, energy saving submersible motors and SRN booster pumps, water pumps and motors in India. The company also supplies these pumps and motors in various countries all over the world.

Accomplishments:

After just 4 months, the website started to rank high on the first page of Google for all the core keywords they deemed most important: pumps and motors manufacturer, submersible water pumps, submersible water motors, stainless steel pumps, energy efficient pumps and motors, energy saving pumps, power saving pumps, motors, SRN booster pumps, booster pump, etc.

Some of the illustrative keywords are mentioned below:

Client	Keywords	Nov-10	Jan-11	Mar-11
SHAKTI PUMPS	SRN pumps	not in top 100	23	1
www.shaktipumps.com	Pumps and Motors Manufacturer	not in top 100	39	1
	water Submersible Motors	not in top 100	45	2
	water submersible pumps	not in top 100	46	6

Improvement in the Website performance:

