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TECHNOLOGIES

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SEO- Filter Concept

Background

Filter Concepts are one of the leading manufacturers of filters, power supplies and EMI filters semiconductor manufacturing equipment. The client had clear objectives with the overall aim of improving the digital presence of the company and to provide more transparency for each product and services company offer and the foremost objective was to increase sales and revenue under 25% ROI.

Solution

The GCT SEO experts conducted a consulting programme to assist in gathering requirements and designing the appropriate strategy and campaigning for the company which included:

1. Revising the content of the website based on relevant keywords to get traced in the major search engines.
2. Worked on the valuable keywords to be revised every 15 days in the content and off page linking to rank the website in the google campaigning.
3. Add sales oriented enquiry form associated with every product to drive the leads
4. Revamp the website to provide clear information about each and every product of the company and with associated keywords searches.
5. Worked on the social branding of the website which is the next phase of digital marketing campaigning.

Results

The client experienced exponential results though the digital campaign

1. There is a huge increase of approximately 820% in the visibility for the company website.
2. The outreach of the organic traffic is also enhanced by 90% and enquiry ratio also increased by 8:10 which gives a huge increase in the ROI to the company.
3. Now the company is planning to launch an ecommerce platform for online selling of products and a customized portal to order self-customized products online.