

Search Engine Optimization Case Study - Arorarefractories.com



GBIM Appraisal

I would like to thank the whole team of GB Internet marketing for improving our websites visibility on the most popular search engines on the web. In the last three months we have had an increase on our business enquiries. This in turn has brought our company more business. As we started getting rankings, GB Internet Marketing reduced our advertising expense to zero. We now have very less advertising costs and we have top rankings on Google, Yahoo and MSN.

Mr. Naresh Arora,
Arora Refractories

The Company

Established in 1977, Arora Refractories in India is a leading manufacturer and supplier of high quality refractory products. Founded by a group of technocrats, Arora is now a professionally managed Refractory Company that has grown multifold in business volume and market reach. With more than 3 decades of experience Arora has always enjoyed a reputation of quality products and outstanding service.

The Task

Arora Refractories was in the business from past 33 years and is considered to be a brand in their Field. They have many branded customers in various fields and have made a mark of themselves. However, with the growing Market, they wanted to expand their business and Internet was the best option to do so. They wanted their site to be on the Top Position for the most competitive Keywords.

Solutions

GBIM Technologies started to optimize the website. The Tags were Added, and the sitemap was incorporated in the site. After that, GBIM Technologies team worked on other aspects of the website and also helped generate content and get relevant links to the website..

GBIM Advantage

As per the current report of Arora Refractories, the sale of the product has gone up to 90%. These include some new branded customers who came in through Internet; the site is today getting ranked for the Top Keywords.