

# SEO Case Study : Thermax



## Problem Statements

1. Website structure was complicated and not SEO friendly
2. Content on the website was lacking keywords in content
3. Irrelevant traffic on the website, leading to junk leads in form fills

## Solutions

- 1. Identified the keywords that fulfilled business objectives
- 2. Identified scope of improvement in the capabilities of website
- 3. Developed relevant content on the basis of selected keywords
- 4. Conducted technical changes to the website for on-page SEO
- 5. Regular off-page SEO activities such as content submissions for generating backlinks



## RESULTS

- 1. Over 35+ relevant keywords optimized on the website across multiple product lines
- 2. Over 10 keywords (product based) on the first page of search results
- 2. Overall YoY increase of 15% in organic traffic through SEO activities