



CASE STUDIES

SEARCH ENGINE OPTIMISATION

252%

Increase in
Organic Traffic

60%

of keywords
ranked on Page 1

55%

Increase in
Blog Traffic

200+ keywords ranked on Google SERP Page 1 for a leading iron foundry

ABOUT CRESCENT FOUNDRY

Crescent Foundry is a leading manufacturer and exporter of Iron Castings. With an annual production capacity of 100,000 MT, the company manufactures a wide range of products mainly for Municipal, Ports & Airports, Agricultural and Automotive Applications. Crescent majorly serves an international clientele and heavily depends on SEO for Discoverability and Visibility.

CHALLENGES

The client approached us at the beginning of the pandemic, and with uncertainties looming over international travel, digital discoverability was undoubtedly on top priority. The challenge was to work on a wide range of products, with over 350+ long tail keywords and search terms, and achieve better ranking.

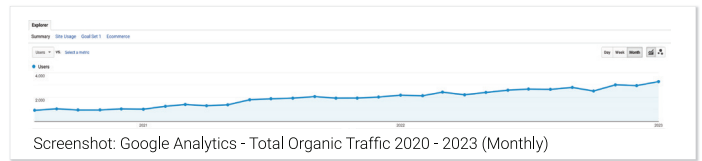
OUR APPROACH

We began optimising the website, starting with navigation, content layout, meta elements, structured data and page load speed attributes. We addressed duplicate content issues through meta robots and canonicalisation. Following the pyramid model to capture the searchers' intent, we re-crafted the copywriting elements of the page.

We worked on keyword-to-page mapping and interlinking attributes for each. We further optimised the website for long-tail search elements, which comprise 70% of search results in this category. We gave special attention to making blogging relevant and consistent.

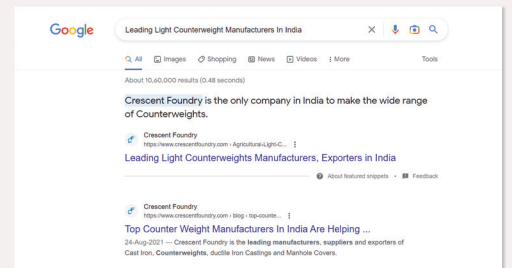
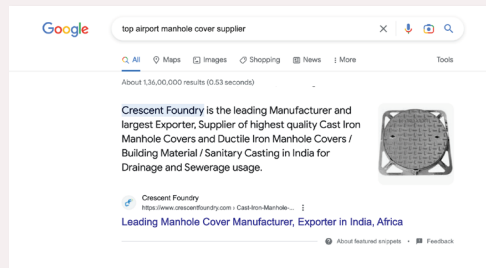
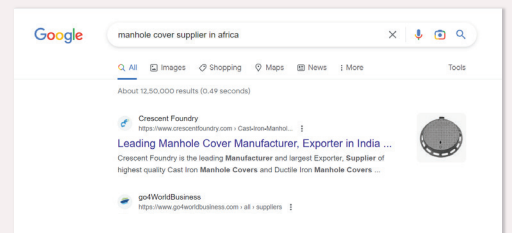
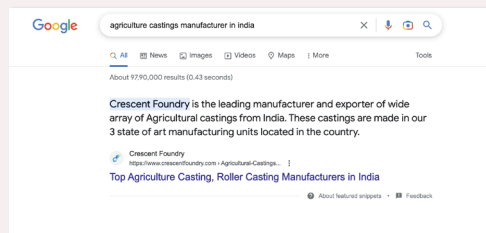
RESULTS

When we club the proper techniques with time, SEO always surprises you with results. As an initial breakthrough, we have grown Total Website Traffic by over 185% in 3 years. Starting with a traffic of 1400 in the year 2020, we currently achieve approximately 4000 visitors per month.



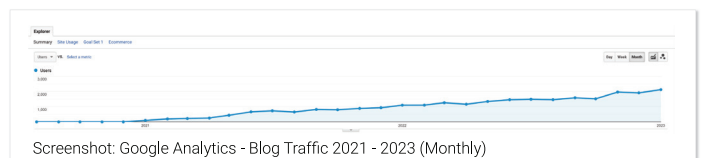
Organic Traffic accounts for over 75% of website traffic. We started with a traffic of 850 users per month in 2020; the website currently calls for over 3000 average monthly visitors, marking a growth of over 252% in 3 years.

This feat has been achieved by consistently ranking over 60% of the targeted search terms on the first page of Google. We track over 300 keywords and consistently rank in the first position for close to 75 keywords.



Screenshot: Google Sep: Keywords Ranking at #1

We started blogging in 2021 as a part of our strategy and have been consistent since. With a relevant content strategy, and core keyword focus, the blogs currently contribute over 55% of the Total Website Traffic and over 70% of the overall Organic Traffic.



The results produced by Brandwizz were fascinating. The change in website traffic, the blogging strategy, and the way the keywords achieved top ranking on Google - was remarkable. Initially we were reluctant, but the way the team had delivered on the results, we feel much confident now.

Director - Crescent Foundry

brandwizz

Brandwizz is a full-service Creative Digital Agency helping brands and businesses with Marketing Strategy and Communication Services over Web, Digital and Print Media. We operate from our offices in Kolkata & Hyderabad, India.

Over 18 years, we have helped over 300 clients globally with Website Design, Digital Marketing, Social Media, Search Marketing, Search Optimization, ORM, Creative Design & Audio Visual services.

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