

Business Case Study

<http://siouxrubber.com/>



SEARCH ENGINE OPTIMIZATION

Market Data/ Trends & Innovation/ Benchmark/
Best Practice/ User Experience



VIDUSHI Infotech
Software Solutions Provider Pvt. Ltd.

<http://www.vidushiinfotech.com/>



The Background

Sioux Rubber & Urethane produces quality impact, corrosion and abrasion resistant products which serve the mining, aggregate, agricultural, chemical and manufacturing industries, extending the life of your equipment, minimize downtime and maintenance to a extent. Over the span of four decades, it has earned the reputation in our industry for being an on-time supplier of high-quality rubber and urethane applications, products and custom designs.

It is a is an ISO 9001-2008 certified company providing application and manufacturing services in large and small quantities with standard or custom products for all types of customers ranging from OEM's to small town repair shops.



Striving for Digital Presence and Brand Recognition

This project initiated with a complete Market Analysis which demonstrated a lack of search engine optimization (SEO) methodologies; witnessing low ranking for the targeted keywords in search engine result page.

On monitoring the website performance based on traffic, ranking & conversions, our expert initiated with SEO activities to improve their digital online presence; thereby generating leads & high qualified traffic.



The Challenge

Sioux Rubber & Urethane keywords didn't rank in Top 100 on Search Result for the entire targeted keyword phrases. Needless to say, they were very annoyed and doubtful about their ranking on Google. They wanted to rank high in the search engines, particularly Google. The ultimate goal was to outshine their competitors and achieve top ranking, gaining online presence and brand recognition. In addition, the lack of a focused keyword strategy prevented search engine spiders to crawl for content.

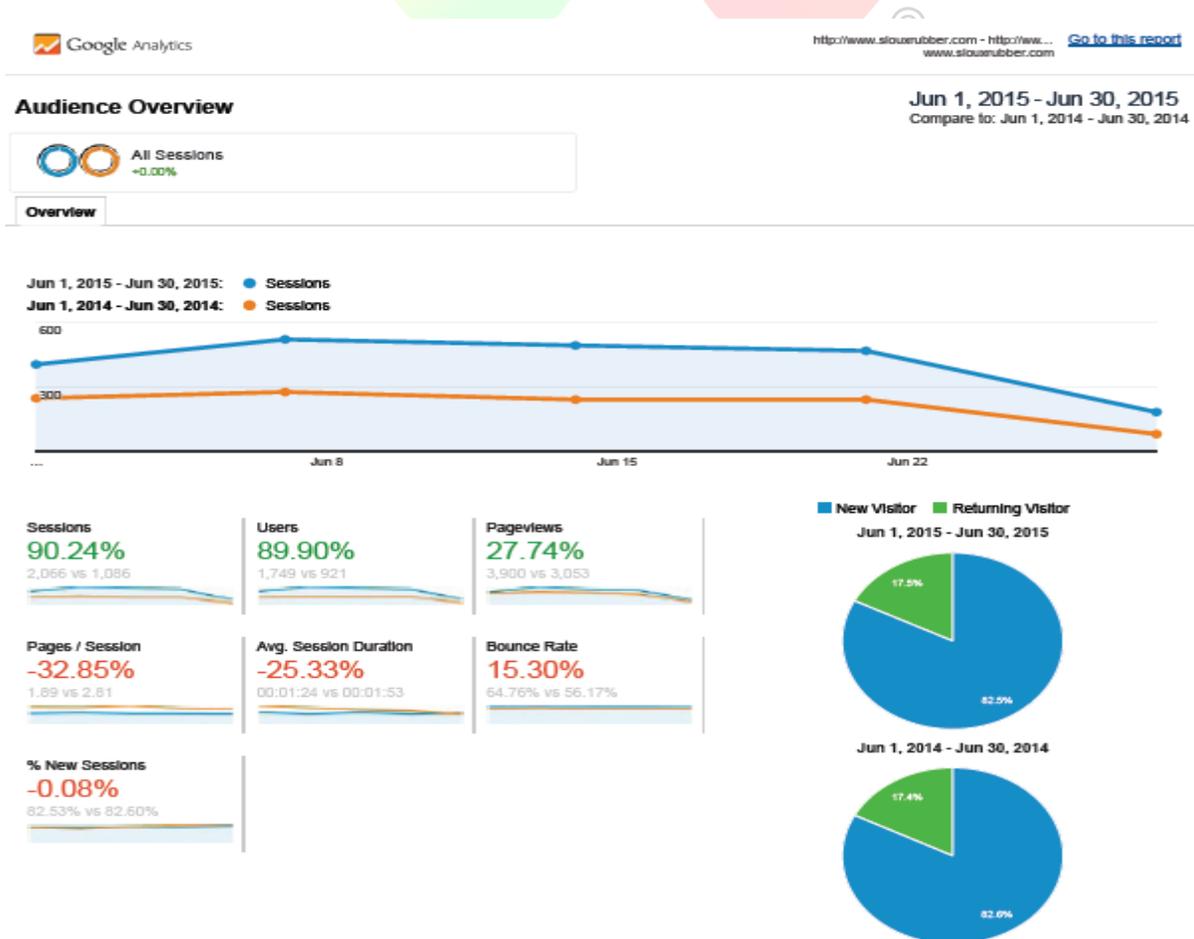
Implementing Solution & Initial Change

Vidushi Infotech prepared a *Five-Step SEO Plan* to improve the digital presence of the website.

- + **Step 1:** Optimize the website, exploring digital marketing channels
- + **Step 2:** Content Analysis and Sitemap Analysis
- + **Step 3:** Implement Link Earning Activity to increase site's link popularity
- + **Step 4:** Integrate "Search Engine-Friendly" elements into the site
- + **Step 5:** Map the targeted keywords to their respective landing page

Once all the site improvements were completed, we shifted our gears to reconstruct the landing page to be more conversation-driven.

Overall Traffic Improvement- Over the Last 1 Years





Google Analytics

<http://www.sioxrubber.com> - <http://www.sioxrubber.com> [Go to this report](#)

Audience Overview

Jun 1, 2014 - Jun 30, 2015

All Sessions
100.00%

Overview



Sessions
20,485

Users
17,408

Pageviews
45,269

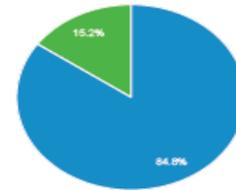
Pages / Session
2.21

Avg. Session Duration
00:01:36

Bounce Rate
61.92%

% New Sessions
84.73%

New Visitor Returning Visitor



List of Targeted Keyword

Keywords	June 14	June 15
Roller Lagging	95	3
rubber lining	40	8
Spout Liner	58	1
Spout Lining	72	1
Urethane Coating	NTH	3
Urethane Liner	38	12
Urethane Lining	NTH	8
Urethane Roller	32	5
urethane roller suppliers	NTH	2

This project is still going on a smooth pace, creating milestone across all endeavour of work process. [Vidushi's SEO team is striving towards to achieve the next landmark in future.](#)

INTERESTED in Giving Your Website a BOOST with IMPROVED USABILITY and CONVERSIONS RATE?

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<http://www.vidushiinfotech.com/>