

Customer Name

Eli Lilly and Company (India) Pvt. Ltd.

Project Header and Details

Search Engine Marketing

URL: <http://www.LillyIndia.co.in>

Team Size: 5

Responsibilities

Planning and analysis of website to attract targeted audience through Search Engines, Applying advanced SEO strategies, Achieving and maintaining higher ranking in major SEs.

Company Profile

Eli Lilly and Company (India) Pvt. Ltd is a subsidiary of the US pharmaceutical major, Eli Lilly and Company.

The company was set up in 1993 as a 50:50 joint venture between Eli Lilly and the Indian partner Ranbaxy Laboratories Ltd., as Eli Lilly Ranbaxy Ltd. The venture was started primarily to manufacture and market a select range of drugs of Eli Lilly and Company. After its inception in 1993, the Indian operation achieved a quick break-even in 1996. In August 2001, Eli Lilly and Company acquired the 50% stake from Ranbaxy Laboratories Ltd. to create a 100% Lilly subsidiary, Eli Lilly and Company (India) Pvt. Ltd.

Lilly India's growth curve has been phenomenal - revenues surged from a modest Rs. 8 crores in 1994 to more than Rs. 150 crores in 2003. This achievement reflects in its ranking among the top 50 pharmaceutical companies in India. Today, Lilly India is among the fastest growing pharmaceutical companies in the country..

The Challenge

LillyIndia.co.in was lacking promising exposure in major Search Engines and online-targeted traffic. The main challenge was to achieve higher ranking above their competitor's web site in major search engines.

The Solution

Sify carefully analyzed the web site and identified the barriers in website navigation and design. Then Sify come up with the easy to implement solution in their existing design, but very effective one for SE Indexing.

The Method

First, Sify worked with "Eli Lilly India" to identify and develop "power words, key phrases" that are most relevant to their services in India. Then Sify suggested changes in the web pages and revised the navigation system of LillyIndia.co.in to reflect the chosen keywords before re-submitting the site to targeted search engines. To assess the effectiveness of our hard work and to strategize additional SEO tactics, Sify continually analyzes web site's ranking on an engine-by-engine basis to examine the algorithms each search engine used to rank Web sites and the results achieved.

Result: -

Within few weeks LillyIndia.co.in had been listed in all the major search engines and directories like Yahoo! Google, AOL, with higher ranking. Now on Internet any one can find easily "Eli Lilly India" for their most important keyword phrases.

| Ranking Report – LillyIndia.co.in Google | |
|---|-----------------|
| Keyword | Position |
| Huminsulin | 1 |
| Gemcite | 1 |
| Vancocin | 4 |
| ReoPro | 5 |
| Xigris | 7 |

Above are the various drug Brand Names of Eli Lilly India and they wanted us to get higher ranking for their Brand Names.