

**Customer Name** : Uhde India Ltd.

**Project Header and Details**

Search Engine Marketing

**URL**: <http://www.UhdeIndia.com>

**Team Size**: 5

**Responsibilities**

Web site analysis to achieve SER. (Search Engine Ranking), Applying advanced and ethical SEO strategies, Achieving and maintaining higher ranking in major SEs

**Company Profile**

From a Construction Office in 1965, to a Branch Office of parent company Uhde GmbH, Germany in 1970, to an Indian public limited company in 1977, Uhde India Limited has come a long way in being recognized as a major EPC company in India and abroad.

**The Challenge**

The website of Uhde India Ltd. (UhdeIndia.com) was newly redesigned website. Website was designed from visitor's point of view and completely over looked the SE point of view. Web site was missing some key factors like "inappropriate Meta tags, navigation system was without bottom text links and site map, which is important in SE Indexing, and website's content was completely missing important keyword phrases including home page."

**The Solution**

Sify did in-depth study of the web site and found the most suitable keyword categories for UhdeIndia.com website. Sify carefully created and analyzed popular keywords, which could give targeted traffic to the web site consistently. Finally, Sify presented powerful approaches to get their web site to the top search engine placement.

**The Method**

Sify is specializing in generating high quality traffic on the web site through Search Engine Positioning and Directory Placement. Sify carefully implemented our SEO strategies on UhdeIndia.com and submitted website into the major search engines and directories. For each project, Sify thought of an innovative idea and provided Systematic implementation plan.

**Result: -**

Within 1½-month web site get listed successfully in all major search engines with top positions for their important keywords and key phrases. It also drastically increased its ranking on major search engines such as Google, Yahoo! and AOL. After only 1½-month, as a result of Sify's SEO campaign and the improved rankings, unique visitors to www.UhdeIndia.com increased. As a result, "Uhde India Ltd." has taken advantage of interactive opportunities to reach its target market.

| <b>Ranking Report – UndelIndia.com<br/>Google</b> |                 |
|---|-----------------|
| <b>Keyword</b>                                    | <b>Position</b> |
| EPC Company in India                              | 1               |
| EPC Contractor in India                           | 1               |
| LSTK Contracts in India                           | 1               |
| EPCM Services in India                            | 2               |