



## 69% TOTAL INCREASE IN ORGANIC SEARCH TRAFFIC.

Infiniti Fire and Safety Solutions' provide a project-managed installation to servicing and maintenance; we tailor our services to the exact requirements of your project. With a broad experience in all fire-protection technologies, we make sure you benefit from the most suitable solution for your needs. Our business plan, our staff, internal training and our procedures have all been modeled on customer service through one point of contact. We develop long term relationships with our customers. It is the customer service we provide that has seen Infiniti Fire and Safety Solutions establish itself as a major player in the fire protection MARKET.

### THE CHALLENGE:

OPTIMISE WEBSITE FOR SEARCH BY BUILDING A GREAT USER EXPERIENCE AND ALSO OPTIMIZING TECHNICALLY FOR SEARCH ENGINES.

To drive targeted traffic to website and thus increase transactions/ leads.

### EFFORTS:

Seo Audit was conducted to check where the website lacked from SEO perspective. After analysing the results below short comings were listed.

### FINDINGS:

- ❑ The Meta tags were missing
- ❑ The Url of the pages were unstructured
- ❑ Alt tags in images and Logo were missing
- ❑ Google Webmaster account was not set
- ❑ Breadcrumbs was not in hierarchy
- ❑ Site was not added in Google, Bing and other search engine listings
- ❑ Social buttons were missing
- ❑ Site was not mobile responsive

### SOLUTION:

Being an important aspect of SEO, the Meta tags were created by using the most targeted keywords

- Proper structured SEO friendly url's were made to rank up the pages in SERP
- ❑ The Images and logo was optimized by ensuring proper Alt tags were used.
- ❑ Google Web master account was set to avail its advanced features and to keep a check on the details
- ❑ Proper Breadcrumbs were made as they are high up in the code and help the search engine crawl the site.
- ❑ The website was registered with Google, Bing and various other place listings.
- Social Media plays a vital role in build a brand. We made it a point that the website doesn't losses out on this hence we created social buttons for the website.
- ❑ The website was not mobile friendly hence a website compatible on mobile was built.

### RESULTS:

Compared to the Q3-2015, in Q4-2015 IFSS got 69% total increase in organic search traffic.

There was about 58% increase in the site lead and conversion rate.

The table below shows some of the keywords that improved their rankings after optimizing the website.

Installation & maintenance of fire system in Navi Mumbai	1
Installation & maintenance of fire hydrant system in Mumbai	2
Renewal of Fire NOC in Navi Mumbai	2
Fire sprinkler system in Navi Mumbai	1
Fire hydrant system installation in Mumbai	2
Installation of Fire Sytem in Navi Mumbai	4
Installation of Fire detection system in Mumbai	1

### QUOTE FROM THE CLIENT:

*"SINCE THE DAY I HAVE SIGNED UP WITH Web Complete Solutions, OUR SERP RANKINGS HAVE GONE UP DRASTICALLY. THEY ARE CONTINUALLY IMPROVING OUR KEYWORDS RANKING AND IN TURN TRAFFIC. THEIR TEAM MEMBERS ARE VERY FRIENDLY, PROFESSIONAL, KNOWLEDGEABLE AND PLEASANT TO DEAL WITH."*

