



# SUCCESS STORY

## OPTIMIZING LOCAL VISIBILITY FOR A Regional Industrial Leader

### Impact

#### KEYWORDS

**150+** Keywords on  
First Page

#### Conversions

Website Conversions  
**Doubled** & 90% More Qualified Leads

#### IMPRESSIONS

**4x** Boost in Website  
Impressions

#### BACKLINKS

**200+** Unique Backlinks  
Earned

## The Client's Story

Harsh Industrial Pumps and Systems provides high-performance pumping solutions for the chemical and pharmaceutical sectors. Despite a strong offline presence, their website struggled with poor local search visibility and low-quality traffic, resulting in missed opportunities for lead generation. They needed a focused digital strategy to improve keyword rankings, attract relevant regional traffic, and position themselves as a trusted name in their industry online.

## The Challenge

### 01 Poor Local Search Visibility

Despite their market expertise, the website wasn't ranking for essential local and service-specific keywords.

### 02 Outdated Content & Weak UX

Service pages lacked clarity, relevance, and geographic targeting, limiting user retention and engagement.

### 03 No Structured SEO Foundation Needs

No schema, crawlability issues, and missing internal links made it hard for search engines to understand site content.

### 04 Lack of Authority Signals

The website had minimal backlinks, and no exposure in trusted business directories or niche industry blogs.

## The Turning Point: Our Partnership

Harsh Industrial Services joined forces with us to revamp their digital footprint and grow their local visibility. Our strategy was focused on three pillars: local search dominance, technical SEO health, and regional content relevance. This marked the beginning of a performance-driven transformation.

## Local On-Page SEO Optimization

01

## The Client's Story

We updated service pages with geo-keywords and added city-specific landing pages to boost local visibility.

## Technical SEO Enhancements

02

We added structured schema and optimized site speed for better mobile and B2B usability.

## Strategic Content Development

03

We created targeted FAQs and blog posts based on local industrial queries, aligning content with seasonal tax and budget cycles.

## Local Link Building & Authority Boos

04

The business was listed in local directories and secured guest posts on industry blogs.

## Impact

The comprehensive SEO strategy implemented for Harsh Industrial Pumps and Systems resulted in noticeable improvements in key performance metrics. By focusing on local search visibility, content optimization, and technical enhancements, the website experienced increased organic traffic and user engagement. These changes have helped improve the client's online presence, contributing to a higher number of qualified leads and greater visibility within their industry.

## The Results

### 1 YEAR SEO IMPACT IN NUMBERS

#### BEFORE

611

15

10

7,482

#### METRICS

Website Users

SEO Health Score

Website Clicks

Leads

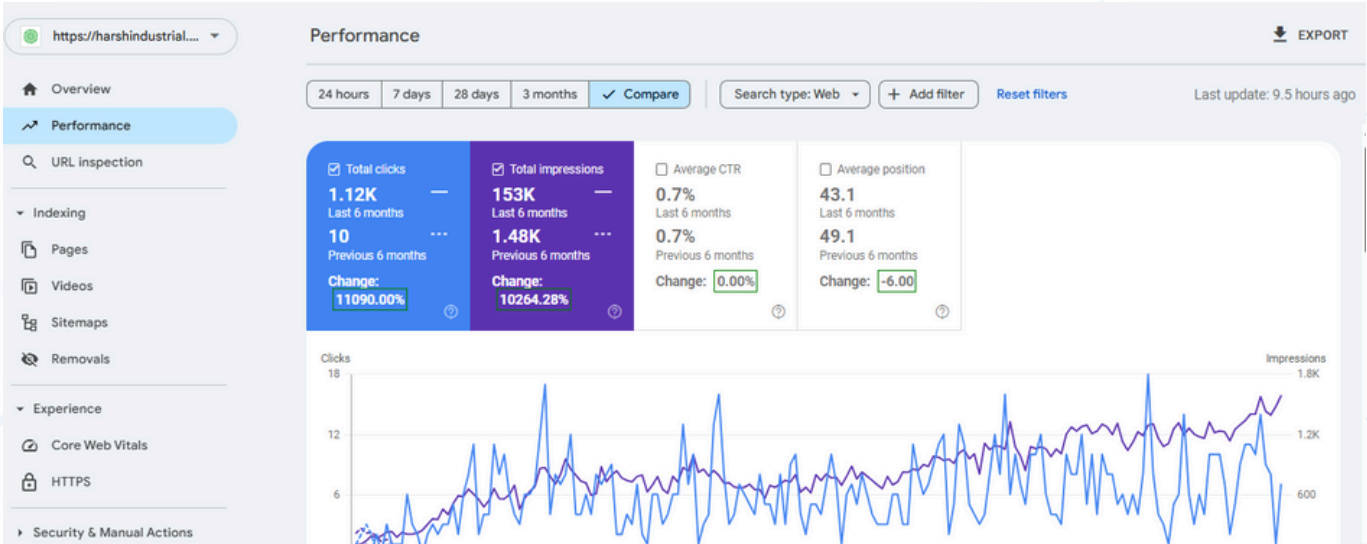
#### AFTER

24,540

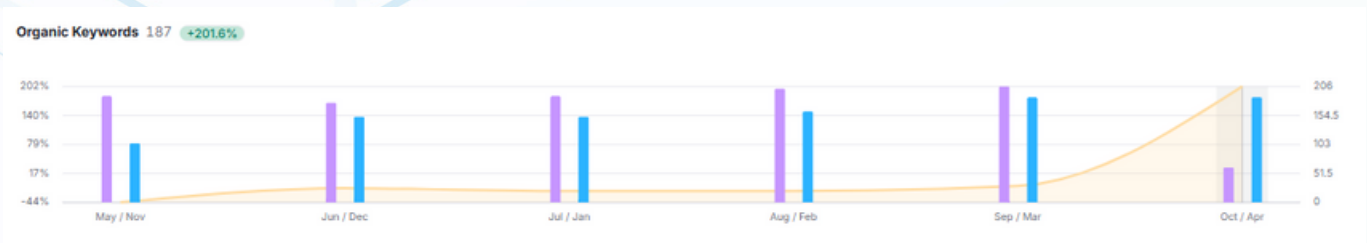
90

1.12K

33,430



Search...		Rows per page: 10 1-10 of 10							
First user prim...Channel Group)		Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count	Key events	User key event rate
SHOW ALL ROWS							All events	All events	All events
Total		24,540 vs. 811 ↑ 3,816.37%	24,853 vs. 808 ↑ 3,880.95%	2,319 vs. 19 ↑ 3,076.71%	40s vs. 1m 13s ↓ -66.4%	0.60 vs. 0.76 ↓ -18.99%	185,808 vs. 1,683 ↑ 3,389.4%	387.00 vs. 4.00 ↑ 9,575%	1% vs. 0.88% ↑ 32.55%
1 Paid Search									
Apr 29, 2024 - Apr 29, 2025		8,017 (32.67%)	8,012 (32.24%)	670 (28.89%)	35s	0.61	48,067 (24.25%)	138.00 (35.66%)	1.42%
May 1, 2023 - Apr 30, 2024		166 (27.17%)	166 (27.26%)	7 (9.59%)	32s	0.58	938 (12.54%)	4.00 (100%)	2.41%
% change		4,729.52%	4,726.91%	9,471.42%	8.27%	11.7%	4,704.58%	3,390%	-40.99%
2 Direct									
Apr 29, 2024 - Apr 29, 2025		7,268 (29.6%)	7,308 (29.4%)	416 (17.94%)	38s	0.47	60,422 (32.92%)	92.00 (24.03%)	0.82%
May 1, 2023 - Apr 30, 2024		220 (36.01%)	218 (35.8%)	32 (43.84%)	1m 30s	0.73	3,632 (48.54%)	0.00 (0%)	0%
% change		3,202.27%	3,282.22%	1,200%	-81.81%	-36.39%	1,563.6%	0%	0%
3 Display									
Apr 29, 2024 - Apr 29, 2025		6,257 (25.5%)	6,189 (24.9%)	544 (23.46%)	21s	0.47	37,482 (20.17%)	129.00 (33.33%)	1.36%
May 1, 2023 - Apr 30, 2024		0 (0%)	0 (0%)	0 (0%)	0s	0.00	0 (0%)	0.00 (0%)	0%
% change		0%	0%	0%	0%	0%	0%	0%	0%
4 Organic Search									
Apr 29, 2024 - Apr 29, 2025		3,201 (13.04%)	3,188 (12.82%)	680 (29.32%)	1m 38s	1.03	41,894 (22.55%)	22.00 (5.68%)	0.16%
May 1, 2023 - Apr 30, 2024		222 (36.33%)	222 (36.48%)	34 (46.59%)	1m 38s	0.90	2,901 (38.77%)	0.00 (0%)	0%
% change		1,341.89%	1,334.68%	1,900%	-9.42%	15.11%	1,344.12%	0%	0%
5 Referral									
Apr 29, 2024 - Apr 29, 2025		72 (0.29%)	72 (0.29%)	7 (0.3%)	17s	0.57	472 (0.25%)	2.00 (0.52%)	1.39%
May 1, 2023 - Apr 30, 2024		1 (0.16%)	1 (0.16%)	0 (0%)	0s	0.00	3 (0.04%)	0.00 (0%)	0%
% change		7,100%	7,100%	0%	0%	0%	15,632.33%	0%	0%



## Clients Feedback

We've always been known in our industry, but until now, our digital reach didn't reflect that. The SEO strategy we implemented helped us stand out locally and attract serious business leads

## The Story Continues...

Next, our strategic steps involve creating city-specific pillar content for industrial use cases, building authoritative backlinks from chemical and pharmaceutical trade directories, launching multilingual support for local language queries, and integrating quote-based lead forms along with CRO enhancements to further optimize conversions.

**Want your business to thrive like this?**

**Let's tell your story next.**