



# CASE STUDY

## Printech

- Industry** : Printing Industry, SEO
- Region** : Middle East North Africa, India
- Duration** : 3 to 6 Months
- Benefits** : Improved Ranking,  
 Visibility in Top 5 Google pages,  
 Increase in Leads

### The Client

The Client is a complete solutions provider for the Printing and Packaging Industry in the MENA (Middle East North Africa) region and India. They provide consulting and technical solutions to printing companies in terms of equipment, components and consumables to enhance throughput.

### The Business Need

- Client was very old player in printing industry middle east and maximum business he was able to generate through word of mouth or repeat orders from existing partners
- Client was not able to generate business from website as the content of the website was not that impressive and lack of visibility on internet.
- Client decided to go online with improved content for website.
- Client decided to go ahead with social media marketing tools such as SEO and SMO.
- Client shared his desire with eluminous for highly professional website along with internet visibility.
- eluminous Team built complete social media strategy for Client after understanding client's present situation on internet.

### eLuminous Technologies Solution

- We did the website content writing that included keyword rich content
- We also carefully looked on the On Page and OFF Page aspects for the website.
- Aggressive back link process has been performed like Social Bookmarking, Press Releases, Free Directory, SMO Techniques, Video Submission etc.
- We followed manually the procedure while performing this task.

## Google Rank Statistics

**Google SEO Results**

Keywords	Before Work	After Work
Plate Mounting Machine	None	2 <sup>nd</sup> Page
Plate Mounting Machines	None	2 <sup>nd</sup> Page
Mosca strapping machine s	None	1 <sup>st</sup> Page
Mosca Strapping Machine	None	1 <sup>st</sup> Page
Robopac Stretch Wrapping machines	None	1 <sup>st</sup> Page
Robopac Stretch Wrapping machine	None	1 <sup>st</sup> Page
Cryovac Shrink Films	None	5 <sup>th</sup> Page
Sesotec Metal Detectors	None	2 <sup>nd</sup> Page
Mocsa laser marking solutions	None	8 <sup>th</sup> Page



## Why Eluminous

- Internal Support Department.
- Provide support to existing development client only.
- Always Thinking to do some out of box with existing talent.
- Design marketing strategies and action plan.
- Expansion Plans.

## Know More

For more information on our success stories, You can access below links.

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