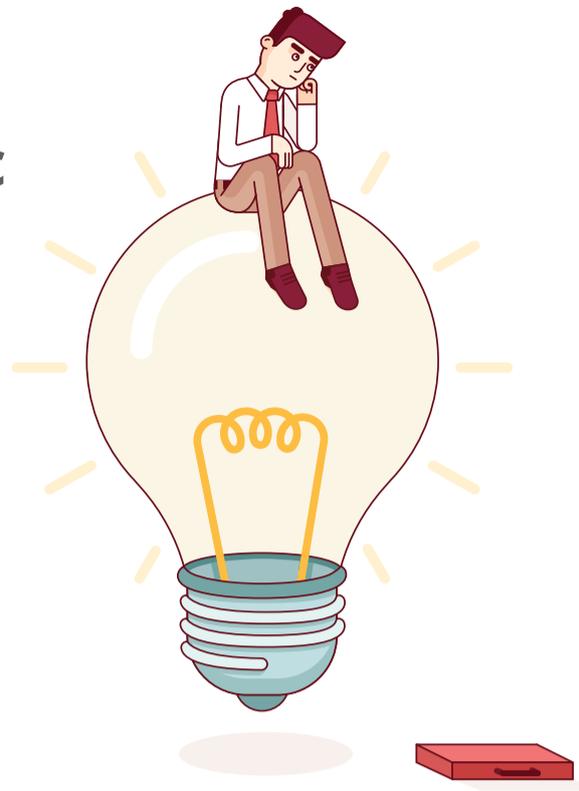


Case Study: Aditya Scientific

How we helped a local up-and-comer beat international rivals, such as Butchi (established in 1943), IKA (1910) and Fischer (1902) in just three months with a world-class SEO strategy.



The Business Problem

Hyderabad-based Aditya Scientific competes against a few international brands with deep pockets and decades of experience. While the traditional lead generation channels had worked reasonably well for Aditya Scientific, it was imperative for them to look at online avenues for further growth.

One of the biggest challenge for them was the poor visibility of their website. Aditya Scientific's website was not present in the top 10 pages of Google Search Results, with the first page dominated by their experienced competitors.

The need for better SEO ranking

This was leading to a potential loss in sales for Aditya Scientific. Improving rankings on Google search meant going against strong brands with close to 100 years of experience in their business. Some of these brands had already implemented a digital lead generation strategy.

Why SEO for B2B



Our Solution

Exegy Consulting worked with the client to identify a high value product, their Rotary Evaporators, for which the client wanted to get discovered on Google. We then developed an SEO strategy to achieve first page listing on Google for this product.



A top-notch plan following all the best SEO practices



Our Impact

First page ranking for Aditya Scientific for the keyword "Rotary Evaporator" in just 3 months!

Keyword: Rotary Evaporator

