

How IKF Helped Praj Boost their Organic Traffic by 23%

Home / Case Studies / How IKF Helped Praj Boost their Organic Traffic by 23%

About Client

Headquartered in Pune, Praj is one of India's leading company specializing in bio-based technologies and engineering. In addition to bioenergy, Praj also offers sustainable solutions for high purity water, critical process equipment, breweries, and industrial wastewater treatment. With over 750 references across 75 countries, Praj aspires to enhance the quality of human life with its environment, energy and agriculture processing led applications.



Results



23.02%

Organic Traffic Increased



20.86%

Page Views Increased



25.93%

Sessions Increased



Objective

- Praj, a leader in bioenergy-based technology and solutions, sought to enhance its organic search performance. The goal was to leverage its market position to raise online visibility, increase organic traffic, and boost brand awareness through a robust SEO strategy.



Problem Statement

- Despite being a prominent name in bioenergy, Praj faced challenges in achieving strong organic search rankings and traffic growth.
- There was a need to identify and address technical and content-related issues affecting the website's performance.
- Praj required an effective SEO strategy to improve visibility for competitive keywords and strengthen its overall online presence.



Strategy & Execution

General SEO Strategy

- Conducted a **comprehensive website analysis** to identify constraints or issues impacting traffic and search rankings.
- Developed an SEO roadmap based on insights, targeting both onsite and offsite optimization to achieve measurable results.

Onsite SEO Approach

- Reviewed and optimized meta descriptions, web content, anchor texts, and internal links to improve search relevance and rankings.
- Improved technical aspects of the website, such as page load speed, reducing it from 11 seconds to 3 seconds, achieving an 80% improvement.

Offsite SEO Approach

- Strengthened Praj's online presence through offsite SEO practices, including:
 - Building backlinks on high-authority platforms.
 - Leveraging social media and directories to enhance visibility.
- Conducted **in-depth industry and competitor research** to identify high-performing keywords and align efforts with industry trends.