

WEBSITE RE-DESIGN

Case Study

Paragon Instrumentation Pvt. Ltd.

Dear Akshar,

This email serves as a thank you and a testimony
to your expertise (in website re-designing &
email marketing).

Appreciate your patience & hard work on our re-
designed website.

Though I have not started website promotion but
by following your right strategies and best
practices every now and then I am getting leads
from my website.

And recently I got to know my website is being
liked by Google too as they have given sitelink
to our website in search results.

A 10/10 marks to you & your team.

Regards,

TanujBartar

Director, Paragon Instrumentation Pvt. Ltd.

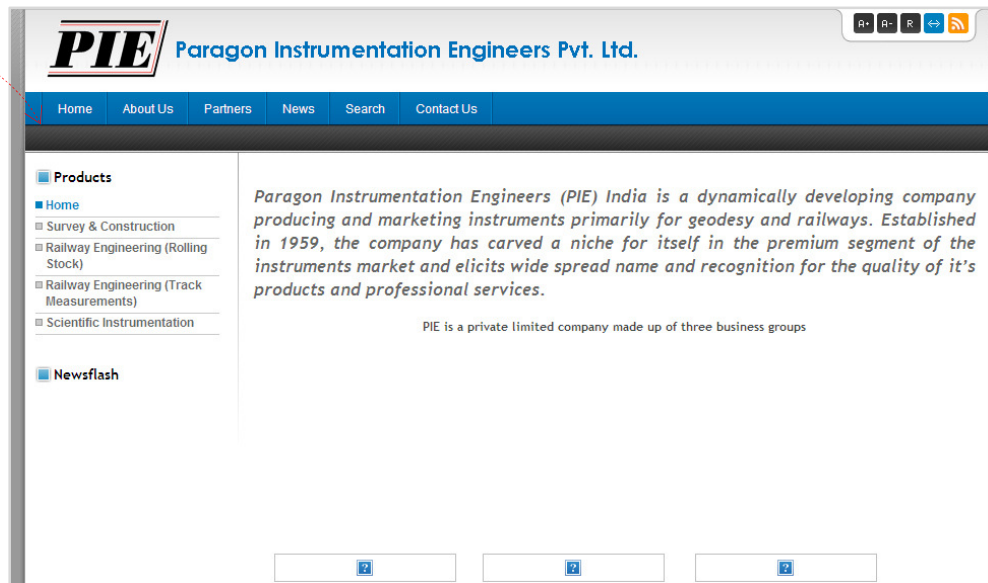
P.S.: and yes I did read your eBook TAKE THAT
PLUNGE. It's a good read. Well done!

See the “Difference”- Yourself

The makeover –

As you can make out straight away from the visuals, from a basic brochure-type website we metamorphosed the Paragon website into a full-fledged professional online presence that actually works for their business rather than just being there as a showpiece.

before



after



Not a fairy tale or some airy talks – the “difference” is based on facts & figures.

Our every strategy, our every approach at Centronics Support is based upon hard facts and figures and there is nothing that we cannot back up with data.

The previous version of Paragoninstruments.com had no Google Analytics installed – so there was no way of knowing how the website was performing vis-a-vis attracting targeted traffic, the bounce rate, the exit pages and a plethora of other information pieces that normally help you steer your website in the right direction.

So when we redesigned the Paragon website we made sure that the Google analytics code was live and kicking on every relevant page and according to the latest metrics available to us, the results have been nothing less than commendable.

Google Analytics metrics –



Increased page visits

More than 85% of new visits to the website

We applied multiple SEO tactics (all White Hat, including using the right meta information, updating content and making existing content more search engine friendly) and the Paragon Instruments' new website could claim **3rd rank in Google** in “surveying and construction products” category in its region.

Web Images Maps News Orkut Translate Gmail more

Google

surveying and construction products roorkee

About 132,000 results (0.24 seconds)

Advanced search

Everything

Images

Videos

News

More

New Delhi, Delhi

Change location

The web

Pages from India

All results

Timeline

More search tools

construction products jobs in Roorkee | careerjet.co.in

www.careerjet.co.in/.../jobs?s=construction+products&l=Roorkee... - Cached

Roorkee, Uttaranchal. s operations are divided into two business segments: **Surveying & Construction Products** Division and Rail Engineering/ Instruments ...

Job - Office Assistant Computer Operator - Roorkee - Paragon ...

jobsearch.naukri.com/job-listings-Office-Assistant-Computer-Operat... - Cached

7 Jun 2011 – Keywords: Secretary, computer operator, Roorkee, office assistant ... into two business segments: **Surveying & Construction Products** Division ...

Paragon Instrumentation Engineering Pvt. Ltd. :: About PIE

www.paragoninstruments.com/about-us.html - Cached

Surveying & Construction Rail Engineering (Rolling Stock) Rail Engineering ... Head quartered in small but well-known town of Roorkee (170 kms. ... are divided into two business segments: **Surveying & Construction Products** Division and ...

survey instruments Exporters, survey instruments Manufacturers ...

www.trademart.in/survey-instruments/.../search-exporters.html - Cached

survey instruments Directory- **survey instruments** exporters , **survey** ... NOOR MASJID & FIZZAH NURSING HOME, IMLI ROAD, SATTI STREET, ROORKEE-247667UTTARAKHAND ... measurement and **construction** applications. Our **products** have ... more ...

Survey Instruments - Products Directory

catalogs.indiamart.com > ... > Nautical Survey Equipment - Cached

985 Products – They are ideal for a variety of **construction** and **survey**- AX-2S Magnification: 20 x ► Accuracy*: ±2.5 mm ... **Roorkee Survey & Drawing Syndicate** ...

Nikkon Auto Level - ROORKEE SURVEY HOUSE

roorkeesurvey.tradeindia.com/Exporters.../Nikkon-Auto-Level.html - Cached

ROORKEE SURVEY HOUSE - Exporter & Manufacturer of Nikkon Auto Level based in ... Product Specification. Nikkon Auto Level Nikon **Construction** Auto-Levels: ...

ScientificDealers.Com

www.scientificdealers.com/more_member.asp?name=11 - Cached

Com, Online Directory of Scientific, Laboratory and Educational Products ... Address : 489, West Amber Talab, **Roorkee**, Uttrakhand - 247667, INDIA ... Lieca **Construction Products** Authorized Dealer of Topcon **Survey** Products Deals in Sale ...

Survey Instruments

www.hotfrog.in/Products/Survey-Instruments - Cached

ROORKEE, Uttaranchal. our humble ancestral bussiness house dates back to 1956 and ... We herewith enclose our **product** list of **Survey** Instruments for your kind ... Industrial, **Construction** And Road Safety Equipments, **Survey** Instruments, ...

Diagnostic Report – Survey Instrument at Roorkee

www.nisiet-cluster.org/pdf/roorkee.pdf

File Format: PDF/Adobe Acrobat - Quick View

Diagnostic Report of **survey** Instruments **Roorkee** is presented on the following section. ... Defining the **Product**. 3. **Product** Grouping. 4. Kind of **Survey** Instruments ... **Construction** work of canal was started from Haridwar (Near ...

Meteorological and Land Surveying Instruments - Product info with ...

annual2010.ipfonline.com/products/showproducts/meteorological_a... - Cached

11 products – Meteorological and Land **Surveying** Instruments - Browse 11 **products** from ... **Roorkee Survey & Drawing Syndicate** manufactures Optical Theodolite in various ... pile driving, **heavy** equipment, tunneling, traffic, and more. ...

Goooooooooooooogle

1 2 3 4 5 6 7 8 9 10

Next



too loves **Paragoninstruments.com**

The screenshot shows a Google search interface. The search bar contains 'paragon instruments' and shows 'About 6,860,000 results (0.15 seconds)'. On the left is a sidebar with navigation options like 'Everything', 'Images', 'Videos', 'News', and 'More'. The main results area shows several entries for 'Paragon Instrumentation Engineering Pvt. Ltd.' and related entities. A red box highlights the 'Sitelinks' section of the first result, which includes links like 'Partners', 'About PIE', 'Contacts', 'History Timeline', 'Enquiry', 'Chairman's Message', 'Newsletter', and 'Vision & Mission'. A red arrow points from a text box on the right to this highlighted section.

Sitelinks –

Google has liked our structure and added "Sitelinks" to it.

Sitelinks are links to a site's interior pages.

Not all sites have sitelinks.

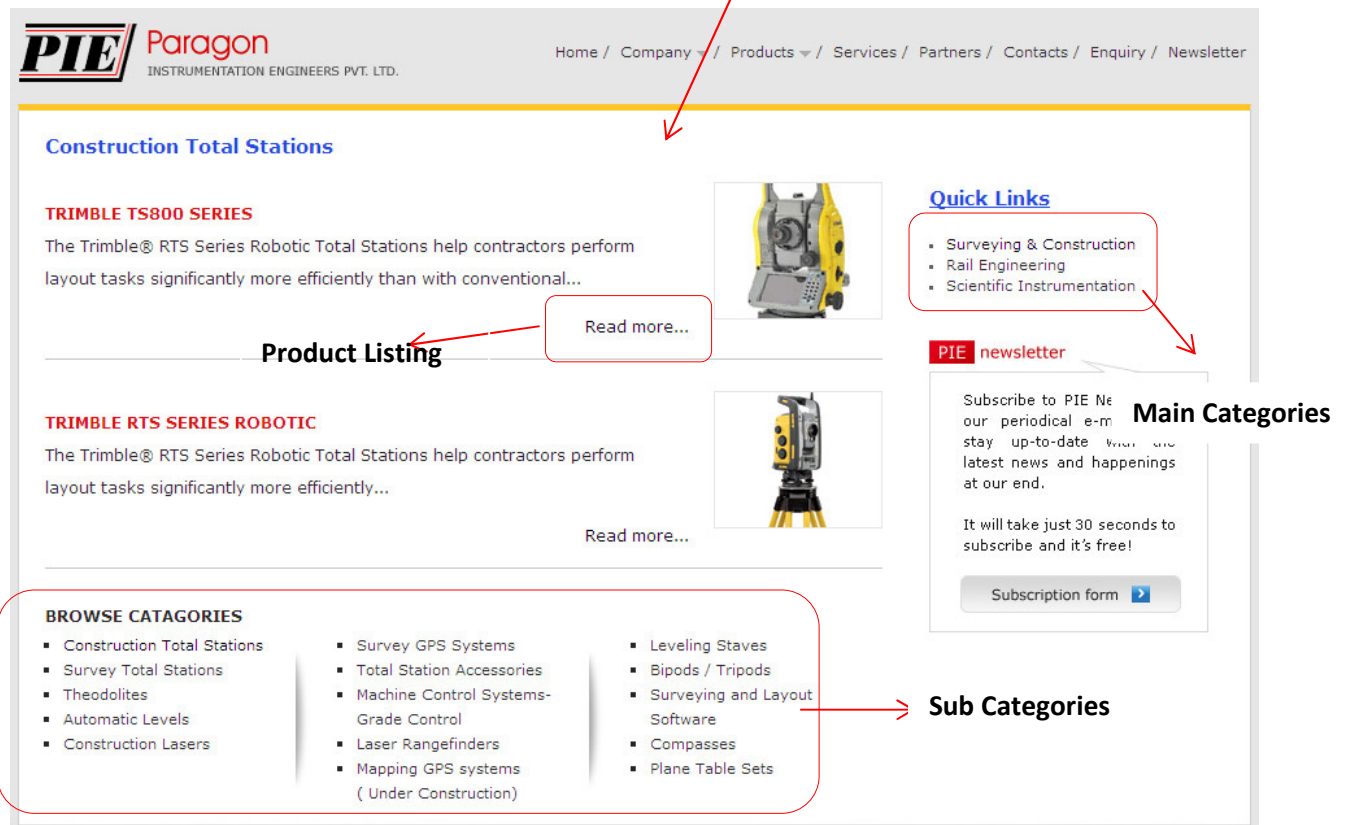
Google generates these links automatically,

While carrying out website re-design - we take care of the micro level fine tuning and minute details. The exercise includes design details but more importantly the **meta**, **keywords** and **page titles**. Paragon Instruments' website is one of our websites Google "Loves".

→ **Google has liked our structure and added "Sitelinks" to it.**

Google does this only when a site structure allow its algorithms to find good links or when Google thinks that the sitelinks are relevant.

Google ranking also depends upon page views, and to increase the pages views a good linking structure is required. **Product pages of** Paragoninstruments.com are good example -



When visitors get links easily, they clicks

PIE has 100+ products in tens of categories. So we designed the product sections in such a way that visitors get links of categories, sub-categories and product listing on one single page (in most of the pages, without scrolling down). Since it's easy to navigate, it's easy to get more hits.

Website Re-designing Story

Making long story short –

sharing only key points of the website re-design process:

- Paragon Instrumentation Engineers Pvt. Ltd. (PIE) is an ISO 9001:2008 certified company producing & marketing measuring instruments and tools for various fields.
- Since its inception in 1959, the firm established its identity as a pioneer in design, development, manufacturing and marketing of measuring instruments.
- PIE's old website was just not working. It looked like an alienated web page.
- Despite being based in Roorkee, PIE selected Centronics Support for website re-designing due to our responsiveness and the credibility we have...
- After a couple of conversations on telephone followed by one-on-one meeting with the client – we understood the need and evaluated the element which was missing...
- It took us more than 5 months to complete the project – as client was very busy with his internal affairs – so he was not able to give time to the website project. But with care & patience we could get all the material / inputs from them and delivered a nice, valuable final product i.e. a website that really works for Paragon Instrumentation.
- So far we have not done any website promotional activity – but with key principles of a successful website applied the new website has already generated leads + other related enquires...

The results –

- Website page views increased by 25-30%
- Google ranking improved (now it ranks third in surveying and construction products category in its region.)
All this was achieved without any SEO (Search Engine Optimization)
- Newsletter sign-up increased by 50%
- Google has liked our structure and added "Sitelinks" to it.
Sitelinks are links to a site's interior pages. Not all sites have sitelinks. Google generates these links automatically,
- Every now and then website is generating leads and other business related enquires
- Product PDF downloads have increased
- A private page (Members section) of the website became a central repository of all marketing materials. From here all stakeholders were able to download the required material
- With conversational style writing – comfort level of visitors got increased (as per feedback we have received)

There is a lot more to learn about this new website and if we take on the task the case study will easily cross 50 or more pages ...

So, we encourage you to visit the site and see the "difference" yourself.

Visit >>www.paragoninstruments.com

This page is intentionally kept blank.

Paragoninstruments.com is a new website - we just finished it few weeks back.

And we have not done online marketing activity so far.

We are very confident that when we do online marketing for Paragoninstruments.com - we would need more space to talk about the results + impacts we created for the company.

Free resources to help YOU succeed

FREE EBOOKS –



1. **Emailicious** (my free ebook on Email Marketing – a real world story of how an entrepreneur turned around his small business completely by implementing a kick-ass email marketing strategy formulated by yours truly) -- <http://www.centronicssupport.in/emailicious.php>
2. **Website Talkies** (a free ebook on how an enterprising business owner turns around his business by being proactive and redesigning his website) -- <http://www.centronicssupport.in/website-talkies.php>
3. **Take That Plunge!** (a short and inspirational read on my own half-baked entrepreneurial journey) -- <http://www.centronicssupport.in/take-that-plunge.php>

FREE E-COURSES –



1. **How to Build a Website that Works** (Learn all the finer points about building website that really works) -- <http://www.centronicssupport.in/ecourse-how-to-build-website-that-works.php>
2. **Beginners Guide to Email Marketing** (an introductory course on permission based email marketing) -- <http://www.centronicssupport.in/ecourse-beginners-guide-to-email-marketing.php>
3. **Hot Response Email List Building Secrets** (an unique course revealing secrets known to professional email marketer on how to build email database fast) -- <http://www.centronicssupport.in/ecourse-hot-response-email-list-building-secrets.php>



See all here <http://www.centronicssupport.in/free-resources.php>

