

ANIL INTERNATIONAL

CASE STUDY

AfterFirst Media



WEB DEV, SEO & AUDITING FOR TEXTILE COMPANY

AfterFirst Media was hired by Anil International, a textile company to perform web development, SEO optimization, and digital auditing. Their goal was to acquire an organic database to establish their online presence.



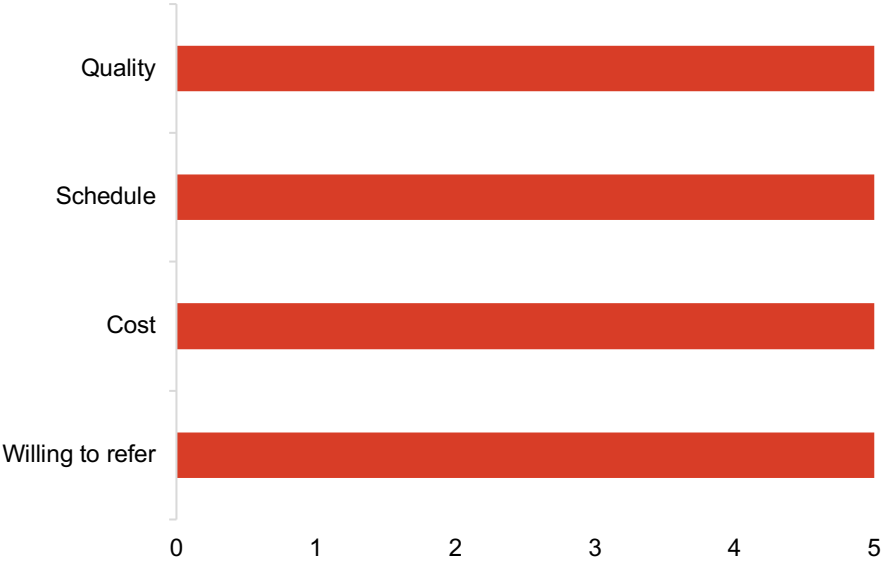
THE REVIEW

"Super impressed by the promptness, detailing, and in-depth knowledge of what they do."



PROJECT SCOPE

Web Development, SEO & PPC Management



Feedback summary

AfterFirst Media was able to improve the site's layout and overall performance. They optimized the SEO of each page so that visitors could have a better customer journey. The team had great insights into the industry and applied their vast knowledge to deliver the most optimal services possible.



Saorabh Saaboo
CEO
Anil International



Manufacturing



11-50 Employees



India



Online Review



Verified Clutch.co

THE CLIENT

Please describe your company and your position there.

We are a family business enterprise in the textile industry since 1954. Since 1991 we have been operating as channel partner with many textile companies and operating as either their selling partner or raw material sourcing partner. Over the time, we have added various other businesses to our portfolio as Metals, Polymers, Education, Food and Agro.

I am one of the owners of this company. My key responsibilities are the overseas businesses, general management of the overall business and the promotion of the business at large.

OPPORTUNITY / CHALLENGE

For what projects/services did your company hire AfterFirst Media, and what were your goals?

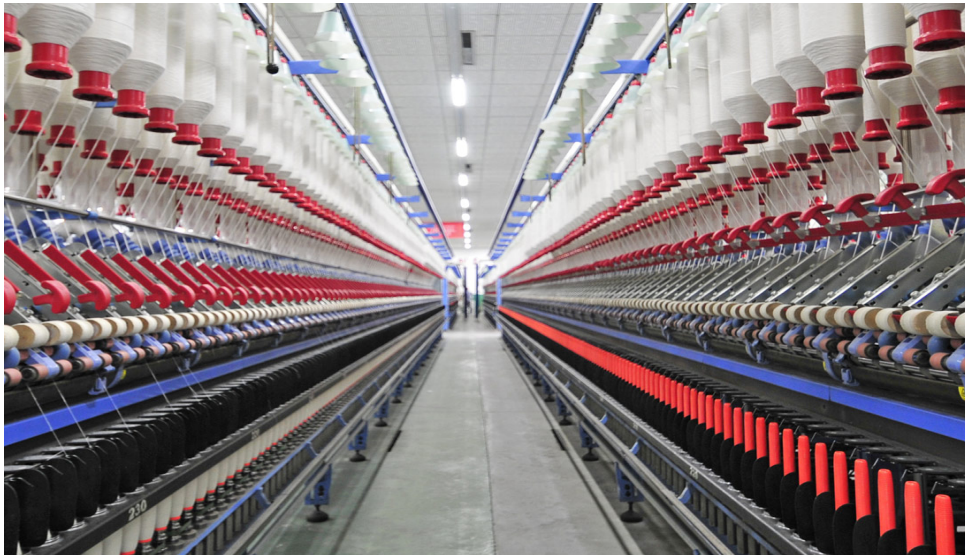
We associated with AfterFirst media to take their services for Auditing of our online presence, Website development and SEO. The main goal was to get organic listing, image building, have more organic inquiries.



SOLUTION

How did you select AfterFirst Media and what were the deciding factors?

Our association with AfterFirst media was at the time when we were struggling to understand why aren't we getting any inquiries from our current website and even with the paid registrations on industry platforms, we hardly had any legit inquiries. I have known Amit since a very long time and asked him if they could help.



AfterFirst media did a basic audit and found major misalignments with the way we were positioned and perceived. They did our website audit and found that we weren't SEO compliant at all. We decided to revamp the whole online presence and do a fresh website and SEO. The main factor was the in-depth analysis they did for us taking into details of our industry and competitors.

They knew exactly what we needed and they knew what we want. Budget wasn't even on our mind at the time when we decided to go ahead with them. We didn't do any comparison with any other company. It was a sure shot and we knew they can bring the change we need with our Web presence.

Describe the scope of work in detail, including the project steps, key deliverables, and technologies used.



The scope of work was right from audit to new website development and an ongoing SEO for longer period of time. We had the complete timeline framed for each step and everything went so fluidic. The team of AfterFirst media was extremely supportive in the ways it was handled.

I personally enjoyed working on this project. There was a constant update from their side for us to check and ask for any changes if needed. (Not a single change was required)

How many people from the vendor's team worked with you, and what were their positions?

Interacted with the founder himself and one of his associates who was working on our project.





RESULTS & FEEDBACK

Can you share any measurable outcomes of the project or general feedback about the deliverables?



PROJECT OUTCOME

Users : 230% Increase

New User : 230% Increase

Sessions : 233% Increase

Page Views : 185% Increase

Leads : 850% Increase

The key measurable outcomes are:

1. Expanded our site from 12 to 43 pages with a modern responsive design
2. SEO Optimization of all pages with detailed research
3. Added handy contact and job forms to ease lead submission process
4. Added chat functionality to make the site interactive
5. Ensured our site aligns well with Google’s guidelines, and with fast load speeds
6. Ensured our site renders well on all common mobile browsers and device along with tablets and desktops

Describe their project management style, including communication tools and timelines.

Fort nightly Zoom calls to catch up on progress and clarify points of disconnects. This was supplemented by adhoc email and phone communication on a need basis. Everything was exactly working around the timelines.

What did you find most impressive or unique about this company?

Super impressed by the promptness, detailing, and in-depth knowledge of what they do. They have researched our industry and our competitors extremely well to help us position amongst the top. Again,



just loved the way they go deep into their work to make sure that their clients get the maximum benefits out the time and money spent.

Are there any areas for improvement or something they could have done differently?

Don't think we could have had a better company for the work they have handled. They have also helped us to align the data of our company on various other industry websites.