

Catalyzing Success

Case Study

ION Exchange B2B Triumph Unveiled



Introduction

Ion Exchange Ltd

is a leading **global water treatment solutions** provider, specialising in innovative technologies for water and environment management.

With a rich legacy spanning several decades, Ion Exchange has established itself as a **trusted name** in the industry.



The company is renowned for delivering

- sustainable & customised water purification
- wastewater treatment
- resource recovery solutions.

Objective and Goals

01



Visibility Boost

Enhance **brand presence** across digital platforms, ensuring products shine in the spotlight.

02



Lead Generation Mastery

Craft **targeted campaigns** to attract potential clients actively seeking manufacturing expertise.

03



Industry Authority

Establish your company as an industry thought leader through **strategic content** and **thought-provoking insights**.



Strategy & Approach

Digital Dynamo

Propel brand into the online realm with a sleek, user-friendly website and engaging visitors

Content Conveyor

Craft compelling content that speaks the language of the industry

SEO Supremacy

Rule the search engines! Optimise website with relevant keywords

Analytics Arsenal

Monitor, measure, and modify. Dive into analytics to understand what's working and what needs a tweak.



Search Impressions
increased from 67 k to

163k

Clicks increased
from 8.97k to

10.4k

Backlinks increased
from 3k to

4.7k

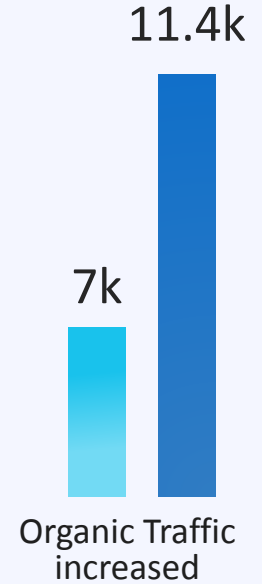
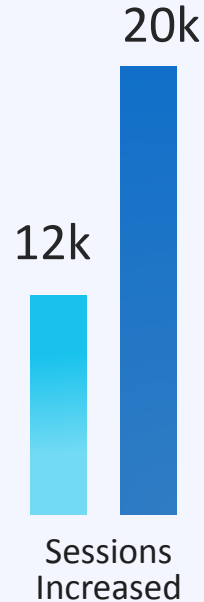
Search Performance

Initially IEI website was getting impressions on **413 keywords**. Now it's getting impressions on almost **2900 keywords** which are almost **5x higher**.



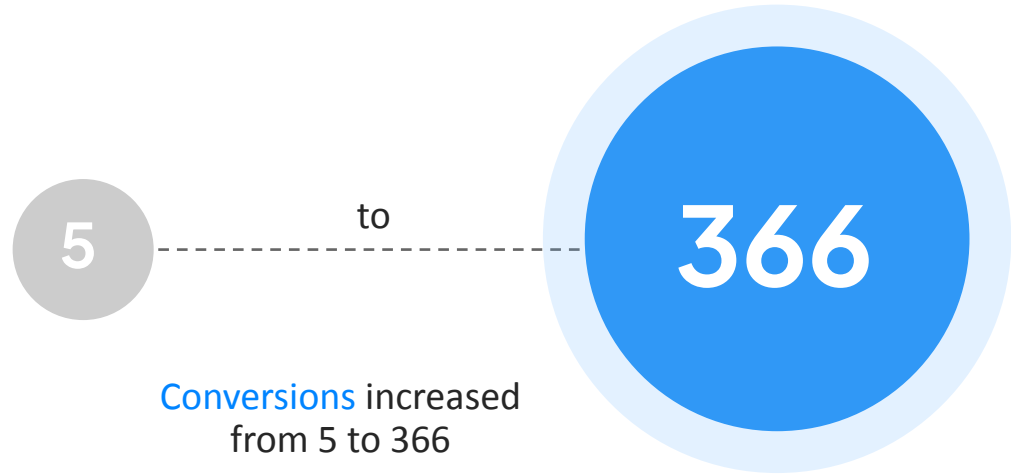
Traffic Analysis

Oxper's marketing methodology works magic for websites. We make visitors flock in like never before. With us it's not just more clicks; it's turning quiet sites into lively hotspots. We know how to make websites popular and keep people interested. With us web traffic doesn't just go up; it shoots through the roof!



Conversions

Ion Exchange experienced a surge in conversions like never before as Oxper's innovative strategies and expertise transform casual visitors into loyal customers. We elevated IEI online presence, boosted engagement, and thus facilitating a significant increase in conversions –



Google My Business

Watch your Google My Business profile soar as Oxper works its magic, attracting more eyes to your business. Say hello to increased views, more customers, and a thriving online presence. Let Oxper be your secret weapon in the digital world!"

Views increased from 6000 to 9800

9800

6000



Keyword Ranking

We were like magic wand for IEI website! Rankings skyrocketed to the top of search engines, More visibility, more clicks – it's that simple!!

Initially only 30 targeted keywords were ranked on the Google

30

Currently we are getting ranked on 112 targeted keywords

112

Initially only 6 keywords were ranking on the first page

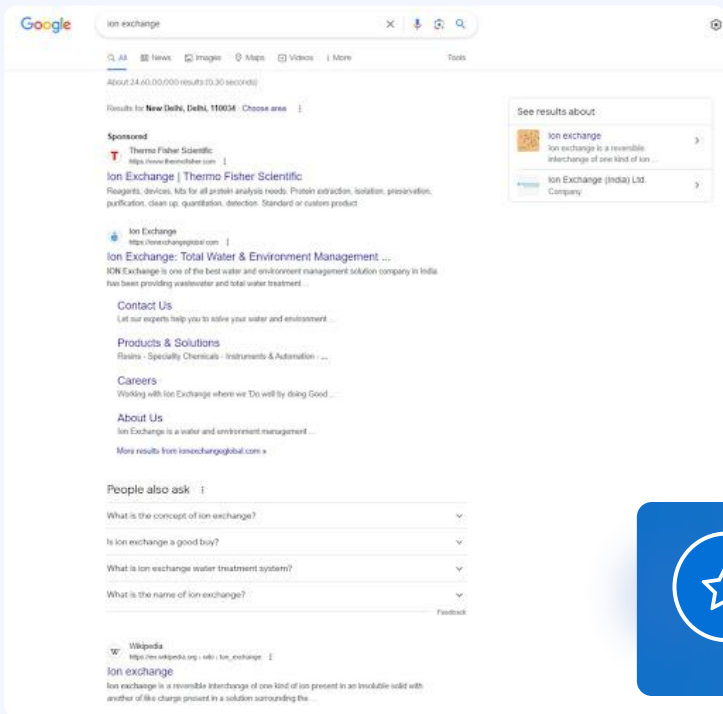
06

Currently 53 keywords are ranking on the first page.

53



Brand Name Search



Client's brand name was similar to a general chemical reaction term **"Ion Exchange"** because of which IEI's website was not getting ranked on the first page as wikipedia and other encyclopedia websites and forums were listing high

We optimized the website in a way to promote Ion Exchange brand name and claimed multiple authority assets of Google to achieve the place on the first page.



Top Ranking

Now IOn Exchange has top ranking over wikipedia and other websites on Google.



SEO Authority Improvements

Domain Authority & Page Authority -

It reached 34 within 1 month and now we are on 35.

35



34

DA improved from 34 to 35 within 1 year

33



25

PA improved from 25 to 33 within 1 year



Testimonial

We developed a **great partnership with Oxper Martech** & their dedication to all aspects of our marketing needs is truly commendable.

Exceptional B2B marketing solutions. Oxper transformed our Marketing approach, delivering targeted strategies with precision. Elevated our brand with their expertise—truly a game-changer



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