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# SEO CASE STUDY

## PARRYWARE

(LUXURY SANITARYWARE BRAND)

*Parryware*  
always *in* fashion

### About Parryware

Parryware is India's leading bathroom solutions provider, recognized for its innovative, sustainable, and high-quality products. Their extensive offerings include water closets, faucets, wash basins, and other sanitaryware essentials. Parryware is committed to enhancing everyday living with stylish and functional designs.

# SEO CHALLENGES

## Low Visibility for Competitive Keywords

- High-volume terms like *single piece toilet* (8,100 searches) & *shower mixer* (1,900 searches) had **low rankings beyond Page 5–6**.

## Inconsistent Organic Traffic

- Limited seasonal alignment & fluctuating monthly performance.

## High Competition in Sanitaryware Niche

- Competing against strong brands with established digital authority.

## Limited Keyword Coverage

- Product categories (*ceramic lab sink, bottle trap, sensor flush valve*) were not optimized, leading to missed search opportunities.

## Low Authority & Backlink Profile

- Minimal presence in home improvement & interior design domains.

## User Engagement Gaps

- Product pages lacked optimized content, FAQs, and CTAs to drive interactions.

| Month    | Organic Traffic |
|----------|-----------------|
| Apr 2024 | 28,064          |
| May 2024 | 34,539          |
| Jun 2024 | 35,474          |
| Jul 2024 | 40,924          |
| Aug 2024 | 41,454          |
| Sep 2024 | 40,383          |
| Oct 2024 | 38,275          |
| Nov 2024 | 41,291          |
| Dec 2024 | 42,324          |

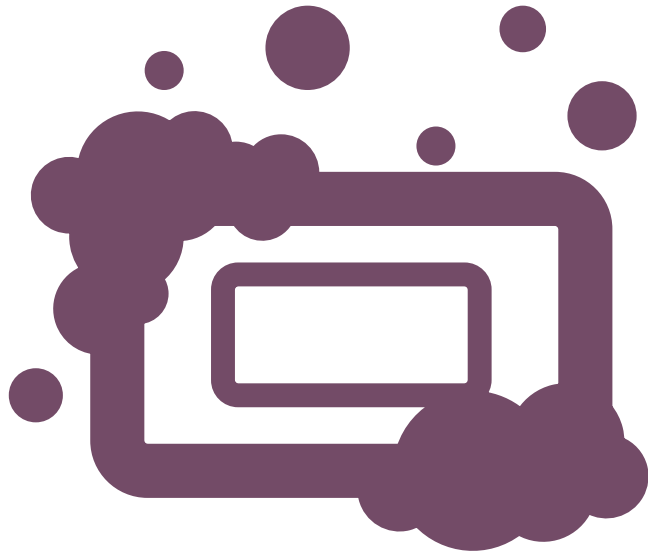
# ORGANIC TRAFFIC GROWTH (APR– DEC 2024)

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 **Traffic Growth:** 28,064 →  
42,324 (↑ 51% in 9 months)

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# RANKING IMPROVEMENTS (AUG → DEC 2024)



*Single piece toilet:* Rank 52 → 27

*Shower mixer:* Rank 46 → 35

*Bathroom shower:* Rank 49 → 35

*Wash basin pedestal:* Rank 23 → 9

*Squatting pan:* Rank 12 → 3

*Integrated wash basin:* Rank 4 → 1

*Bottle trap:* Rank 26 → 11

*Ceramic lab sink:* Rank 9 → 4

*Shower jets:* Rank 9 → 13

*Telephone shower:* Rank 1 → 1 (Maintained Top Rank)

# SEO STRATEGIES IMPLEMENTED



**On-Page Optimization:** Keyword-rich content, structured data, improved internal linking.



**Technical SEO:** Site speed optimization, mobile responsiveness, improved crawlability.



**Content Marketing:** Product-focused blogs, buying guides, and seasonal campaigns.



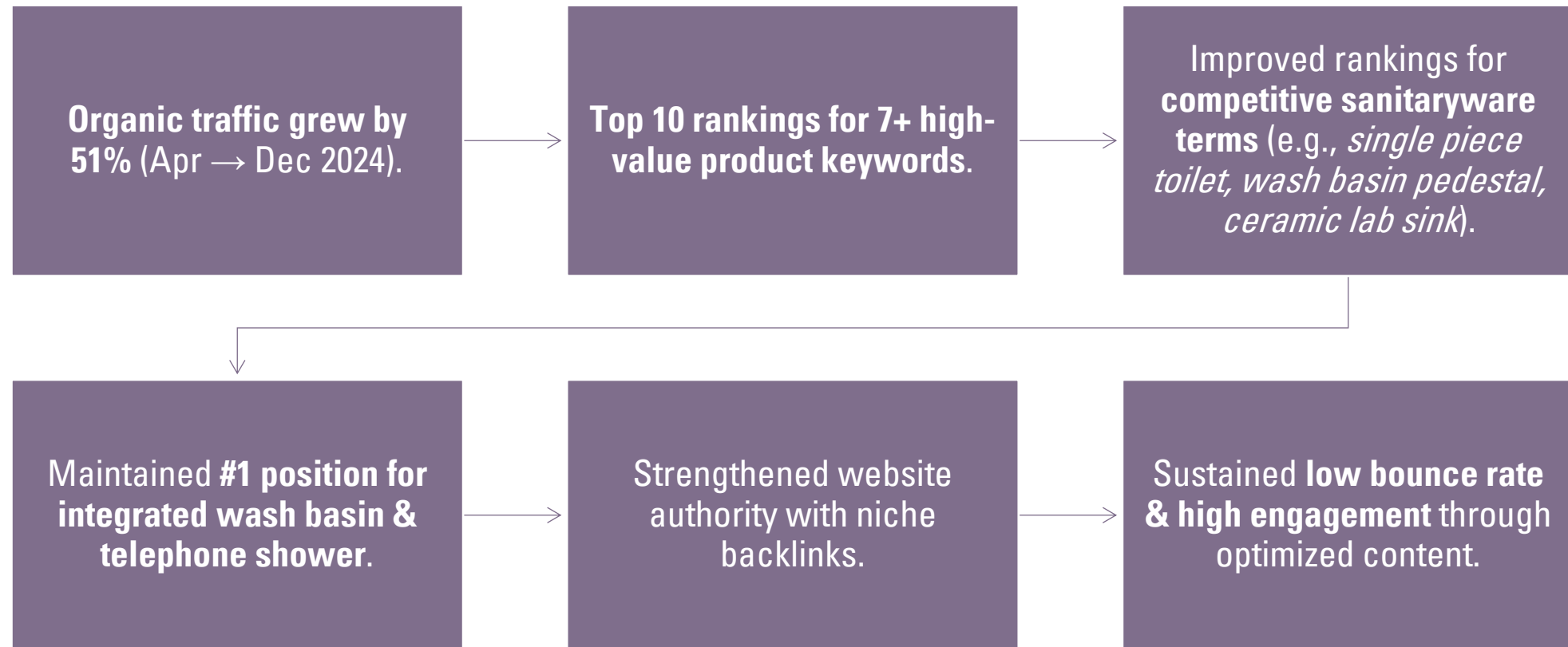
**Backlink Building:** Acquired links from construction, home improvement, and interior design portals.



**User Experience:** Enhanced product pages for engagement & conversions.

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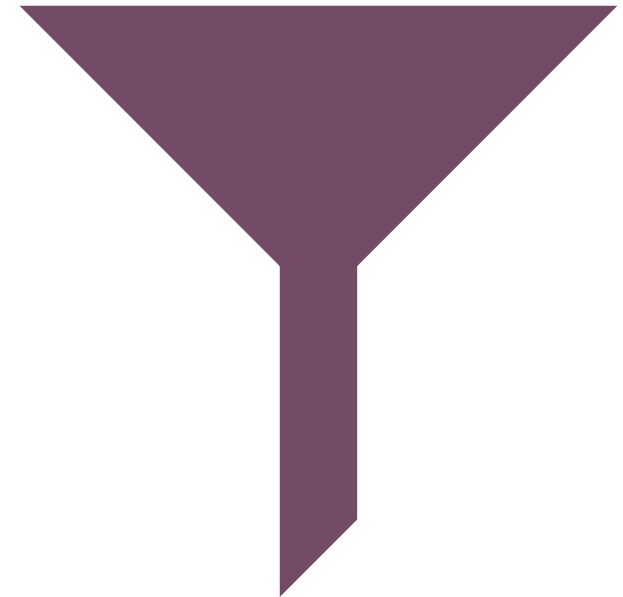
# KEY ACHIEVEMENTS



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# CONTINUOUS GROWTH & NEXT STEPS

- **Local SEO Expansion** → Target region-specific keywords (*bathroom fittings Mumbai, wash basin Bangalore, sanitaryware Delhi*)
- **Content Diversification** → Launch product demo videos, installation guides & voice-search-optimized FAQs
- **Authority Backlink Growth** → Collaborations with architects, interior designers & construction blogs
- **Conversion Optimization** → Enhanced product landing pages with rich media & CTAs
- **Generative SEO (GEO)** → Adapt for AI-driven search engines (ChatGPT, Gemini, Perplexity)
- **Seasonal Campaign Alignment** → Align SEO pushes with festive sales & construction industry cycles





THANK  
YOU