



CASE STUDY

Search Berg's **SEO specialists** used **e-commerce** SEO and content marketing strategies to increase the conversion rate for Sorbead India by **34 percent in just a month!**

About Sorbead India

Sorbead India specializes in manufacturing adsorbents and desiccants. They have an in-depth understanding of product applications, which has helped them diversify their production of adsorbents and desiccants to solve complex moisture problems.

They also have a highly-trained engineering department that can create prototypes to fit the needs of their clients. From manufacturing adsorbents and desiccants with the best material to ensuring timely delivery of products, the company boasts of stellar customer services.

Some of the industries they serve include:

- Agriculture
- Architectural material
- Packaging
- Public Utilities
- Petroleum refining
- Refrigeration

Some Key Challenges For Sorbead India

Sorbead India targets a specific niche with their sights set high on establishing itself as a leading contender in the industry.

However, in an industry like theirs, clients hire manufacturers based on word-of-mouth. Hence, despite their distinct services and vast experience, Sorbead India struggled to dominate the industry on their home turf in Gujarat, India.

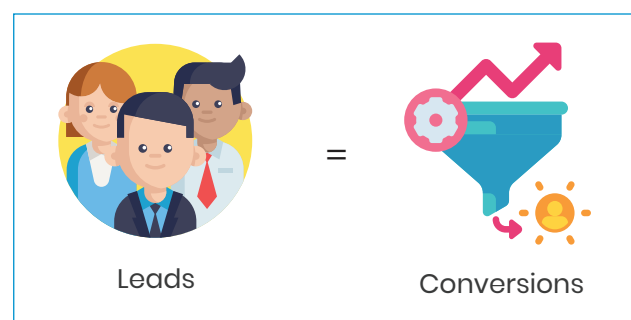
They wanted to **outrank bigger competitors** by appearing on top of SERPs and make it **easier for customers to find their business**. Additionally, they wanted to go beyond conventional marketing and advertising mediums to **spread the word about their unique services**.

Overcoming Performance Gaps

Our strategy revolved around some essential SEO practices, such as keyword research, Google My Business optimization, and creative content marketing.

With content geared for local search engine success, Sorbead India could get qualified leads with high purchase intent, and more profitable conversion!

But how was it going to achieve its online marketing goals? With Search Berg's help!



Customized, Result-Driven SEO Strategy For Success

After a thorough analysis of the marketing strategies employed by local competitors and a study of the Indian target audience, Search Berg decided to create a comprehensive SEO strategy to yield promising results.

We focused on creating a prominent local profile for Sorbead India to leverage a positive brand image that would establish the client as a leading competitor on their home turf.

Our SEO specialists developed a strategy geared toward improving site traffic to help them thrive in the online marketplace. This included:

- ✓ Content marketing
- ✓ Creating and optimizing Google My Business listings
- ✓ Website optimization

The results? Astounding. See for yourself!

Let's Talk Numbers

Within a few weeks of deploying our SEO campaign, we saw an incredible **spike in the overall ranking** on Google's SERPs.

Our reports showed that Sorbead India was getting more organic conversions than ever before, and their website was **steadily rising** through the ranks to dominate Google's SERPs. Sorbead India had ranked on the 58th page on Google's search engine results for a few generic keywords before our SEO strategy. Now, they'd shot up to **number one in a few weeks!**

They also ranked on the **first page** of search results for **11 local industry-relevant keywords**, and the second page for several others.

Where Do The Keywords Stand?

The table shows some of these keywords, their ranking before Sorbead India came to us, and their ranking after we employed our SEO strategies.

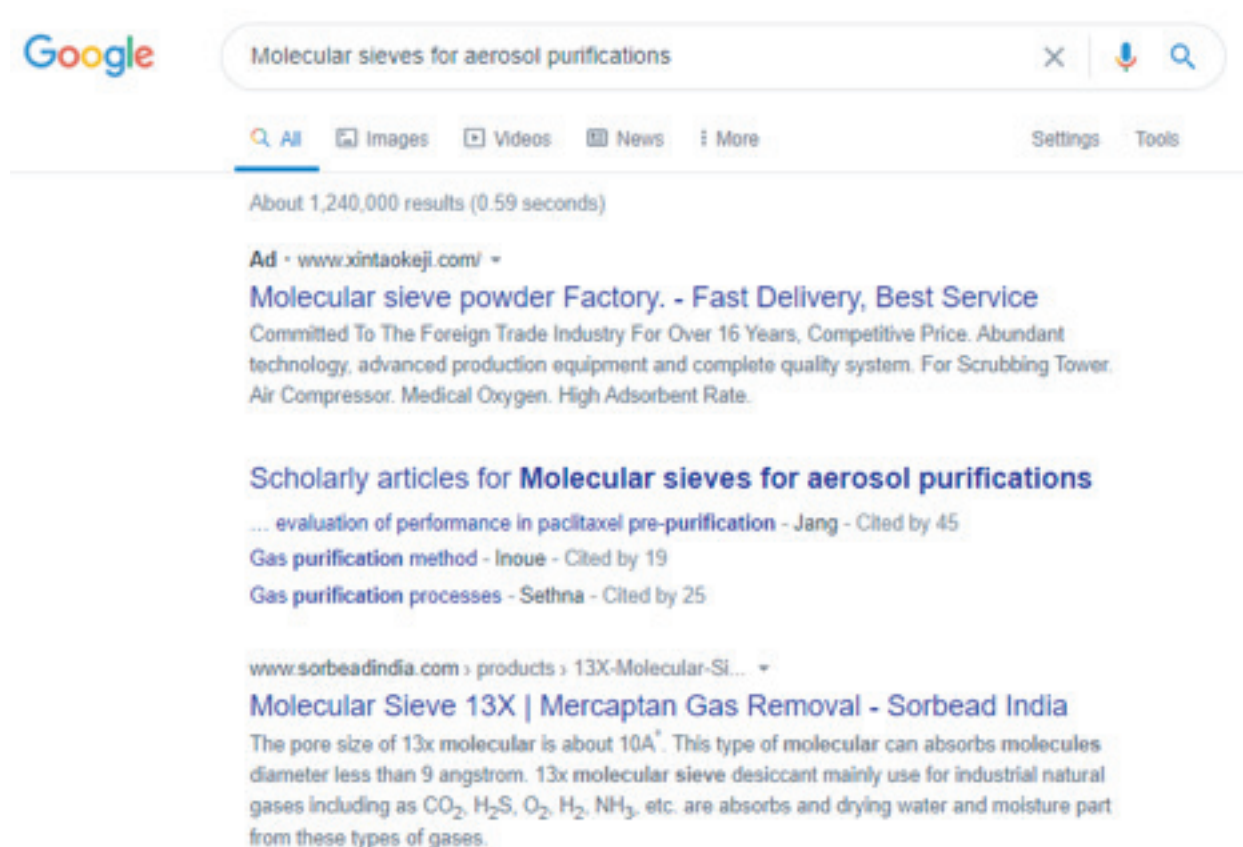
S. No.	Keywords	Before SEO	After SEO
1	Molecular sieves for aerosol purifications	N/A	1
2	Alumina for chromatography	N/A	3
3	Chromatography adsorbents	N/A	4
4	Pharmaceutical cotton	N/A	4
5	desiccant canister	N/A	5

Table 1: Keywords and rankings for Sorbead India

What's Showing Up On Google's First Page?

Going from no online presence to climbing to the top of Google's SERPs in such a short time was nothing short of impressive.

Here's a quick peek at how the high ranking keywords appear on Google's search results...



The screenshot shows a Google search for "Molecular sieves for aerosol purifications". The search bar contains the query, and the results page shows approximately 1,240,000 results in 0.59 seconds. The top result is an advertisement from www.xintaokeji.com for "Molecular sieve powder Factory" with a description of their services. Below the ad are three scholarly articles related to the search query. The bottom result is from www.sorbeadindia.com for "Molecular Sieve 13X | Mercaptan Gas Removal".

Google

Molecular sieves for aerosol purifications

All Images Videos News More Settings Tools

About 1,240,000 results (0.59 seconds)

Ad · www.xintaokeji.com/

Molecular sieve powder Factory. - Fast Delivery, Best Service
Committed To The Foreign Trade Industry For Over 16 Years, Competitive Price. Abundant technology, advanced production equipment and complete quality system. For Scrubbing Tower. Air Compressor. Medical Oxygen. High Adsorbent Rate.

Scholarly articles for **Molecular sieves for aerosol purifications**

... evaluation of performance in paclitaxel pre-purification - Jang - Cited by 45
Gas purification method - Inoue - Cited by 19
Gas purification processes - Sethna - Cited by 25

www.sorbeadindia.com › products › 13X-Molecular-Si... ▾

Molecular Sieve 13X | Mercaptan Gas Removal - Sorbead India
The pore size of 13x molecular is about 10Å. This type of molecular can absorbs molecules diameter less than 9 angstrom. 13x molecular sieve desiccant mainly use for industrial natural gases including as CO₂, H₂S, O₂, H₂, NH₃, etc. are absorbs and drying water and moisture part from these types of gases.

Devising a Winning Content Marketing Strategy

The ranks on Google's SERPs for Sorbead India can also be attributed to strategically-crafted and keyword-rich content that we created for them.

We created compelling and engaging content pieces that expertly communicated the client's specialty. We also used creative infographics that divulged useful information to the target audience.

Our blogs and articles were able to **translate leads into sales** and **generate more revenue** for Sorbead India than ever before!



3 Practical Uses For Silica Gel Packets

May 27, 2020 /// No Comments

We've all seen those tiny pouches that contain 'bead-like' objects in new bags or medicine boxes. These are silica gel packets. Silica gel is basically

[Read More >](#)



Here's Everything You Should Know About Activated Alumina

May 20, 2020 /// No Comments

Activated alumina is simply aluminum oxide in a solid and porous form, often known as alumina, or by its chemical composition, Al_2O_3 . Interestingly, bright-colored gemstones

[Read More >](#)



Activated Alumina—An Effective Solution for Water Treatment

May 18, 2020 /// No Comments

About 71 percent of the earth's surface is water-covered, but it's important to remember that water is still a finite resource. And only one-hundredth of

[Read More >](#)

Catapulting The Organic Search Traffic

Our SEO strategy played a monumental role in driving organic traffic to Sorbead India's website.

Our reports showed a significant **increase in the organic search** traffic with **2,607 new visits** to the website in less than a month! This is shown in Figure 1 below.

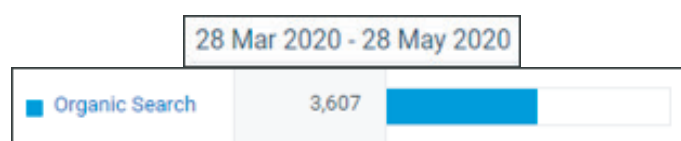


Figure 1: Organic search increased by 44.54 percent

More Conversions Than Ever Before!

Our customized approach based on the industry niche also generated promising results for the client's brand visibility. The overall **conversion rate increased** by a **whopping 33.7 percent in just one month**—meaning that more consumers were looking for the client's services!

This is shown in Figure 2 below.

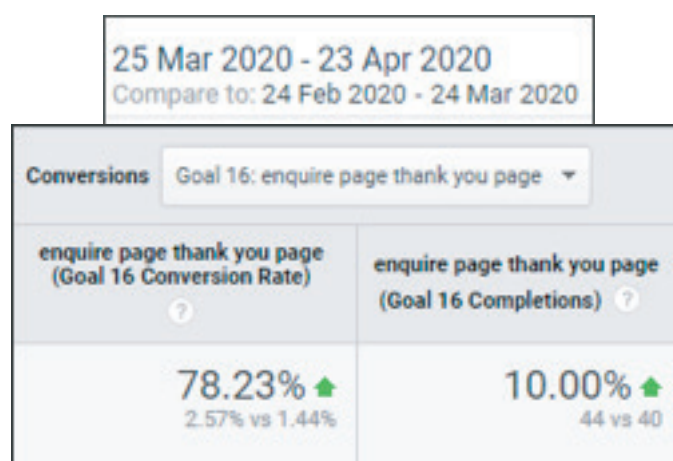


Figure 2: Conversions rate for Sorebead India

Putting Sorbead India On (Google) Maps

We leveraged Google My Business listings to help Sorbead India expand their customer base and bag more clients. Our focus on the optimization of local listings reaped great benefits for their outreach!

As seen in Figure 3 below:

- ✓ **527 visits** were made to the website through local listings
- ✓ The local listings appeared on **493 discovery searches** in a month



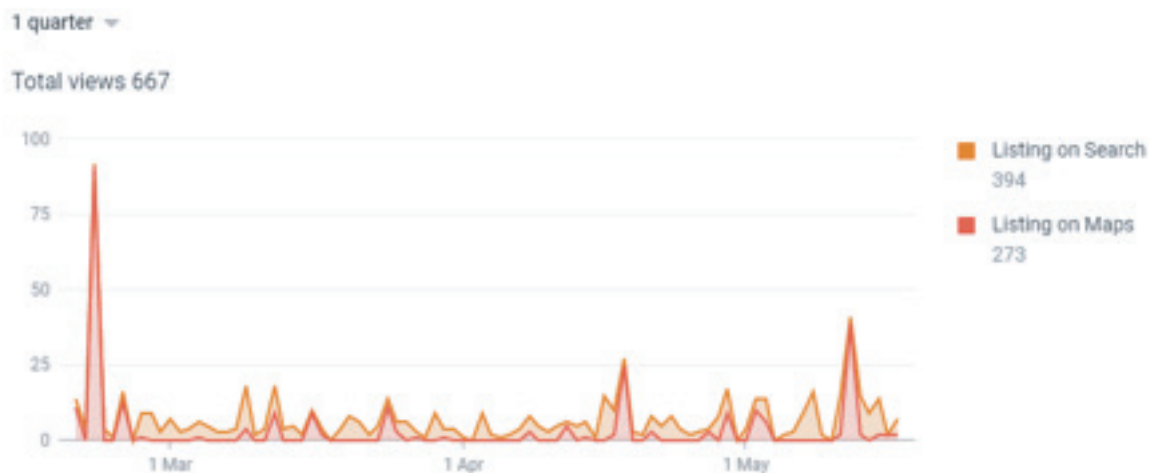
Figure 3: A summary of organic search traffic through Google My Business Listings

Did Customer Respond To Optimized Local Listings?

Optimizing local listings for Sorebead India was the key to attracting local customers—and so it did!

Graph 1 shows:

- ✓ Their website received **394 visits in just three months** of deploying our link building strategy
- ✓ Followed by **273 customers** who found the website through Google Maps.



Graph 1: Customer action through Google My Business listings

Some Of Our Published Work!

To take a look at some of our work, here are some of our published content for Sorbead India:

INFOGRAPHICS

Stunning and informative infographics!

Tips For Selecting The Right DESICCANTS

Know The Product That You're Going To Use The Desiccant For

You should know if the product is highly sensitive to humidity and moisture, or is it fairly tolerant.

You need to know how dry the product needs to be.

This information will help establish acceptable humidity and moisture levels.

Know The Environment

You should monitor the temperature and weather ranges to which the product's storage container will be exposed.

The weather has a great affect upon humidity levels inside the container.

Know The Packaging

The packers help prevent the development of moisture and mold.

Desiccants bags must utilize a high grade of packaging in order to prevent the internal material from coming in contact with the product.

Looking for stellar quality pharmaceutical desiccants that can extend your drug's life? Get In Touch With Us At: WWW.SORBEADINDIA.COM

Most Common Benefits Of Aluminum Tubes

RECYCLABLE

Aluminum tubes are made from 99.8% pure alloy. This makes aluminum highly recyclable.

Almost every aluminum product can be commercially recycled at the end of its useful life, without loss of metal quality or properties.

LIGHTWEIGHT

Compared to other materials, the content-weight ratio of aluminum is more favorable.

A 7g aluminum tube can hold up to 100ml of product.

DAMAGE RESISTANT

Aluminium is impermeable to light and air. It's also resistant to heat and corrosion.

This prevents ingress of bacteria, germs and other potentially harmful substances.

Looking for laminated and aluminium tubes for packaging? Get In Touch With Us At: www.sorbeadindia.com

BLOGS

Detailed, engaging, and keyword-rich blogs!



Here's Everything You Should Know About Activated Alumina

[Leave a Comment / blog / By sorbeadindiapuser](#)

Activated alumina is simply aluminum oxide in a solid and porous form, often known as alumina, or by its chemical composition, Al_2O_3 . Interestingly, brightly-colored gemstones like ruby and sapphire are composed primarily of aluminum oxide, with their bright colors coming from impurities in the mineral.

The 'tunneled' structure of Activated Alumina makes it useful for many use cases; for example, drying gases, which is a necessary step for transporting volatile gases. Famous for its adsorption qualities, activated alumina has numerous other uses as well.

Let's look at some of them a little more closely.

What Is Activated Alumina Used For

Desiccation or absorption of water is an essential use case of Activated Alumina. Other uses include helping clean up toxic materials or waste from industries and factories, including water runoff, to reduce the chances of contamination in the environment.

It is also popular for cleaning rainwater runoff—which is known for picking up toxic elements like soluble metal from various industrial activities in industrial zones and areas.

Activated alumina is also helpful when it comes to cleaning up sites that have suffered toxic spills and is an efficient way to encourage a clean environment. Its chemical composition allows it to bind with toxic substances, preventing them from leaking back into the environment.

A feature that sets activated alumina apart from other adsorbents is its stable chemical structure. This means that even though the mineral can bond with impurities, it won't change its own composition, which makes it perfect for use in the purification processes in industries and even municipal water treatment.



3 Practical Uses For Silica Gel Packets

[Leave a Comment / blog / By sorbeadindiapuser](#)

We've all seen those tiny pouches that contain 'bead-like' objects in new bags or medicine boxes. These are silica gel packets. Silica gel is basically silicon dioxide, or silica, in an amorphous and porous form.

Generally used to absorb and hold moisture, silica gel packets are an efficient and cost-effective way to protect sensitive items from spoilage by water vapor or moisture. Here are three practical, everyday uses of silica gel packets:

Rescue Your Phone After a Water Accident

Most of us are familiar with phone damage as a result of contact with water. While rice-dunking and trying to dry it out using a hairdryer might work in some cases, these methods also pose serious damage to the device.

A great alternative is to place your phone in a plastic Zip-lock bag with a few silica gel packets and set it aside overnight. The silica gel will effectively absorb moisture from your phone, saving you from having to pay for repairs—or worse, investing in a new one.

Make Your Razors Last Longer

Razors deteriorate quickly in humid areas or during those particularly humid months. Even if you feel like you've dried the blades really well, it's almost impossible to rid them of internal moisture.

One interesting way to do so is to take your razors and place them in a jar along with a few silica gel packets. This will make sure to keep your razors dry because the silica gel will absorb all the moisture. Your razors will last longer as a result.



Various Types Of Silica Gel And Their Uses

[Leave a Comment / blog / By sorbeadindiapuser](#)

Silica gel is an amorphous form of silicon dioxide and is also known as Silica. It is porous, and comprises an irregular and tridimensional framework that is created from alternating silicon and oxygen atoms.

The chemical composition of the compound makes it an ideal choice to be used in situations where water vapor or molecules need to be absorbed and held. There are three main types of Silica gel:

- White Silica gel
- Blue indicating Silica gel
- Orange indicating Silica gel

To understand how they function and differ, let's look at each of these types in further detail.

White Non-Indicating Silica Gel

White non-indicating Silica gel is a desiccant with a very high purity level, owing to a high vapor capacity and an equally high drying efficiency. This gel comes in several different mesh sizes, according to the different industrial processes it is used in.

White Silica gel is also nonreactive, which means that its color will remain white even after absorbing moisture. Its large surface area enables it to be used to keep sensitive products like medicines and electronics safe from moisture.

Blue Indicating Silica Gel

Blue Indicating Silica gel is popular for having a high-water affinity and contains

ARTICLES

Interesting and educational articles posted on popular third party websites!

Molecular Sieves: All You Need to Know



Molecular sieves are used as a desiccant in a wide range of industrial applications. Learn about how they work as well as their advantages and disadvantages.

The use of molecular sieves as desiccants and for commercially purifying gas streams has become common. This is primarily due to the material's superior water absorption and humidity reduction capabilities, which it retains even at elevated temperatures. Moreover, molecular sieves are the only desiccants that are available for different molecular sizes.

Over the course of this article, we'll discuss how molecular sieves work as well as their advantages and disadvantages.

How Molecular Sieves Work

Industrial molecular sieves are made up of a material that has minute uniform pores. When the molecular sieves come into contact with other substances, the molecules that can fit into the pores get absorbed, while the ones that are too large don't. Since they work at a microscopic level, the unit of measurement used to measure the size of molecular sieves is angstroms. If the size of the pore is 3\AA or 4\AA , it will be able to absorb water. To absorb hydrocarbons, however, a larger pore size is required.

Molecular Sieve Materials

From a strictly scientific point of view, a wide variety of natural desiccants, like silica gel, clay and lime, also absorb water vapor through sieves. However, artificial commercial molecular sieves are manufactured from synthetic crystalline aluminosilicates. This allows manufacturers to control the size of the pores and create molecular sieves for different applications.

Molecular Sieves: The Advantages

The Best Applications of Activated Alumina

Made by dehydroxylating aluminum hydroxide, activated alumina is an artificially-created compound that's used for a wide range of industrial applications today. In fact, the global market for activated alumina was valued at over US \$909 in 2018, and is estimated to grow at a CAGR of 5.4% over the next 5 years.



Being a highly porous material, activated alumina is most commonly used as an industrial-grade desiccant. However, that's not only thing it is used for. Over the course of this article, we'll list and discuss the common applications of activated alumina.

As a Desiccant

While we've already touched upon activated alumina's popularity as an industrial desiccant, let us explain how it works. Activated alumina gets rid of the moisture in the air through a process known as *adsorption*. Being a porous material, it actually has tiny passages, which trap the water molecules from the air as it passes through them and dries the air out.

This process can be reversed as well. If the activated alumina is heated to a temperature of 200°C , it will start releasing the trapped water molecules. This process is referred to as "regenerating the desiccant".

As a Catalyst

Activated alumina is also utilized in a diverse array of catalyst applications. These include catalyst adsorption during the production of hydrogen peroxide and polyurethane, and as a primary adsorbent for a wide variety of chemicals including fluoride and arsenic. Moreover, it's also used to remove sulfur from fluid streams.

For Effective Water Treatment

Many municipal organizations around the globe rely on activated

Hire Search Berg To Bolster Your Online Presence!

Our services helped Sorbead India optimize their online presence for search results near their location. Our SEO efforts not only help them rank high for keywords that their target audience searches for, but also bolstered the quality of traffic coming to their website!

[Search Berg](#) provides effective SEO solutions to businesses spread across all industries. We guarantee results by improving your overall online marketing strategy.

Ready to get started? Give our SEO specialists a [call!](#)