

The background of the slide is a photograph of a large industrial warehouse. The space is filled with numerous stacks of wooden crates and pallets, organized in rows. In the foreground, a person wearing a blue shirt and dark shorts is walking across the floor. The lighting is somewhat dim, and the overall color palette is muted, with a blue tint overlaid on the image to make the white text stand out.

Web Design, Development & **SEO** for Packaging Solutions Company

A Case Study by Incrementors Web Solutions

Project Overview

 Project Type: [Web Development](#)

 Timeline: [Oct. 2016 - Ongoing](#)

 Investment: [\\$10,000 to \\$49,999](#)

Key Achievement

Successfully developed a [professional website](#) that achieved [first-page search engine rankings](#) with strategic keywords

Project Summary

Incrementors Web Solutions worked closely with a shipping packaging company to:

- Study their business and industry
- Create an appropriate website from scratch
- Provide ongoing SEO and online marketing advice
- Help reach customers locally and abroad

Client Background

DNA Packaging Systems

- 🏢 Specializing in **shipping packaging** solutions including pallets and boxes
- 🕒 **25 years** of industry experience
- 📍 Based in Uttar Pradesh, India
- 👥 11-50 employees
- ✓ Complete packaging solutions provider
- ✓ Serving both local and international markets
- ✓ Industry expertise in shipping packaging



The Challenge

Issues with Previous Marketing Efforts

- ❌ **Poor SEO results** from previous service provider
- 🔍 **Limited online visibility** despite 25 years of industry experience
- 🔍 **Not ranking** on search engines for strategic keywords
- 👤 **Struggling to reach** both local and international customers

"We worked with another company on SEO and online marketing, but we weren't getting good results."

— Saurabh Chhabria, Proprietor, DNA Packaging Systems







The Approach

Incrementors' Strategic Method

-  **Collaborative website development** from scratch based on client requirements
-  **In-depth industry research** to understand products and target audience
-  **On-site visits** to client's work units for product understanding
-  **Ongoing SEO strategy** and online marketing consultation
-  **Global reach optimization** to attract local and international customers



- | | |
|--|---|
|  1 Industry analysis |  2 Website development |
|  3 SEO implementation |  4 Marketing strategy |

Results & Impact

Key Achievements

- 🔍 **First-page Google rankings** with strategic keywords
- 📄 **Professional website** enhancing company appearance and confidence
- 📈 **Quality lead generation** through the new website
- 📌 **Fast results delivery** with immediate impact on online presence

"Incrementors gave us results very fast. They got us on Google's first results page using just a couple of keywords, and we're still getting good results."

— **Saurabh Chhabria, Proprietor, DNA Packaging Systems**



1st

Page Google Ranking

25+

Years Industry Experience

Client Testimonial

”

"Incrementors doesn't chase us; they make us pursue our success."

— Saurabh Chhabria, Proprietor, DNA Packaging Systems

Key Feedback Points

- 🧠 **Knowledgeable team** with industry expertise
- 💬 **Excellent communication** and regular updates
- 📁 **Experienced and patient** staff who explain basics
- ✅ **Great project management** with weekly conference calls

5.0



Overall Client Rating



Key Takeaways

Success Factors

- 🔍 **Industry research** leads to better solutions
- 🤝 **Collaborative approach** yields better results
- 🔄 **Flexibility** in engagement terms builds trust
- 💬 **Consistent communication** and follow-up are crucial
- 📊 **Fast, measurable results** demonstrate value

Conclusion

A client-centered approach with industry expertise and clear communication delivers exceptional digital marketing results

Business Growth Graph

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- 1 Understand client needs
- 2 Research industry
- 3 Build collaboratively
- 4 Maintain communication
- 5 Deliver measurable results