

Website Development Scope & SEO Content Guidelines

Client: Prayash Engineering (Halol, Gujarat) | Focus: Crane Spares & Windmill Tower Lifting
Hooks/Tools + Hydraulic Hoses & Fittings + Precision Fabrication + Industrial Pipelines + EOT Crane Maintenance

Purpose of this document

This document is designed to be handed directly to a website developer and an SEO/content team. It defines the recommended site structure (sitemap), key page layouts, conversion/lead features, SEO foundations (meta tags, on-page structure, schema), and draft content directions for each service page.

Company snapshot (from provided profile/PPT)

- Established in 2021; led by Nilesh Patel (18+ years of industry experience).
- ISO 9001:2015 certified operations and quality processes.
- Core offerings: EOT & gantry crane spares and service; windmill tower hooks/spreader beams; hydraulic hose assemblies & fittings; high-precision fabrication/machining; industrial and pharma pipelines; reverse engineering of rare/obsolete parts; maintenance services.
- Primary location: Halol GIDC Road, Halol, Gujarat. Contact: +91 84017 59383, +91 96240 67712 | info@prayashengineering.com | prayashengineering.com

Primary marketing goals

- Generate qualified inquiries from industrial buyers, procurement, maintenance heads, EPC contractors, and OEMs.
- Position Prayash as a reliable, ISO-certified, end-to-end engineering partner (design -> fabrication -> installation -> maintenance).
- Create strong search visibility for: crane spares (EOT), windmill tower lifting hooks/tools, hydraulic hoses & fittings, heavy structural fabrication, and industrial/pharma pipeline projects.
- Build trust through real photos/projects, client logos (where permitted), certifications, and clear process/quality messaging.

Recommended sitemap (site structure)

This sitemap is optimized for SEO and buyer journeys. Service pages are split into focused landing pages for higher ranking and better lead conversion.

Top level page	URL slug (suggested)	Goal / notes
Home	/	High-impact overview + trust + CTAs
About Us	/about/	Story, capability, quality, certifications
Services (hub)	/services/	Service category hub + internal links
Crane Spares & Lifting Solutions	/services/crane-spares-lifting-solutions/	PRIMARY: EOT spares + windmill tower hooks + spreader beams
EOT Crane Maintenance & AMC	/services/eot-crane-maintenance-amc/	Maintenance, inspections, breakdown support, AMC
Hydraulic Hose Pipes & Fittings	/services/hydraulic-hoses-fittings/	PRIMARY: hose assemblies + fittings + compliance
Heavy Precision Structural Fabrication	/services/structural-fabrication/	Fabrication + welding + machining + QA
Industrial Pipeline Projects	/services/industrial-pipeline-projects/	Process/utility piping + testing + commissioning
Pharma Pipeline Projects	/services/pharma-pipeline-projects/	Sanitary SS piping + documentation + standards
Reverse Engineering / Rare Parts	/services/reverse-engineering-rare-parts/	Import substitution + obsolete parts
Industries Served	/industries/	Wind energy, pharma, EPC/infrastructure, OEMs, heavy engineering
Projects / Gallery	/projects/	Real work photos, short case studies, trust
Blog / Insights	/insights/	SEO growth via articles and case studies
Contact	/contact/	Inquiry form + WhatsApp + map + brochure download

Privacy Policy	/privacy-policy/	Basic compliance
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Navigation rules

- Top nav: Home, About, Services (dropdown), Industries, Projects, Insights, Contact.
- Each service page must include: (a) sticky CTA button (Get Quote / WhatsApp), (b) related services block, (c) FAQ section, (d) project highlights.
- Use breadcrumbs on all service pages for SEO and usability.

Page layout guidelines (UI/UX)

These are layout rules the developer should follow for consistent look, conversion, and SEO.

Global components (all pages)

- Header: logo + nav + primary CTA (Get Quote) + secondary CTA (WhatsApp).
- Footer: address, phone, email, map link, quick links, service links, social proof (ISO, MSME), and a small inquiry form.
- Sticky WhatsApp button on bottom-right (mobile + desktop).
- Trust bar: ISO 9001:2015, years of experience, fast response, key service highlights.
- Website speed: images compressed, lazy loading, caching; Core Web Vitals optimized.

Conversion / lead generation features (must-have)

- Inquiry form on Contact page + mini-form in footer (Name, Company, Phone, Email, Requirement).
- WhatsApp click-to-chat with prefilled message including service interest.
- Call button on mobile (sticky).
- Downloadable brochure/company profile PDF (optional gated with email).
- Quote request CTA on every service page; add 'Upload drawing/spec' field if possible.

SEO foundation (technical + on-page)

The following items should be implemented by the developer during build.

Technical SEO checklist

- Clean URLs as per sitemap; enforce trailing slash consistently.
- XML sitemap + robots.txt; submit to Google Search Console.
- Schema markup: Organization, LocalBusiness, Service, FAQPage, BreadcrumbList.
- Page-level meta title + meta description for all pages; OpenGraph + Twitter cards.
- Image alt text optimized (e.g., 'windmill tower lifting hook fabrication', 'hydraulic hose assembly').
- Fast load: optimize images (WebP), lazy load, caching; avoid heavy scripts.
- Security: HTTPS, spam protection for forms, basic WAF if possible.

Developer deliverables & acceptance checklist

- Design system: typography, spacing, consistent buttons, consistent section templates.
- Mobile-first responsive layout; forms and CTAs usable on small screens.
- SEO: meta tags completed, schema implemented, sitemap/robots, fast loading.
- Analytics: GA4 + Search Console + conversion tracking for calls/WhatsApp/forms.
- Content: service pages built with headings, FAQs, and internal links.
- Security: HTTPS, form spam protection, backups, and basic hardening.

Contact details to display (footer + contact page)

Prayash Engineering, 302, Narayan Nagar, Opp. Velvet Cinema, Halol GIDC Road, Halol - 389350, Gujarat, India | Phone: +91 84017 59383, +91 96240 67712 | Email: info@prayashengineering.com | Website: www.prayashengineering.com

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