


eBrandz helps Water Treatment Books get 500 % return on investment by selling books online.

	<p style="text-align: center;">eBrandz Appraisal:</p> <p>I have got a consistent Return on investment of 500 %. I recommend eBrandz shamelessly. I might be their biggest fan, not because they are my friends or relatives, but because I like their work ethics.</p> <p style="text-align: right;">– Praveen Verma CEO Water Treatment Books</p>
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Client: Delhi based Praveen Verma is a water treatment expert and his company Albatross fine Ltd regularly consults the likes of Taj hotels or Leela group on water treatment. Four years back he had written books on water treatment which he wanted to sell online directly to customers. Hence he created WaterTreatmentBooks.com which is a website dedicated to selling these books written by him.

Challenge: The website design was not SEO friendly. Also WaterTreatmentBooks.com was hosted on a server which did not give access to Raw log files. This made it difficult to check and track progress of SEO efforts. Also there was not enough content on the website. According to Praveen, "Watertreatmentbooks.com was launched to provide books on cooling and boiler water treatment. It's a niche market product. Though internet generally has lot of information on most subjects, there was very little information available on this subject. I had these books, which were written by me, but the challenge was in reaching the target audience."

Solution: After signing on with eBrandz, the first thing eBrandz team recommended was to shift the website hosting to another company which provided access to Log files. Also after consulting with Mr Praveen Varma, it was decided that some of the content from the water treatment books should be added to the website. This helped in targeting people who were searching for these topics. eBrandz also helped fine tune other SEO aspects of the website.

Results: Praveen says, "I have got a consistent Return on investment of 500 %. I recommend eBrandz shamelessly. I might be their biggest fan, not because they are my friends or relatives, but because I like their work ethics. The only thing I don't like is that they never send invoices on time. I have to specially remind them every few months to send me an invoice for the work they are doing".



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Cooling Water	# 1
cooling water properties	# 1

cooling Water Systems	# 1
Cooling Water Treatment	# 1
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water treatment books	# 1
water treatment consultants	# 1
industrial Water Treatment	# 2
water treatment	# 2
Boiler Water	# 3
water treatment techniques	# 7
boiler water chemistry	# 9



Search	MSN
water treatment books	# 1
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water treatment techniques	# 4
cooling water properties	# 8
Boiler Water Treatment	# 13
Cooling Water Treatment	# 16
cooling Water Systems	# 19
Water Treatment Boiler	# 20



Search	YAHOO
Water Treatment Boiler	# 1
water treatment books	# 1
water treatment consultants	# 1
water treatment techniques	# 2
boiler water chemistry	# 3
Boiler Water Treatment	# 3
Cooling Water Treatment	# 3
water treatment	# 5
cooling Water Systems	# 6
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