

Case Study

SEO Results for Sungov

Higher Rankings, Visibility & Engagement



2025-2026

Create. Optimize. Deliver.



About Sungov

Sungov Engineering is an established provider of filtration systems, knockout drums, quick-opening closures, gas conditioning skids, and process packages for oil & gas, petrochemical, and industrial applications. Their products serve global clients across India, the Middle East, Southeast Asia, and Africa.

With a highly technical product portfolio and niche industrial audience, Sungov needed stronger search visibility and better placement for procurement-intent queries.



The **Challenge**

Their goal was to increase organic reach, attract higher-quality engineers and procurement professionals, and generate more inbound RFQs.



- Low visibility for industrial procurement keywords
- Key product pages not ranking for buyer-intent terms
- Blogs pulling minimal impressions
- Weak internal linking
- Meta tags not optimized for search intent
- Limited contextual FAQs and supporting content
- Inconsistent keyword positions across regions



Objectives

- Improve rankings for high-value keywords related to industrial filters, knockout drums, separators, closures, and skids
- Increase organic sessions and user engagement
- Strengthen topical authority through consistent content
- Improve product page relevance and visibility
- Boost inbound enquiries via Contact Us

SEO Approach: What Digital Rhetoric Executed



1. Comprehensive Website Audit

- We conducted a full audit covering site structure, indexing, crawl depth, Core Web Vitals, internal link architecture, and content relevance.
- This helped identify gaps in keyword targeting, meta tags, and blog discoverability.

2. Internal Linking Fix

- Redesigned linking structure across all blogs
- Connected related topics for better crawl flow
- Strengthened authority for product pages
- Improved average engagement and scroll depth

3. Meta Tag Optimization

- Updated meta titles & descriptions for all core service pages
- Optimized product pages with industry-specific procurement keywords
- Improved CTR through tighter messaging and keyword placement
- Ensured meta consistency across regions and product categories

4. Keyword Mapping & Ongoing Performance Monitoring

- Built a keyword map for 100+ industrial search terms
- Tracked positions monthly and optimized pages accordingly
- Focused on business-critical keywords with RFQ potential
- Ensured keyword-to-page alignment

SEO Approach: What Digital Rhetoric Executed



5. Consistent On-Page Content Creation (2 Blogs/Month)

- Published technical, industry-oriented, SEO-rich blog posts
- Covered filtration technologies, knockout drum functionality, separators, closures, and process equipment
- Integrated high-value long-tail keywords
- Supported ranking growth with schema and structured content

6. FAQ Sections Added

- Inserted FAQs in blogs and major service/product pages
- Improved semantic coverage and contextual clarity
- Enhanced visibility for question-based "People Also Ask" queries

Results (Jan - Oct 2025)

Search Console Performance

79% Increase in Clicks

7,092 → 12,705 clicks

209% Increase in Impressions

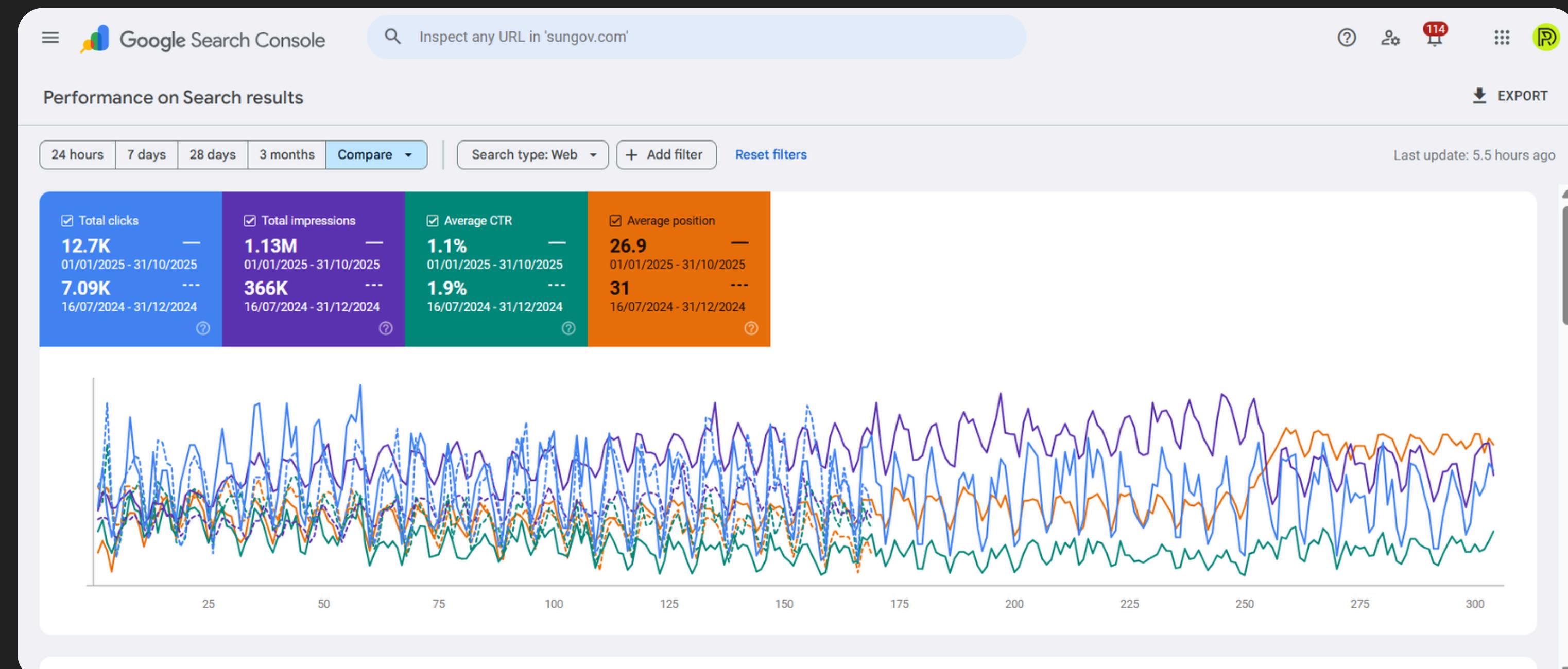
366K → 1.13M impressions

Average Position Impression

**Average position improved from
31 → 26.9**

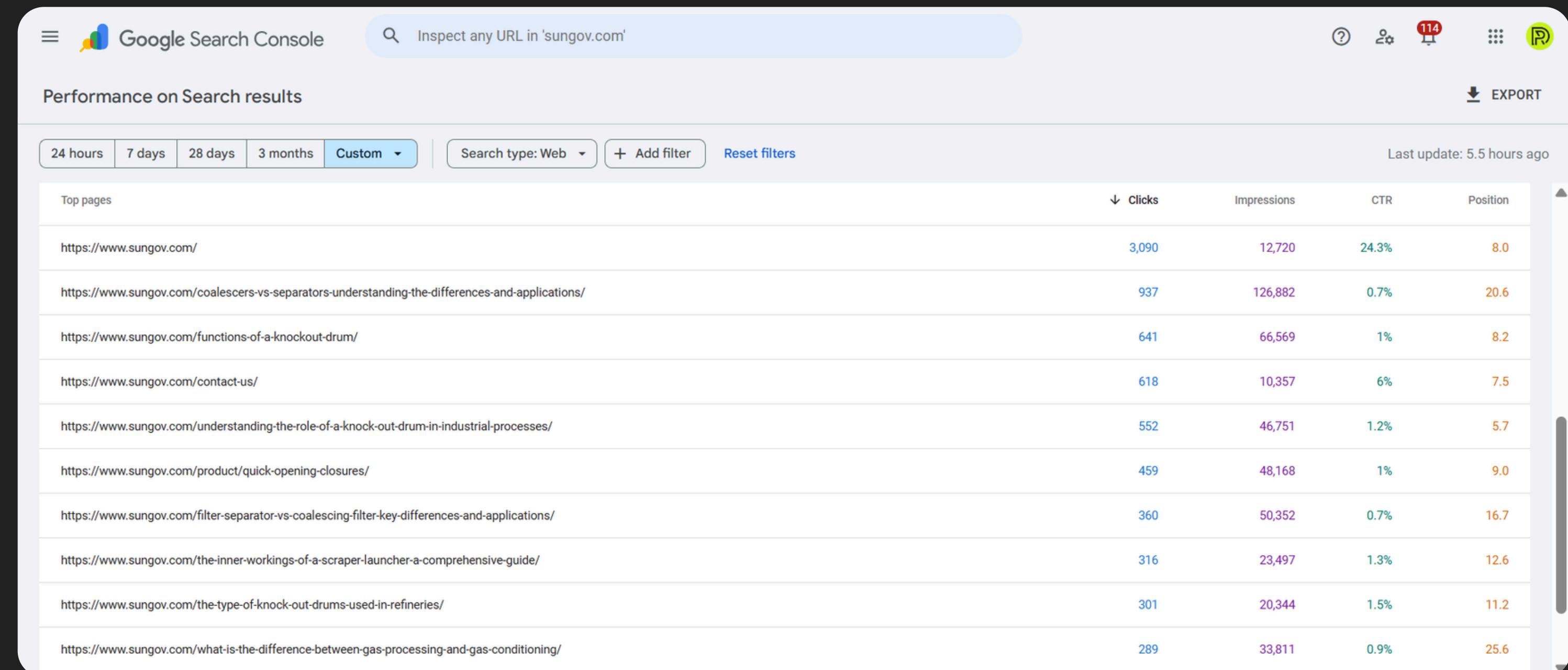
Results (Jan - Oct 2025)

This indicates stronger authority and broader keyword coverage.



Results (Jan - Oct 2025)

High-Performing Pages



Google Search Console

Inspect any URL in 'sungov.com'

Performance on Search results

EXPORT

24 hours | 7 days | 28 days | 3 months | Custom | Search type: Web | + Add filter | Reset filters | Last update: 5.5 hours ago

Top pages	↓ Clicks	Impressions	CTR	Position
https://www.sungov.com/	3,090	12,720	24.3%	8.0
https://www.sungov.com/coalescers-vs-separators-understanding-the-differences-and-applications/	937	126,882	0.7%	20.6
https://www.sungov.com/functions-of-a-knockout-drum/	641	66,569	1%	8.2
https://www.sungov.com/contact-us/	618	10,357	6%	7.5
https://www.sungov.com/understanding-the-role-of-a-knock-out-drum-in-industrial-processes/	552	46,751	1.2%	5.7
https://www.sungov.com/product/quick-opening-closures/	459	48,168	1%	9.0
https://www.sungov.com/filter-separator-vs-coalescing-filter-key-differences-and-applications/	360	50,352	0.7%	16.7
https://www.sungov.com/the-inner-workings-of-a-scraper-launcher-a-comprehensive-guide/	316	23,497	1.3%	12.6
https://www.sungov.com/the-type-of-knock-out-drums-used-in-refineries/	301	20,344	1.5%	11.2
https://www.sungov.com/what-is-the-difference-between-gas-processing-and-gas-conditioning/	289	33,811	0.9%	25.6

Pages generating the highest clicks & impressions:

Homepage

3,090 clicks, 24.3% CTR,
Avg pos 8

Coalescers vs
Separators Blog

937 clicks, 126K impressions

Functions of a
Knockout Drum

641 clicks, Avg pos 8.2

Contact Us

618 clicks, CTR 6%, Avg pos 7.5

Quick Opening
Closures Page

459 clicks, Avg pos 9

These pages benefited heavily from updated meta tags, internal links, and improved keyword alignment.

Results (Jan - Oct 2025)

AI Traffic Overview

Between 1 Jan - 31 Oct 2025, Sungov experienced a significant rise in AI-driven sessions compared to the same period in 2024:

Key AI Traffic Metrics

- Total AI Sessions: 71 (vs 17 in 2024) → +317.65% growth
- Engaged Sessions: 38 (vs 8) → +375% increase
- Engagement Rate: 53.52% (up from 47.06%)
- Average Engagement Time: 21 seconds (slightly reduced from 29 seconds)

Results (Jan - Oct 2025)

Strategic Impact

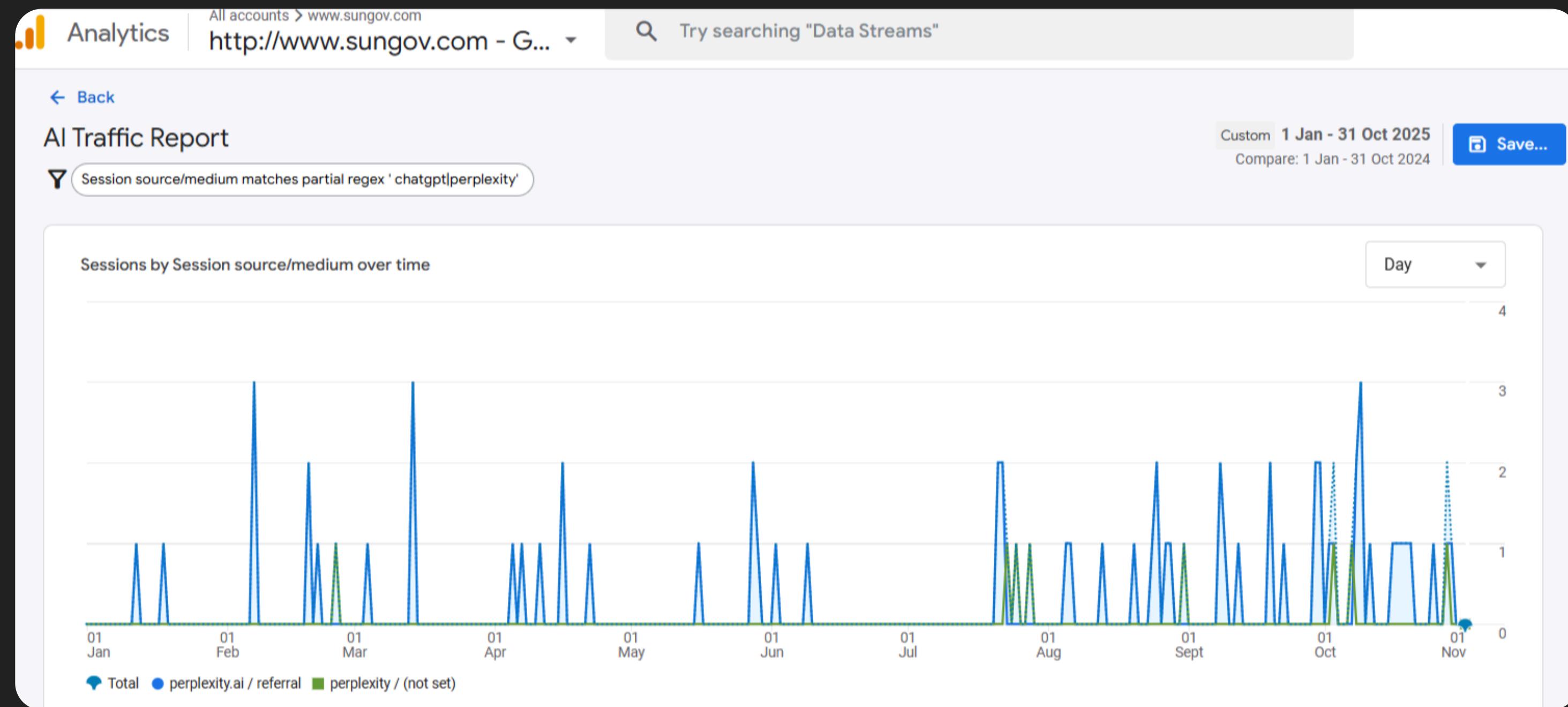
The sharp growth in AI-driven traffic highlights:

- Increased content relevance for technical, informational, and product-based queries
- Early-stage positioning in the evolving AI search ecosystem
- Enhanced discoverability beyond traditional search engines

This data demonstrates Sungov's growing visibility within AI-powered search and discovery environments, indicating that its content is being surfaced as a reference point in conversational research and technical queries.

Results (Jan - Oct 2025)

Strategic Impact



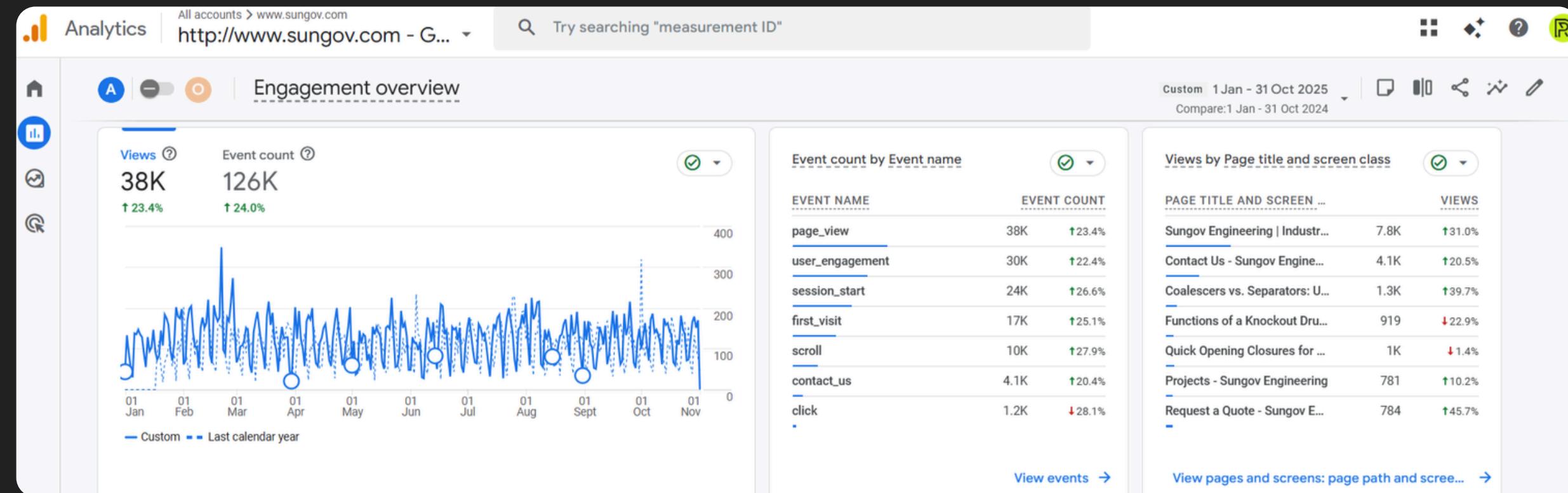
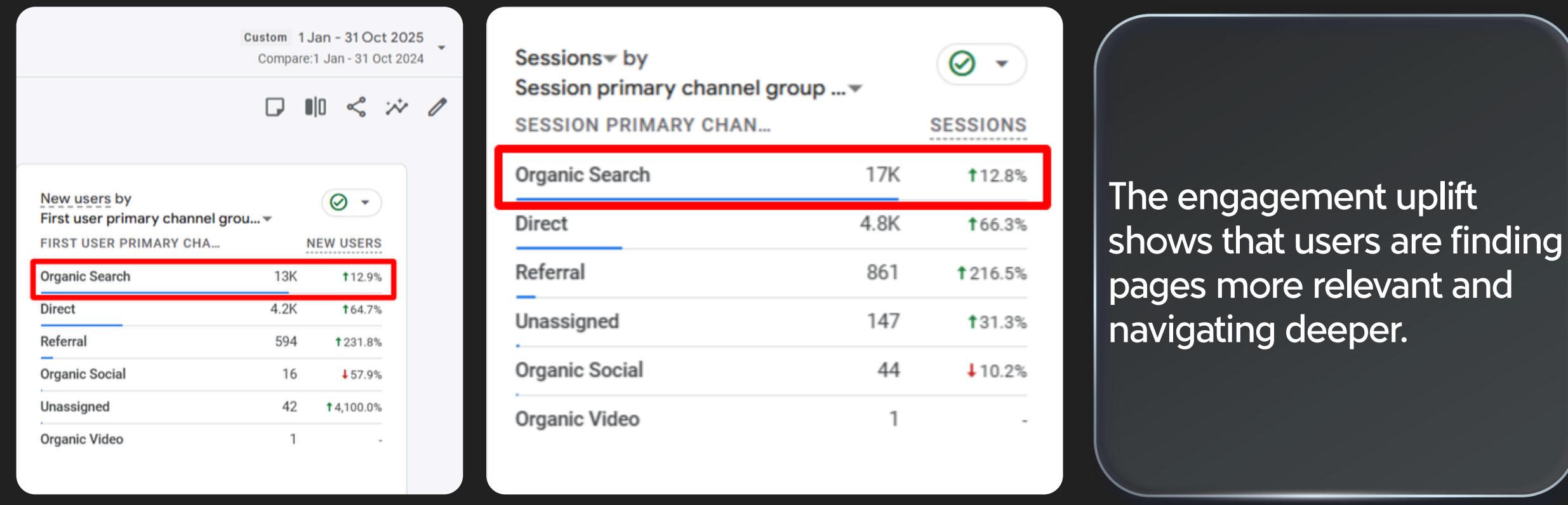
Results (Jan - Oct 2025)

Strategic Impact

Search... Rows per page: 10 ▾ 1-2 of 2

Session source/medium	+	↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session
SHOW ALL ROWS					
Total		71 vs. 17 ↑ 317.65%	38 vs. 8 ↑ 375%	53.52% vs. 47.06% ↑ 13.73%	21s vs. 29s ↓ -28.45%
1 perplexity.ai / referral					
1 Jan - 31 Oct 2025		63 (88.73%)	35 (92.11%)	55.56%	22s
1 Jan - 31 Oct 2024		16 (94.12%)	8 (100%)	50%	31s
% change		293.75%	337.5%	11.11%	-27.03%
2 perplexity / (not set)					
1 Jan - 31 Oct 2025		8 (11.27%)	3 (7.89%)	37.5%	7s
1 Jan - 31 Oct 2024		1 (5.88%)	0 (0%)	0%	0s
% change		700%	0%	0%	0%

Organic Sessions & User Activity (GA4)



Keyword Ranking Improvements

Top Keywords Ranking #1-3	Page 2-3 Keywords Moved to Top 10
Industrial basket filter strainer	Stainless steel basket filter
Demister pad knockout drum	Liquid cartridge filters
Quick opening closure	Coalescing filter natural gas
Knock out drum manufacturer	Duplex basket filter strainer
Natural gas filter separator sizing	Filter separator skid
Fuel gas coalescer	Basket filter suppliers
Coalescer filter gas turbine	Gas coalescer filter
Fuel gas filter separator manufacturers	Coalescers vs separators
Vertical filter separator	
Indirect fired heaters for oil & gas	
Gas dehydration and filtration skids	

This ranking jump directly contributed to the surge in impressions (+209%) and a 12.8% increase in organic sessions, demonstrating stronger visibility and more qualified search traffic.



Conclusion



Through a focused SEO strategy tailored to the industrial engineering niche, Digital Rhetoric helped Sungov achieve a dramatic increase in organic visibility, engagement, and inbound interest.

The combination of technical enhancement, strategic meta updates, consistent content creation, and improved keyword alignment enabled Sungov to strengthen its digital footprint and attract procurement-ready visitors globally.

This case study demonstrates how data-driven SEO can significantly impact complex B2B industries with long sales cycles and niche product searches.



THANK YOU!



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