

DIGITAL PRESENCE & GROWTH STRATEGY

Prepared for Hariansh Engineering | October 2026

Hello, We are Praan Studio!

We're a creative studio that brings life into ideas through thoughtful, aesthetic, and strategy-led design. *We work with **brands to shape their voice** visually across platforms, formats, and audiences.*

OUR SERVICES

Logo & Branding



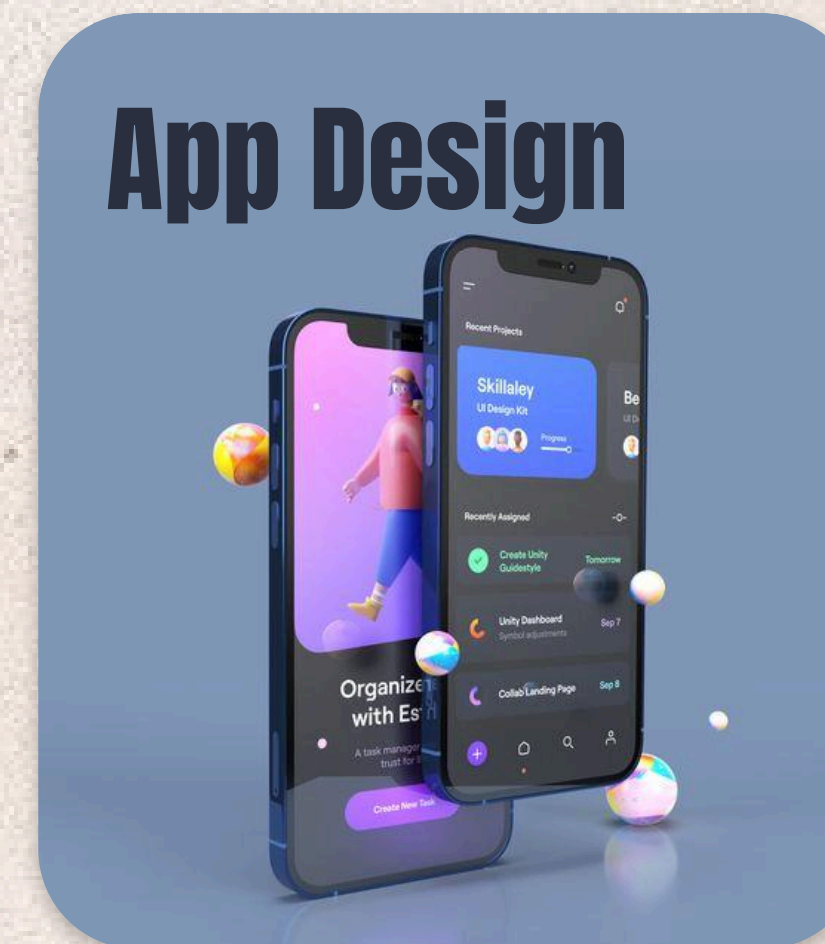
Social Media Management



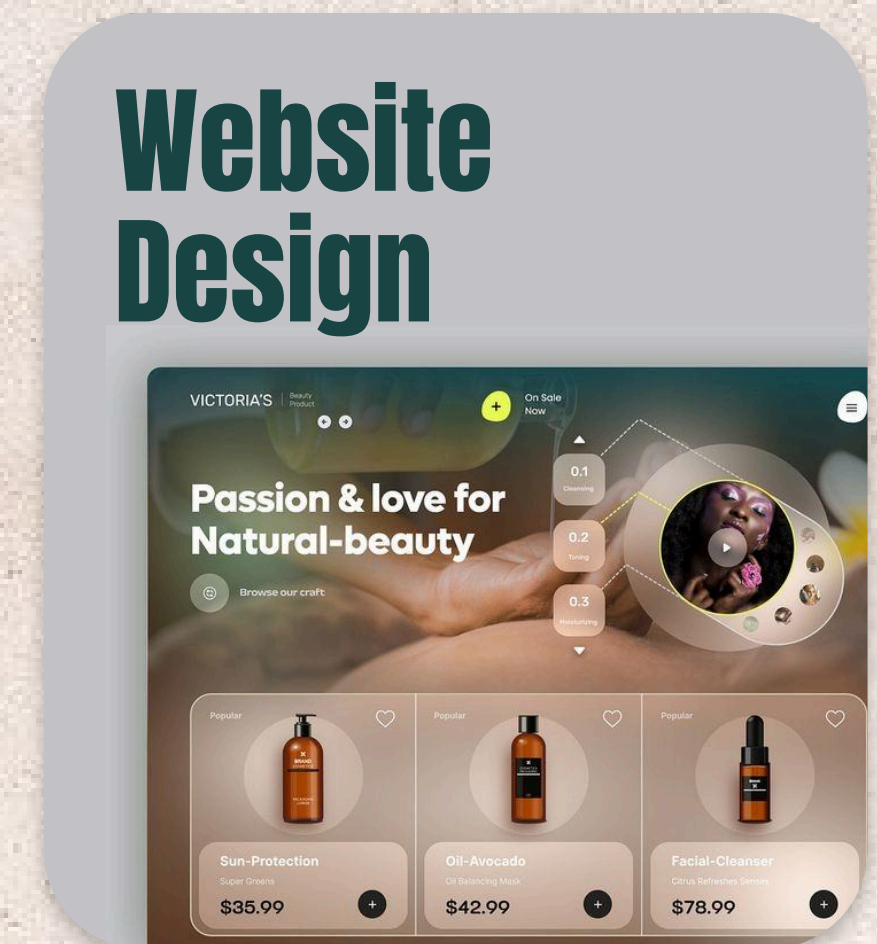
Packaging Design



App Design



Website Design



Understanding The Businesses

Three businesses in the group, reviewed from their current websites. Hariansh Engineering is where we start.

CLIENT PRIORITY

01 Hariansh Engineering

harianshengineering.com

WHAT THEY DO

Engineering design, simulation and consulting across 60+ disciplines, including FEA and CFD analysis, piping and pipe stress, E&I design and pressure equipment.

FOOTPRINT

India HQ, with offices in the USA, UK, Germany, UAE, Oman, Qatar and Australia.

SECTORS

Oil & gas, power, pharma, data centres, infrastructure and more.

OUR TAKE

Turn its deep technical range into visible proof. Projects, certifications and case studies need to be built out online.

02 CSI Computech

csinc.in

WHAT THEY DO

Digital transformation, IIoT and industrial automation, plus products like a Manufacturing Information System and Creone key management (exclusive India partner).

FOOTPRINT

Navi Mumbai, with 15+ years of experience.

SECTORS

Dairy and F&B, oil & gas, pharma and chemicals, and manufacturing.

OUR TAKE

Make its solutions easier to understand through clear use cases and measurable results.

03 TEXTEC International

textecintl.com

WHAT THEY DO

Industrial supply and project support, covering sourcing, procurement, logistics and on-site execution.

FOOTPRINT

Middle East (UAE, Oman, Qatar, Saudi Arabia) and the USA.

SECTORS

Oil & gas, rail, construction, MRO, infrastructure, and wind, solar and data centres.

OUR TAKE

Make its offerings easier to find, with a clear product catalogue and project references.

Our Objective

Start with Hariansh Engineering, then build a distinct digital presence for each business that strengthens credibility and supports growth.

THE OPPORTUNITY

Building on existing strengths.

Our initial review points to opportunities to:

- Communicate services more clearly, from plant design to piping and simulation.
- Showcase relevant projects, sectors and technical expertise.
- Improve visibility on the channels international buyers use.
- Create a clearer path from online discovery to project enquiries.

Our approach: Strengthen existing digital assets, address gaps and prioritise activities based on business goals.

Initial observations only. Detailed recommendations will follow the paid digital presence audit (see Packages).

Channel	Focus
Website	A modern site that presents services, projects and certifications clearly, with an easy path to request a quote.
Search (SEO)	Rank for high-value service keywords in priority countries.
LinkedIn	Build credibility with B2B decision-makers through regular, expert content.
Google Business Profile	A verified, up-to-date profile that builds trust when buyers look Hariansh up.

SEO & ORGANIC SEARCH VISIBILITY

Our SEO strategy focuses on improving search visibility, attracting relevant website visitors, building online authority and generating qualified business enquiries from selected international markets. *What we'll focus on:*

1. SEO Audit & Website Analysis One-time ₹40,000

- Comprehensive website SEO audit.
- Technical issues, indexing and crawlability analysis.
- Website structure and existing content evaluation.
- Organic search performance assessment.
- International competitor analysis.
- Identification of content gaps and growth opportunities.

2. International Keyword Research

- Country-specific keyword research.
- Commercial and service-related keyword identification.
- Industry-specific and long-tail keyword research.
- Competitor keyword gap analysis.
- Search intent and keyword mapping.
- Identification of high-value international search opportunities.

3. Technical SEO Optimisation

- XML sitemap and robots.txt review.
- Indexing, canonical tags and crawl error monitoring.
- Website speed, mobile usability and Core Web Vitals analysis.
- Broken links and redirect checks.
- URL structure and schema markup review.
- International URL and language targeting, including hreflang where applicable.

4. On-Page SEO Optimisation

- SEO-friendly title tags and meta descriptions.
- Heading structure and keyword placement.
- Internal linking and image optimisation.
- Optimisation of service and category pages.
- Content relevance and URL structure improvements.
- Optimisation of key landing pages for international search intent.

5. Content Optimisation & Creation

- Review and improvement of existing website content.
- Service page optimisation.
- Identification of missing industry-specific landing pages.
- 2 SEO-focused blog articles per month (Advanced plan).
- Keyword-based headings, FAQs and internal links.
- Content gap analysis and performance monitoring.

6. Competitor Analysis & Off-Page SEO

- Research of relevant competitors in target countries.
- Backlink profile and authority analysis.
- Identification of relevant industrial directories and trade portals.
- Research of quality backlink and industry outreach opportunities.
- Business listing consistency checks.
- Monitoring of off-page SEO progress.

7. Analytics & Performance Monitoring

- Google Search Console and Google Analytics 4 setup or review.
- Organic traffic and search impressions monitoring.
- Keyword and landing-page performance analysis.
- Country-wise traffic assessment.
- Identification of opportunities to improve click-through rates.
- Monthly SEO reporting and recommendations.

8. Conversion Optimisation

- Review of enquiry forms and calls to action.
- Recommendations to improve service pages and website credibility.
- Optimisation recommendations for mobile visitors.
- Website enquiry and conversion tracking where technically feasible.
- Recommendations to improve qualified lead generation.

Basic SEO

5 focus keywords, essential website optimisation, technical SEO and monthly performance tracking.

₹55,000/month

Advanced SEO

10 to 15 focus keywords, broader website optimisation, 2 SEO blogs per month and deeper competitor and backlink analysis.

₹70,000/month

Organic Brand Building

Improve online visibility, build trust and help the right customers discover and connect with Hariansh.

Google Business Profile Management

Objective: Generate relevant enquiries by reaching potential customers actively searching for Hariansh's services.

Deliverables:

- Google Business Profile audit and optimisation, or new profile creation.
- Business information, categories, services and website details update.
- Business description and service information optimisation.
- Addition of genuine business and project photographs.
- Regular business updates and posts.
- Review monitoring and response assistance.
- Guidance for collecting genuine customer reviews.

Profile creation and verification depend on Google's eligibility requirements. This service applies where the business qualifies for a Google Business Profile.

₹15,000 one-time setup (waived on the Growth package)
₹3,000/month for updating photos, projects and posts

LinkedIn Marketing | B2B Brand Building

Objective: Strengthen professional brand visibility, build industry credibility and reach relevant B2B decision-makers.

Deliverables:

- LinkedIn company page audit and optimisation.
- Industry and competitor research.
- 8 professional posts per month.
- Content covering services, industry insights, project highlights and company updates.
- Relevant hashtags and audience-focused content planning.
- Organic engagement monitoring and monthly reporting.
- Identification of relevant B2B audiences and networking opportunities.

Direct outreach, appointment setting, premium LinkedIn subscriptions and paid LinkedIn advertising are excluded unless separately agreed.

₹35,000/month

PAID ADVERTISING & LEAD GENERATION

Use paid campaigns selectively to reach buyers in priority countries and attract relevant enquiries.

Google Ads | Search-led enquiries

Objective: Reach buyers in priority countries who are actively searching for engineering design, piping and simulation services, and turn those searches into enquiries.

Deliverables:

- Google Ads account audit or initial setup.
- Keyword research and search intent analysis.
- Campaign structure and targeting strategy.
- Ad copy creation and campaign launch.
- Country and target-market selection.
- Negative keyword management.
- Conversion tracking setup or review, where technically feasible.
- Regular campaign monitoring and optimisation.
- Monthly reporting on clicks, conversions, cost and lead quality.

Ad spend is separate and paid by the client directly to Google. Results depend on competition, budget, targeting and landing-page quality.

₹28,000/month
management fee

Meta Ads | Retargeting Optional add-on

Objective: Stay visible to people who have already visited the website and build recall among relevant business audiences.

Deliverables:

- Facebook and Instagram business profile review.
- Audience research based on target markets.
- Retargeting campaigns for website visitors.
- Brand awareness campaigns, if required.
- Monthly reach, engagement and performance reporting.

For industrial B2B, Meta works best as a support channel once search and LinkedIn are running. Ad spend is separate.

₹30,000/month

Creative Posting Optional add-on

- 4 to 5 static or carousel posts per month on Facebook and Instagram.
- Creative content and campaign planning.

₹15,000/month

Reference designs shown for visual direction only

Website Redesign

Simplified Navigation:

Help buyers find relevant services and technical information faster.

Clearer Enquiry Journey:

Make requesting quotations and contacting the sales team more intuitive.

Stronger Conversion Pathways:

Place relevant calls to action throughout key service and project pages.

International Buyer Focused Content:

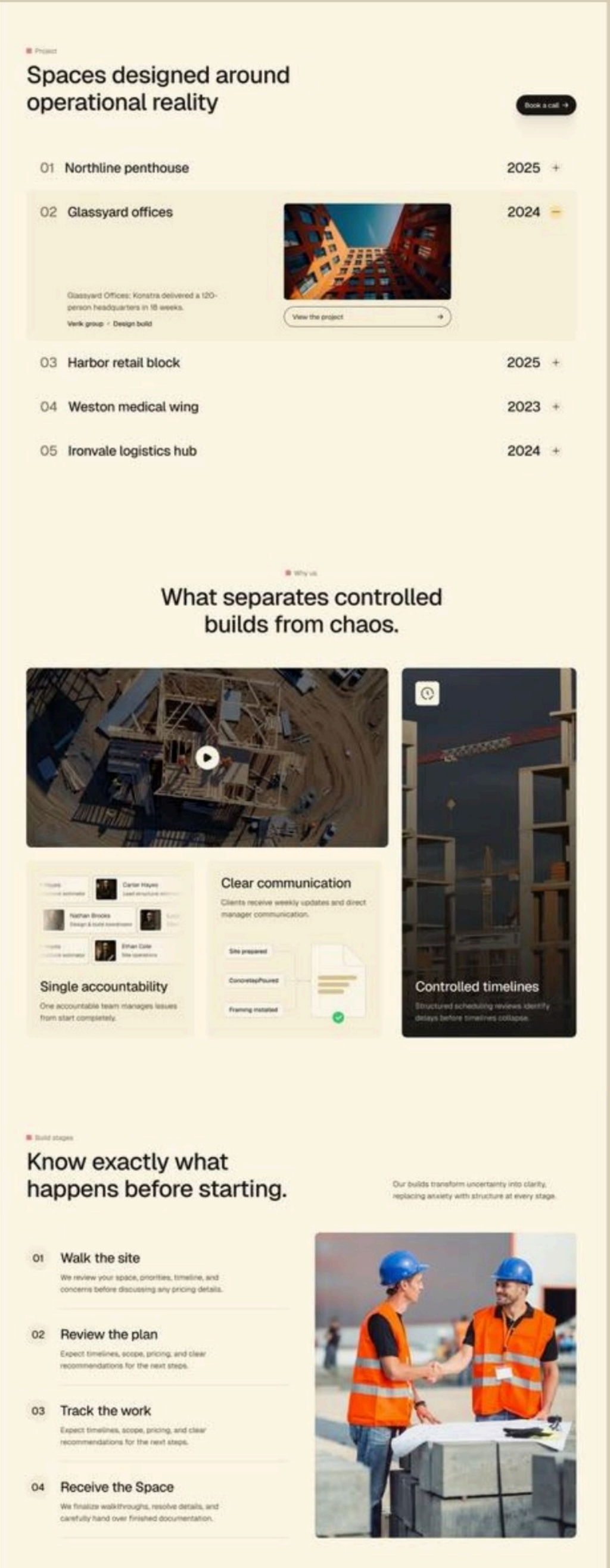
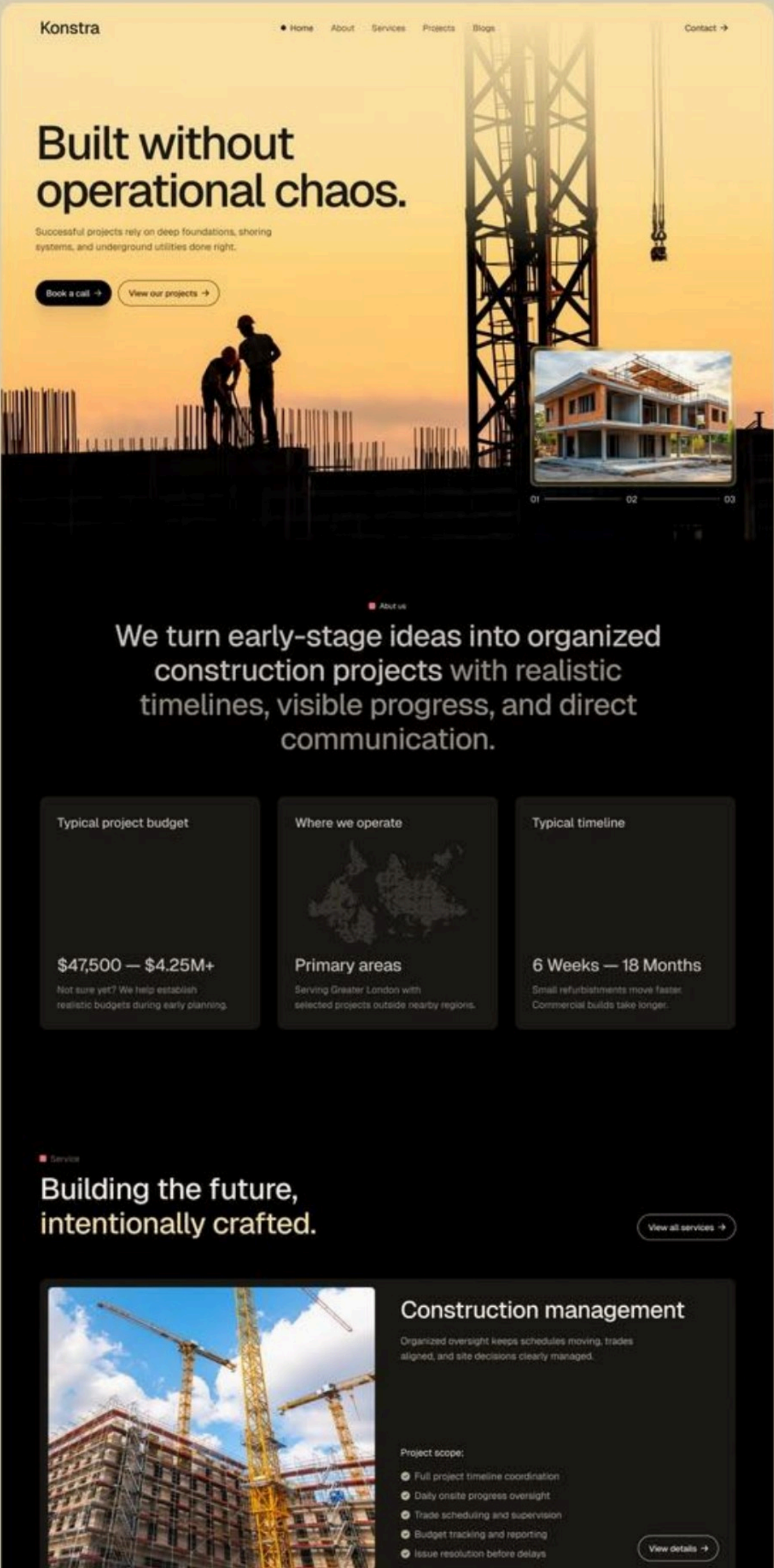
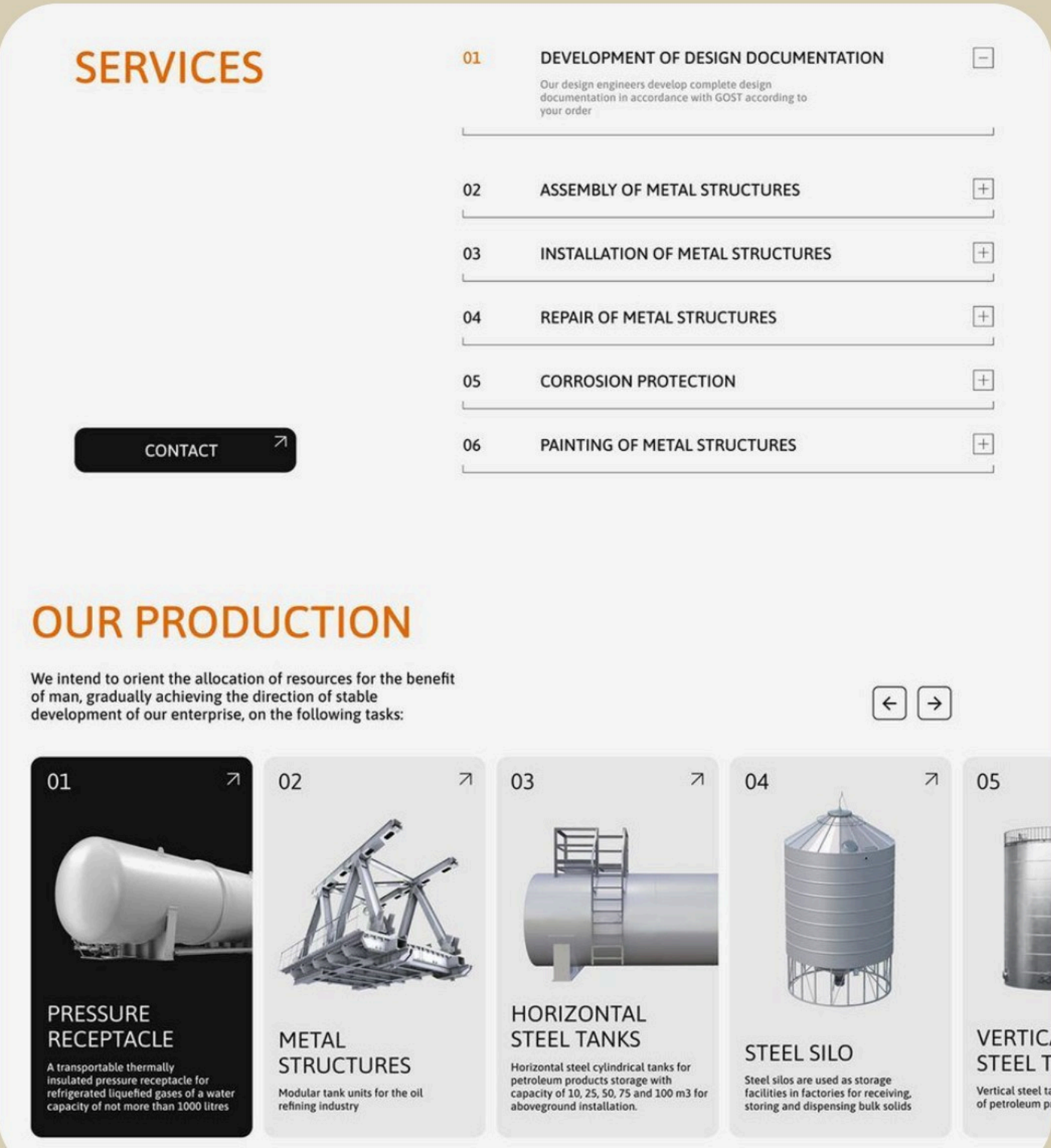
Present capabilities, certifications and project experience to support purchasing decisions.

Structured Service Discovery:

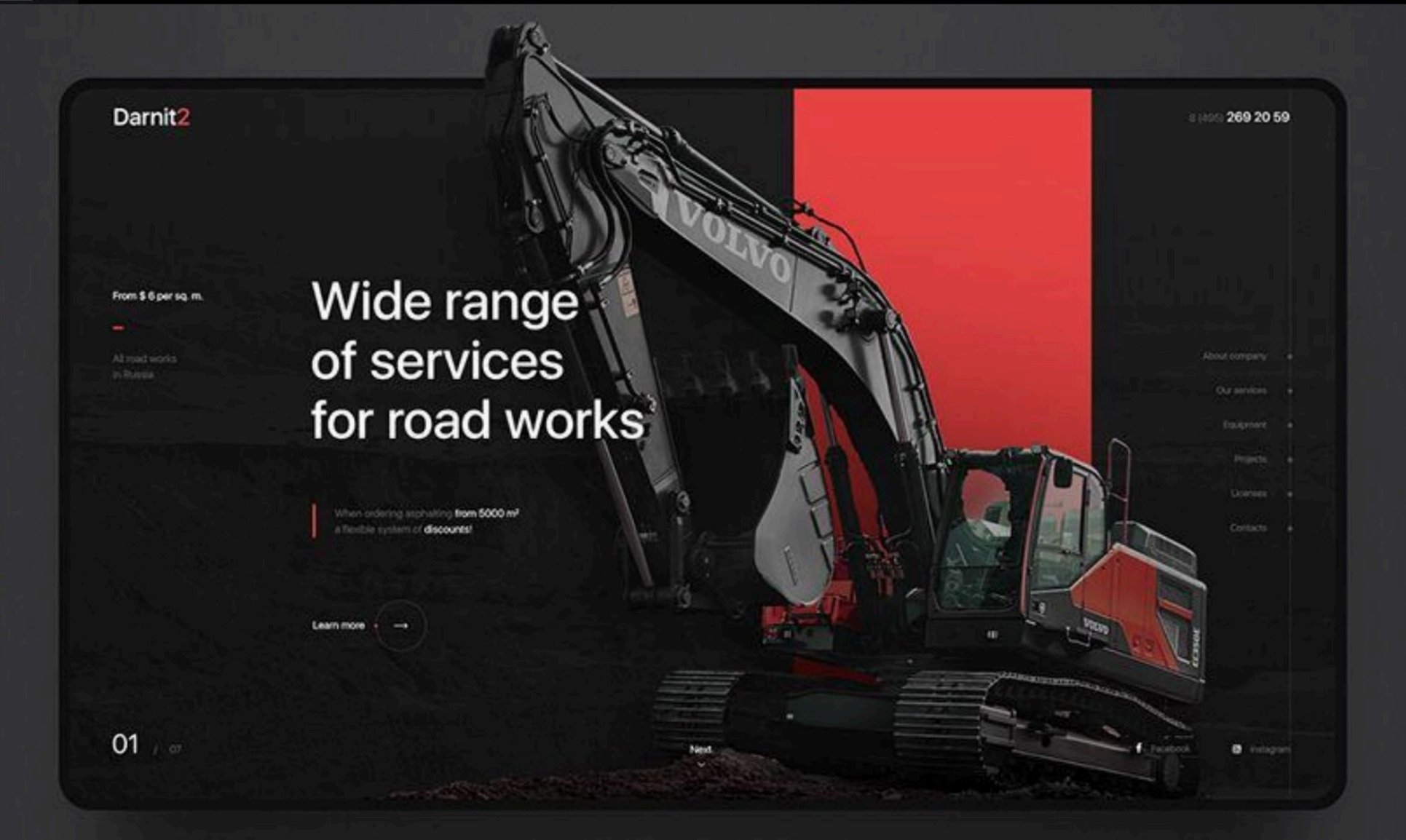
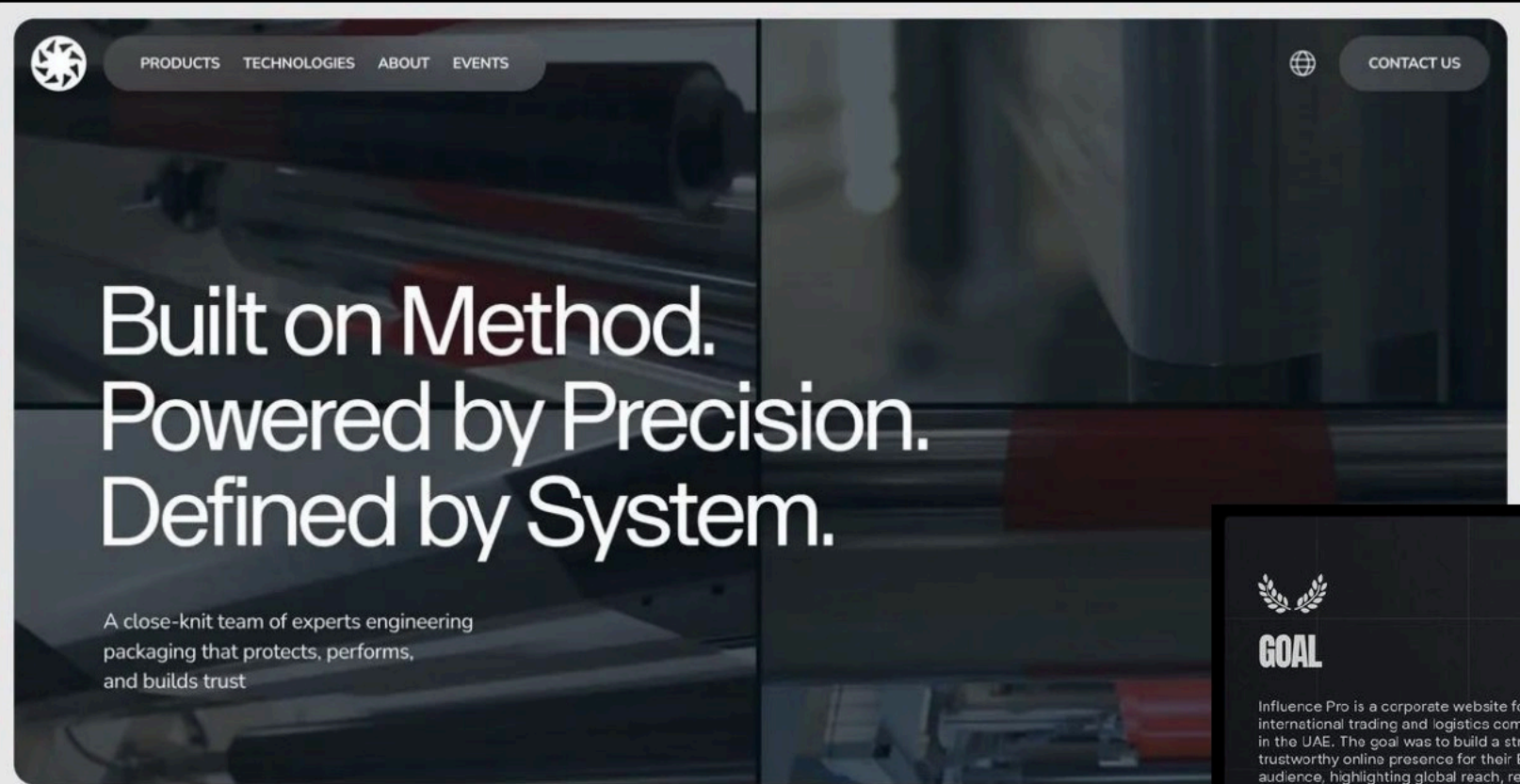
Organise services, sectors and project types for easier evaluation.

Improved Mobile Usability:

Deliver a seamless browsing experience across devices.



Reference designs shown for visual direction only



Visual Design & Brand Credibility

- **Modern Industrial Aesthetic:** A premium, contemporary digital presence that reflects engineering expertise.
- **Stronger Visual Hierarchy:** Make key services and business capabilities easier to identify.
- **High-Impact Project Imagery:** Showcase engineering capabilities and completed projects more effectively.
- **Professional Brand Positioning:** Build trust with international buyers through a consistent, credible visual identity.

Website UI/UX + Development

₹2,75,000 one-time

PACKAGES & INVESTMENT

Monthly retainers for Hariansh Engineering. Choose the package that fits your growth goals.

RECOMMENDED		
Essential Build a search foundation ₹55,000/month ₹58,000 if taken separately • Basic SEO, 5 focus keywords • Technical SEO and monthly tracking • Google Business Profile management	Growth Credibility plus steady enquiries ₹95,000/month ₹1,08,000 if taken separately • Advanced SEO, 10 to 15 keywords • 2 SEO blogs per month • LinkedIn marketing, 8 posts per month • Google Business Profile management • GBP setup fee waived	Growth + Leads Faster enquiries from paid search ₹1,20,000/month ₹1,36,000 if taken separately • Everything in Growth • Google Ads management • Monthly lead quality reporting • Ad spend paid directly to Google
Start here: Digital presence audit ₹40,000 Website, SEO, LinkedIn and Google review with a written roadmap. Paid upfront, billed separately from the website fee.	One-time Website UI/UX + Development ₹2,75,000 GBP setup ₹15,000	Optional add-ons Meta Ads ₹30,000/month Creative posting ₹15,000/month

All prices exclusive of GST. Ad spend is billed separately by Google or Meta.

Audit for CSI Computech or TEXTEC: ₹30,000 each. Group pricing on request.

HOW WE'LL WORK

A phased plan so the website is ready before the monthly retainer begins.

Phase 1

Weeks 1 to 8

Audit & Build

- Digital presence audit, report in 2 weeks
- Keyword research for priority countries
- Website design and development
- GBP and LinkedIn page setup

Phase 2

Retainer months 1 to 3

Launch & Optimise

- New website goes live with on-page SEO
- LinkedIn posting and blogs begin
- Google Ads launch, if selected
- Month 3 review of results

Phase 3

Retainer months 4 to 6

Grow & Scale

- Content, backlinks and campaign scaling
- Double down on what is working
- Month 6 review and next-phase plan

Terms

- Audit paid upfront, separate from the website fee
- Website: 50% advance, 50% on launch
- 6-month minimum on retainers
- Retainer billed monthly from website launch
- All prices exclusive of GST
- Ad spend paid directly by the client

What we'll report monthly

- Keyword rankings in priority countries
- Organic traffic by country
- Website enquiries and quote requests
- LinkedIn reach and follower growth



Praan Studio

Thank You



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[Our Website](#)