

## Techflow Enterprises

SEO | Search Engine Optimization | Website Designing

Established in 1979, Techflow Enterprises has developed enormous expertise in designing and production of application specific equipments that would control air pollution in the industries. They have evolved as India's leading manufacturer of air pollution control equipments. Their product range includes Bag Filters, Central Dust Collectors, Pneumatic Conveying Systems and many others.

The design of their website was to include detailed information on their product range with all the specifications and relevant images. The website would also serve the purpose of being an online brochure. Also a request from the client was to maintain a detailed database of the activities happening on the website.

Team CompuBrain<sup>TM</sup> did a detailed analysis on the client's business and their requirements pertaining to the website. We came with the solution that this project should be treated as development of E-Brochure rather than a website which would incorporate not only product range but would also help in branding of the company and provide every detail, of the product, to the end user.

Therefore, the Product Range Tab of their website has all the information, specification, mechanical drawing, special features, advantages and performance charts, to enable a prospective customer make an informed decision about the product that suits his needs.

We generate reports, on a regular basis, of the activities on their websites in terms of number of hits, the product which is reviewed by most of the visitors, any specific search string looked up by the visitors on their website and at times some special request to monitor a particular activity from the client.

Thus [www.techflow.net](http://www.techflow.net) is a Techflow Enterprises' E-Brochure along with being a website.