

VALEO x SID & CO

CASE STUDY

**FROM NOT ON
GOOGLE TO
#1**

SEO growth for a solar
interconnect manufacturer



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Overview

Valeo Products LLP manufactures tinned copper interconnects, PV ribbons and copper conductors for the solar industry, from its plant in Kucharam, Telangana.

Its products were not showing up on Google for the searches its buyers make. Sid & Co took on Valeo's SEO, alongside its LinkedIn strategy, content calendar, reels, festival creatives, exhibition graphics and print.

Between September 2025 and April 2026, **24 of 25 target keywords** went from not ranked to ranked on Google, with **5 at #1**.

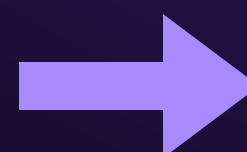
Before & After

Valeo's 25 target keywords on Google, from where we started to April 2026.

BEFORE

0/25

target keywords ranked on Google

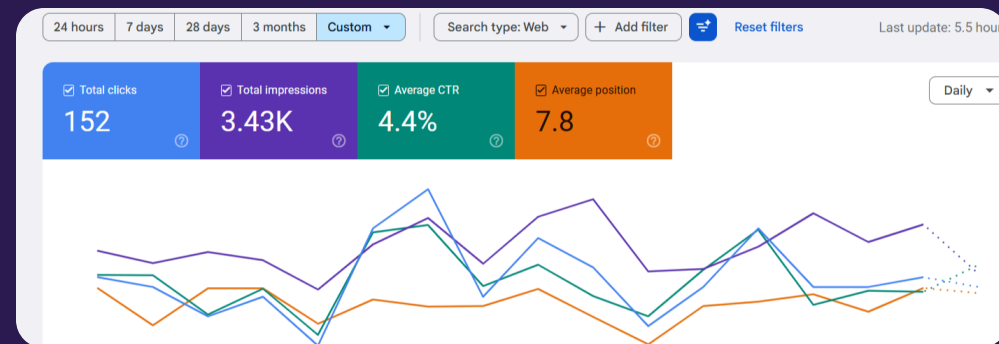


AFTER

24/25

ranked, with 13 in Google's top 10

Scope of Work



Search engine optimisation

On-page, technical and off-page SEO for 25 target keywords.

The Valeo LinkedIn Strategy

How a 45-year-old non-ferrous conductors and industrial copper solutions manufacturer becomes a recognised voice in Indian B2B manufacturing on LinkedIn, using one shoot day, the founder's archive, and a year of disciplined storytelling.

LinkedIn strategy

A 12-month plan to make Valeo a known voice in B2B manufacturing.

narrative weight.

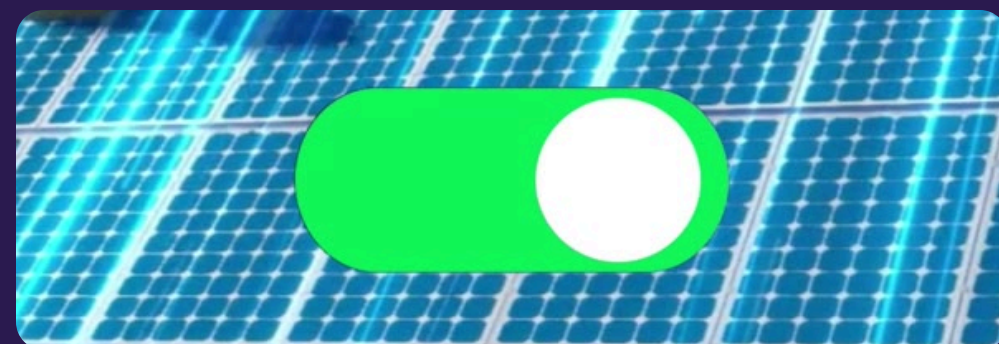
Single image + caption	1	6%	Reserved for the June 1 morning anchor post. One quiet image, big-arc caption.
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The four weeks

Week	Dates	Theme	What it does
Week 1	June 1 to 7	The industry	5 posts. The ALMM deadline lands on day one. Vaibhav's

Content calendar

Monthly calendars planned around real industry moments.



Reels & motion

Short brand and product reels for social media.



Festival creatives

Festival and occasion posts and reels, tied back to the product.



Exhibition & print

Stall graphics, display panels and a large-format print banner.

The SEO Approach

Sid & Co built valeoproducts.com's search presence across four areas:

10

Technical set-up

On-page tasks done:
Search Console,
Analytics, XML and
HTML sitemaps,
schema, meta and
author tags.

5

Product pages

Titles, descriptions and
keywords rewritten for
key pages, from MBB
ribbon to PV ribbons.

58

Live placements

Bookmarks, classifieds,
Web 2.0, articles, blogs,
images, PDFs and
profiles.

25

Keywords tracked

Rankings checked
every fortnight, from
"mbb ribbon" to "solar
busbar".

Keywords chosen around Valeo's products, from solar ribbons to magnet wire.

Key Results

From [not on Google](#) to page one for 13 target keywords



24/25

Keywords now ranked

13

In Google's top 10

8

In the top 3

5

Ranking #1

Every one of these keywords started at [Not in Google](#).

03 · RANKING RESULTS

13 Keywords on Page One

Google position at the first check (Sep 2025) and on 16 April 2026. All started at Not in Google.

Keyword	Sep '25	Apr '26
mbb ribbon	1	#1
String Interconnect for Solar	8	#1
Cell Interconnect for Solar	6	#1
Copper magnet wire manufacturers in Kucharam	Not ranked	#1
tinned copper interconnect	5	#1
Valeo Products India	5	#2
PV Ribbons Manufacturer in India	19	#3

Keyword	Sep '25	Apr '26
solar ribbon manufacturer	20	#3
Shaped Conductors manufacturers in Kucharam	Not ranked	#4
tin plated copper wire manufacturers	Not ranked	#8
PV Ribbon	48	#8
tabbing ribbon for solar	Not ranked	#9
copper ribbon for solar panels	35	#9

The Biggest Climbs

PV Ribbon

48 → 8

40 places up

copper ribbon for solar panels

35 → 9

26 places up

solar ribbon manufacturer

20 → 3

17 places up

PV Ribbons Manufacturer in India

19 → 3

16 places up

The PV Connect

— → 13

From not ranked

Copper magnet wire
manufacturers in Kucharam

— → #1

From not ranked

04 · SEARCH CONSOLE

Climbing Google, Month on Month

15.4 → 7.8

Average Google position

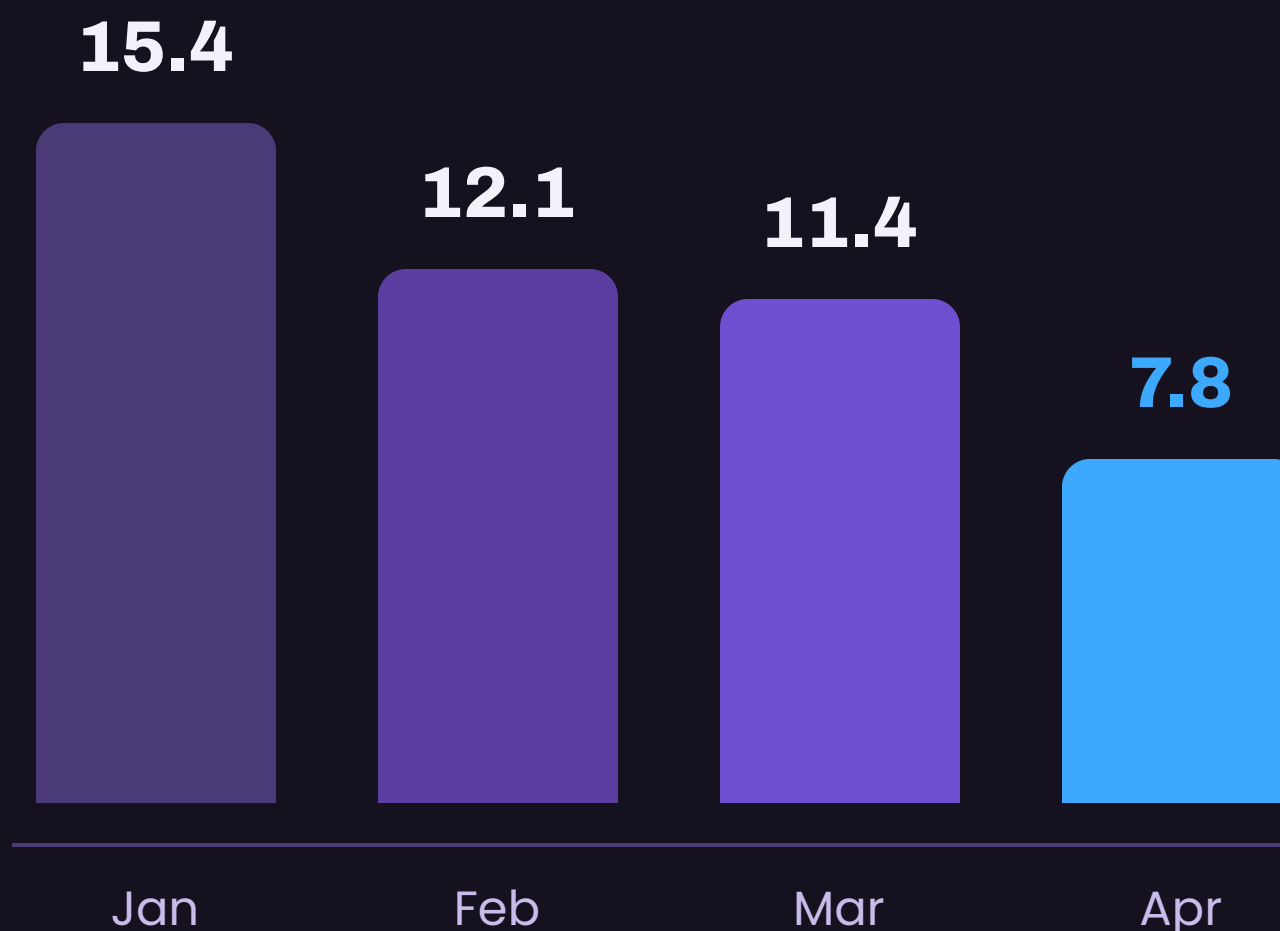
164 → 193

Monthly clicks, Jan to Mar

4.3K → 5KMonthly impressions, Jan to
Mar**3.8% → 4.4%**

Click-through rate

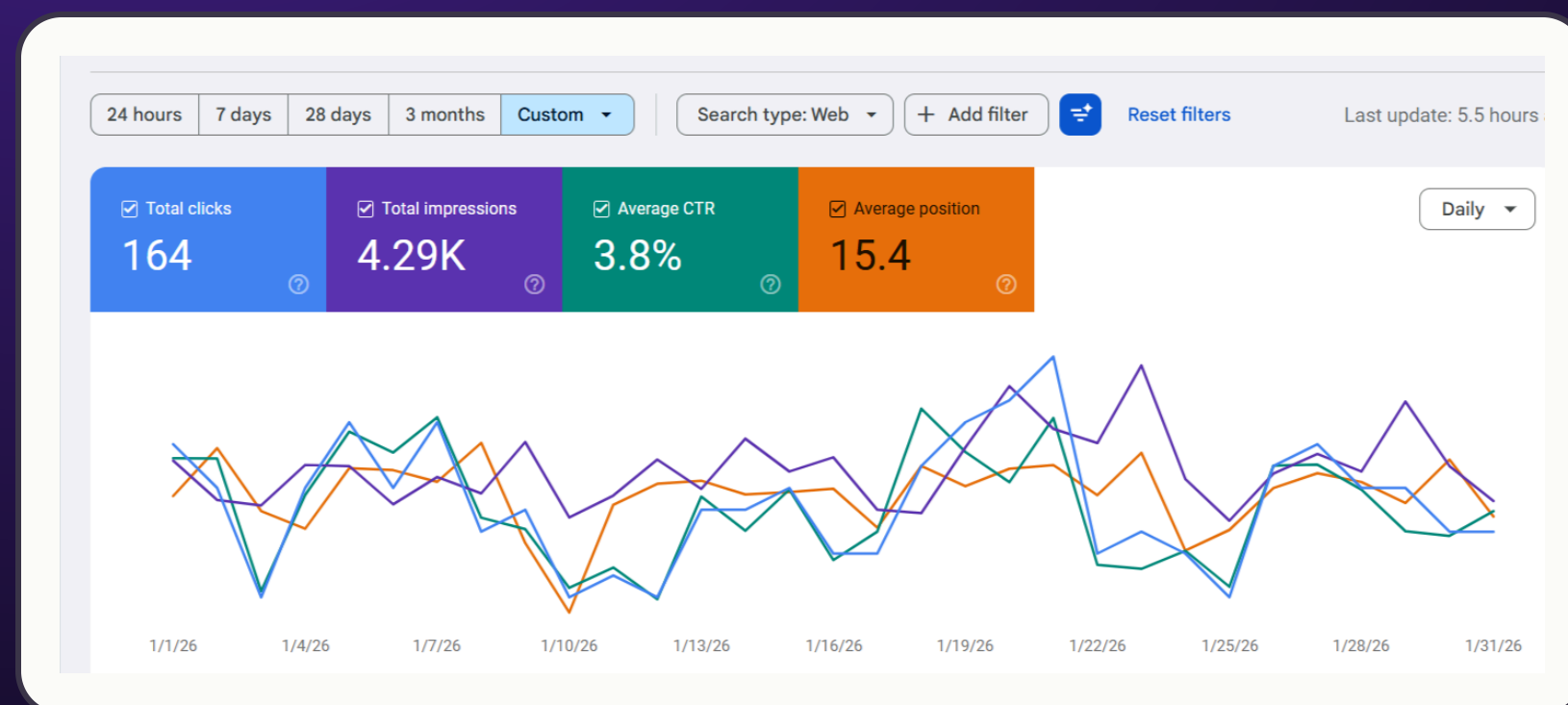
Average position by month (lower is better)



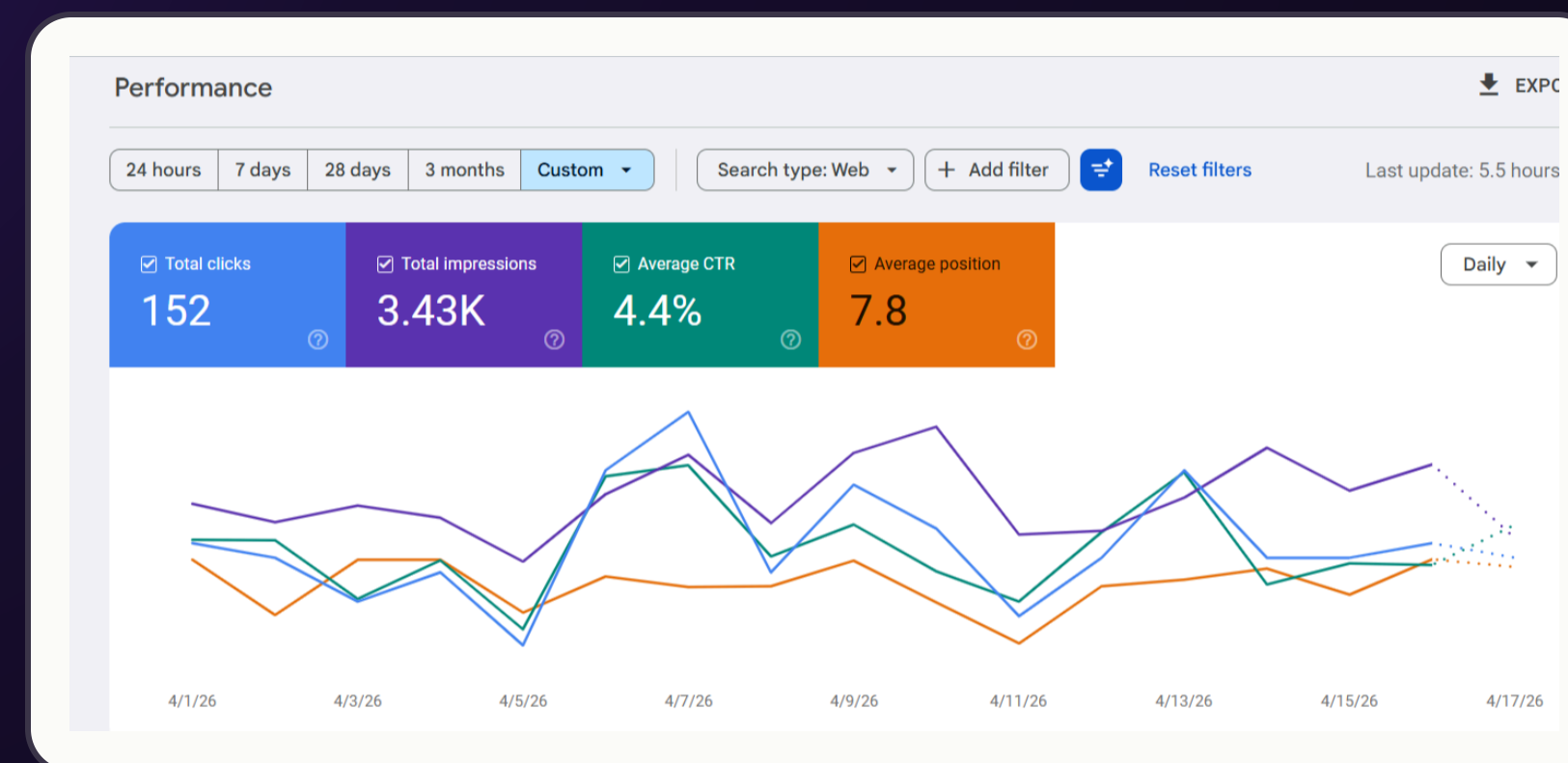
Google Search Console, 2026. April covers 1 to 17 April.

The Proof

Google Search Console for valeoproducts.com



January 2026 • average position 15.4



1 to 17 April 2026 • average position 7.8

The LinkedIn Strategy

A 12-month plan to make Valeo the most-known name in non-ferrous conductors on LinkedIn.

- Goal: 8,000 to 10,000 followers in 12 months
- Target engagement of 4 to 6%, 3x the B2B India benchmark
- One shoot day powering nine months of content
- Five story pillars and an 80/20 real-to-designed mix

SID&CO. / CLIENT STRATEGY / 2026

The Valeo LinkedIn Strategy

How a 45-year-old non-ferrous conductors and industrial copper solutions manufacturer becomes a recognised voice in Indian B2B manufacturing on LinkedIn, using one shoot day, the founder's archive, and a year of disciplined storytelling.

FOR / Valeo Products LLP

BY / Sid&Co. / Jaipur

02

WHAT THIS STRATEGY IS BUILT TO DO

One outcome. Three numbers.

Every post we ship for Valeo is judged against the same question: did it strengthen Valeo's voice on LinkedIn today? Did it earn attention, build recognition, or deepen the brand for the audiences that matter? If it did not, the post was wasted.

12 mo

Build a real audience

Grow Valeo's followers from current base to 8,000-10,000, make up of the audiences that matter: auto, automotive, power, FMCG, plant eqpt, M&O, and the broader manufacturing community in India.

Likes + Comments

The engagement target

Engagement on Valeo's posts is the single number we report up. Likes and comments combined, measured against post reach. Target: 4-6% engagement rate. In the B2B India benchmark.

Top 5%

Engagement leadership

Valeo's posts perform in the top 5% of B2B manufacturing pages in India. Measured against Indian B2B benchmarks, not against Valeo's own historical baseline.

06

THE FIVE STORY PILLARS

What we will be talking about, all year.

Each post belongs to exactly one pillar. The mix across the month shifts based on industry events (ALMM deadlines, capacity announcements, policy moves), but the pillars themselves stay constant. This is what trains the LinkedIn algorithm to know who Valeo is for.

01

The 45-year arc

Origin stories. The 1980 unit, the plants, the bets that worked, the ones that did not. Founder voice clips from the shoot day. Archive photos.

02

Inside the plant

Real people, real machines, real processes. Plant heads named. Operator credentialed. The unglamorous detail shots that say we have done this longer than anyone else here.

03

The technical edge

Why financial matters. Why costing thickness matters. Why the 4% premium is what builds the future-made decision. Specific numbers, specific future models, specific decisions.

04

The customer's view

Personalized case studies across value, automotive, power. Migration stories. Valid but messy. Procurement questions that landed differently than expected. Always specific.

05

The atmanirbhar arc

Valeo's POV on Indian self-reliance in non-ferrous conductors. ALMM. PLI. EVs. Defense. Space. Renewable. The non-obvious take on what India is actually building.

10

THE 12-MONTH ROADMAP

Build, compound, lead the conversation.

MONTHS 1-3

Build phase

Establish presence

- One shoot day in month 1. Library complete by week 3.
- Cadence: 4 posts a week.
- Focus: 45-year arc + plant pillars. Get the brand voice heard.
- Target: 3,000-4,000 followers, 2.5%+ engagement rate.

MONTHS 4-6

Compound phase

Build authority

- Cadence: 5 posts a week.
- All five pillars active. Industry movement posts increase weight.
- Next-gen leadership account hits stride: 2 personal posts a week.
- Target: 6,000 followers, 4%+ engagement rate, growing comment depth on every post.

MONTHS 7-12

Authority phase

Become the reference

- Valeo cited in industry conversations across auto, automotive, and power. The caravans and posts get shared and forwarded inside manufacturing networks.
- Founder archive nearly fully deployed. Plan for shoot day 2 in month 12.
- Target: 8,000-10,000 followers, 5-6% engagement rate, top 5% performance among B2B manufacturing pages in India.

05 · LINKEDIN & CONTENT

The Content Calendar

Monthly calendars built around real industry moments. June 2026 was planned around ALMM List-II taking effect on 1 June.

15

Posts in 30 days

4.5%+

Engagement target

Format mix: 4 reels, 4 carousels, 6 long-form text posts and 1 single image, plus a one-day shoot plan.

SID&CO. / CONTENT CALENDAR / 2026

The Valeo June 2026 Calendar.

Fifteen posts across thirty days. Pure content marketing strategy for the post-ALMM month.

FOR / Valeo Products LLPBY / Sid&Co. / Jaipur

02

FORMAT MIX / 15 POSTS

Format mix and weeks.

Format	#	Share	Why this share this month
Reel / max 20s	4	27%	All under 20 seconds. Three carry voiceover storytelling, one is plant footage with supers. Built for a single freelancer to capture in one shoot day.
Carousel / PDF	4	27%	Higher than the standard 20%. Save-worthy industry reflections work well for the post-deadline conversation.
Text long-form	6	40%	Higher than usual. Where Vaibhav's voice does the heavy lifting now that reels are capped at 20s. Long-form carries the narrative weight.
Single image + caption	1	6%	Reserved for the June 1 morning anchor post. One quiet image, big-arc caption.

The four weeks

Week	Dates	Theme	What it does
Week 1	June 1 to 7	The industry moment	5 posts. The ALMM deadline lands on day one. Vaibhav's voice carries three of the five. The single image on June 1 morning anchors the month.
Week 2	June 8 to 14	Widen back to all sectors	4 posts. After Week 1's solar-heavy moment, the calendar widens. Cross-sector pivot to fans and EVs. Plant moment and archive content.
Week 3	June 15 to 21	Technical depth + forward POV	4 posts. Engineers and R&D; audiences in focus. PV ribbon math, TopCon vs HJT spec breakdown, failure case study, forward-look POV.
Week 4	June 22 to 28	Reflection + closing	2 posts. 10x growth story to widen the conversation, then a month-in-review carousel to close June.

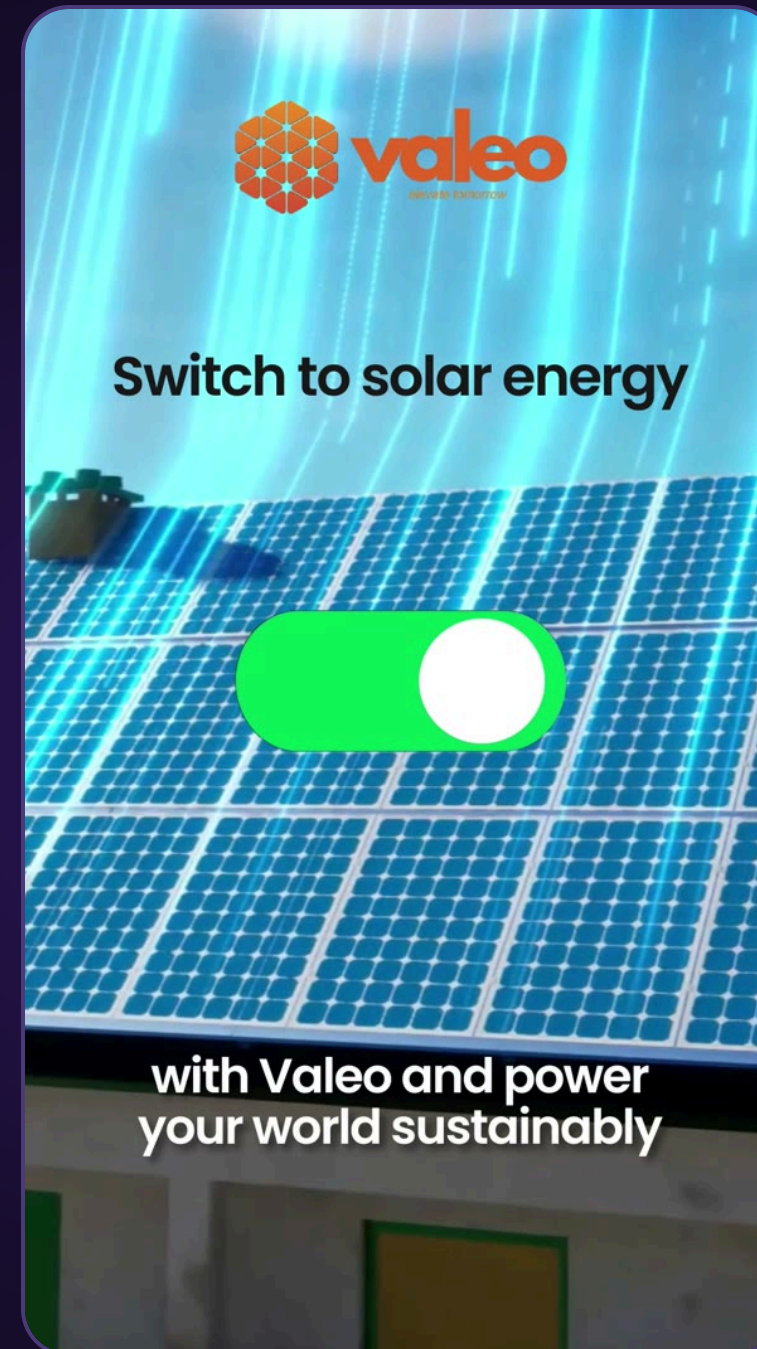
Sid&Co. / Valeo June 2026 Content Calendar / Internal03

06 · REELS & FESTIVALS

Reels & Motion

Short reels that make a technical product easy to get in a few seconds.

Switch to solar energy flips a city to solar with Valeo. **One manufacturer, multiple capabilities** surrounds a Valeo spool with its product range.



Brand reel · 10s

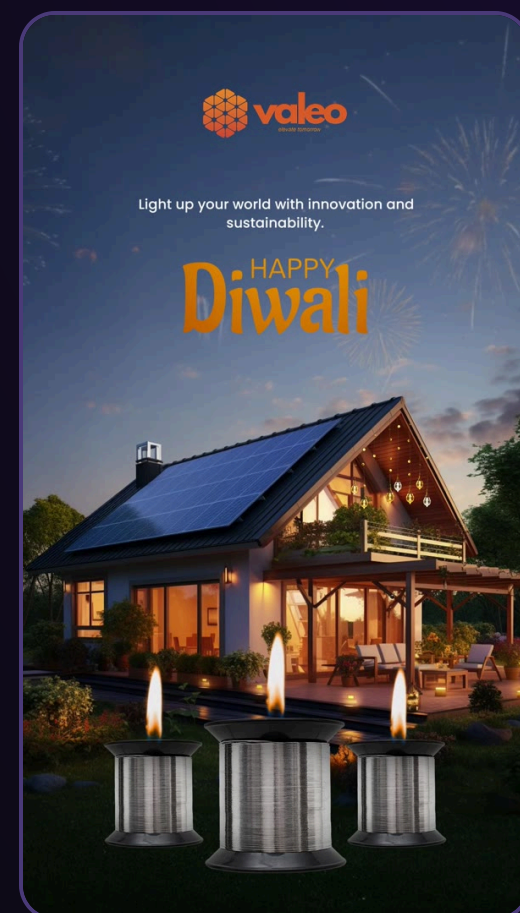


Motion reel · 12s

06 · REELS & FESTIVALS

Festival Creatives

Festival and occasion greetings that work Valeo's copper ribbon, spools and solar story into every frame.



Diwali · Reel



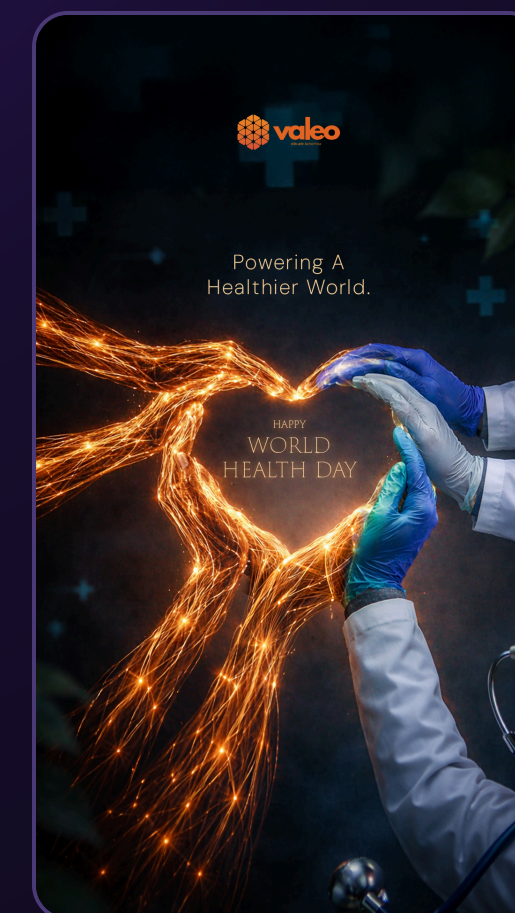
Dhanteras · Reel



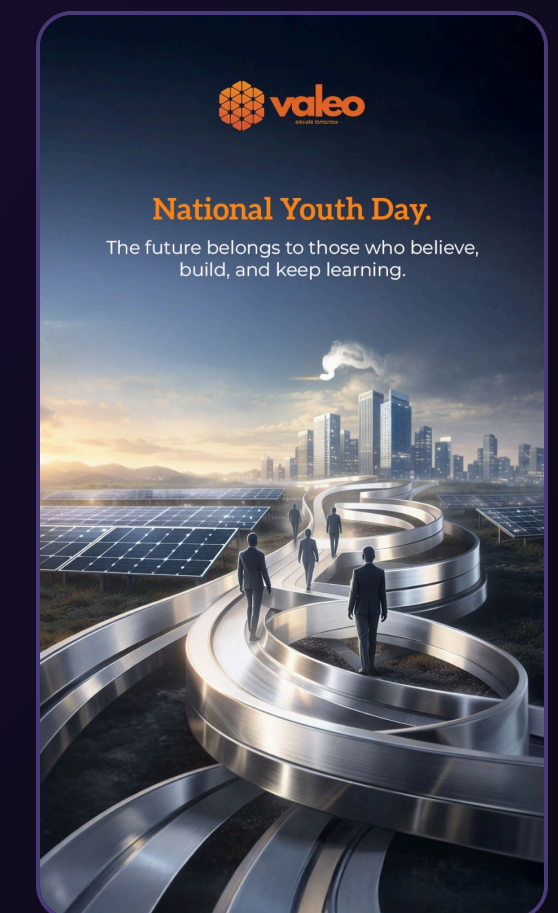
New Year · Reel



Eid · Post



World Health Day



National Youth Day

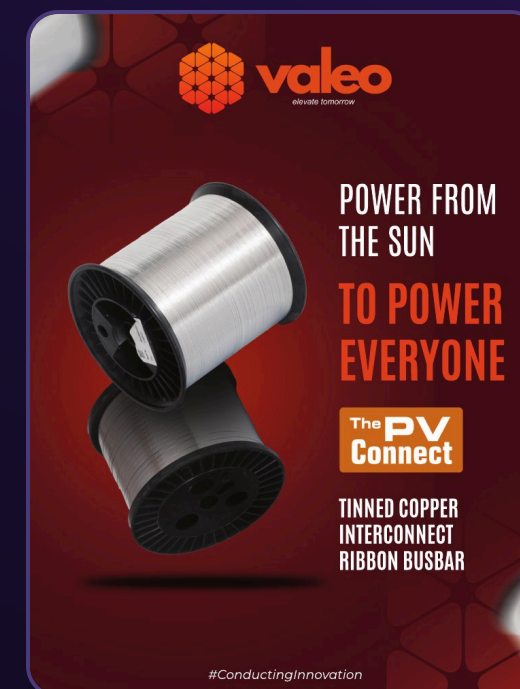
07 · EXHIBITION & PRINT

Exhibition Graphics

Graphics for every panel of Valeo's exhibition stall, mapped panel by panel on the stall layout.



Stall layout with panel positions



Panel A



Panel B



Panel C

07 · EXHIBITION & PRINT

Large-Format Print

A 72 by 48 inch banner presenting Valeo's tinned copper interconnect range: busbar, flat, narrow and round ribbon.

Precision Crafted Tinned Copper Interconnect Solutions

Providing durable, high-performance tinned copper interconnect ribbons with superior conductivity for diverse industrial and technological needs.

Range of Products

Busbar

Flat Ribbon

Narrow Ribbon

Round Ribbon

Available In : Regular leaded, Low temperature, RoHS Compliant lead free

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VALEO ON GOOGLE

#1

for 5 target keywords

0 → 24 ranked

The Outcome

With Sid & Co, Valeo now has:

- 24 of 25 target keywords ranked on Google, up from none
- 13 keywords on page one, 5 of them at #1
- Average Google position improved from 15.4 to 7.8
- Page authority up from 18 to 22, domain authority from 7 to 9
- A LinkedIn strategy, content calendar, reels, festival creatives, exhibition graphics and print

A manufacturer that buyers can now find on Google.