

CASE STUDY

Dfurn

Building a complete digital presence for a leading modular-furniture manufacturer

Dfurn × Sirican

Website Design & Development · SEO · Social Media · Amazon Store

Client Dfurn — modular furniture manufacturing (Gujarat)

Market B2B — corporate, institutional & hospitality

Prepared by Sirican · sirican.com

Building a complete digital presence for Dfurn

INDUSTRY	LIVE SITE	WORK DELIVERED
Furniture manufacturing	dfurn.in	Website · SEO · Social · Amazon

Dfurn manufactures customisable, turnkey modular furniture for corporate offices, educational institutions, hostels, canteens, laboratories and commercial spaces across India. Years of delivered projects had earned a strong reputation — entirely offline.

When they came to us, there was no SEO, no social media presence and no online marketing of any kind. The existing Angular-based website was slow, hard to navigate and offered no clear path to inquiry. They needed a digital presence built from the ground up — one that could match the scale of the business and put them in front of the institutional buyers already searching for what they make.

Rebuilding the website around the buyer, not the brochure

The old site asked visitors to work too hard — key information sat behind multiple clicks, navigation didn't reflect how institutional clients explore, and slow load times eroded first impressions before a word was read. We redesigned and rebuilt the site from scratch, structured around the way procurement managers, administrators and architects actually buy.

Key goals for the new website

- A clear, sector-led structure — corporate, institutional, hospitality, laboratory
- A fast, mobile-first build replacing the legacy Angular architecture
- Prominent calls-to-action and a friction-free inquiry flow on every page
- An SEO-ready foundation — clean structure, fast performance, proper markup

Starting SEO from zero — and owning the searches that matter

With no prior SEO activity, Dfurn was invisible for every search its buyers were making. That also meant clean ground to build on — no penalties, no bad history, just untapped territory. We mapped keywords to real buyer intent — from broad discovery terms to decision-stage searches like *turnkey furniture suppliers for institutions* — and built the technical and content foundations to rank for them.

- Keyword research built around institutional buyer journeys
- Technical SEO baked into the new site from day one
- Sector-specific landing pages targeting each client vertical
- Local SEO for Gujarat-focused procurement searches

Giving the brand a voice on social media

Dfurn had no active social presence — yet its work is inherently visual: large installations, manufacturing capability, real projects at real scale. We built a consistent identity and a content programme designed for a professional audience of architects, designers and procurement teams.

- A recognisable visual identity aligned with the new website
- Project showcases and behind-the-scenes manufacturing content
- A structured calendar — consistent presence, no gaps

Turning the Amazon store into a discovery channel

The store existed, but listings were thin — weak titles, minimal descriptions, poor imagery. We rewrote every listing with keyword-led titles and structured descriptions, overhauled the visual presentation and brought the storefront in line with the new brand.

The results

Within the first year of the engagement:

+140%

ORGANIC TRAFFIC
GROWTH

65+

PAGE-1 KEYWORD
RANKINGS

+85%

AMAZON CTR
IMPROVEMENT

2.5×

GROWTH IN QUALIFIED
LEADS

The most meaningful shift was qualitative: institutional buyers now arrive having already validated Dfurn online — which changes the entire sales conversation.

"Our products had always spoken for themselves — but we needed our online presence to do the same. The quality of clients reaching out to us now is noticeably different."

— Dfurn leadership

THE SHIFT

From an offline reputation invisible online, to a complete digital presence that reaches institutional buyers at the moment they're searching — and converts them into qualified inquiries.

Ready to build a digital presence that matches your business?

Sirican works with brands serious about growth — website, SEO, social, content and performance, built as one system.

Let's talk → sirican.com